

**Medical SSMID Commission Meeting Minutes**

**February 5, 2014**

**8:00 a.m. – 10:00 a.m.**

**PCI Medical Pavilion**

**Present:** John Albert, Tim Charles, Richard Cooley, Michelle Jensen, Kathy McCauley, Mary Meisterling, Pat Shey, Julie Sterling, Julianne Thomas, Ted Townsend, Phil Wasta and Marcie Watson

**Absent:** Mike Sundall

**Steering Committee/Guests:** Mike Easley, Scott Freres, Sarah Gephart, Becky Hurley, Annie Obrecht, Jason Willis, Gordon Epping and Richard Pankey

**Economic Alliance Staff:** Sarika Bhakta, Doug Neumann and Nicole Reck

**Welcome & Introductions**

Townsend called the meeting to order at 8:06 a.m.

**Consent Agenda**

Meisterling moved approval of the Consent Agenda, seconded by Thomas, the Commission unanimously approved.

**Set SSMID Tax Rate**

Neumann explained the Commission sets the tax rate annually. Planning and visioning has been based on the current rate of \$3.75 per \$1,000 assessed taxable value. The City of Cedar Rapids needs the tax rate annually to incorporate into their budget which is set in early March. Meisterling moved to approve a Medical SSMID levy rate of \$3.75 per \$1,000 assessed property value for FY15, seconded by Wasta, the Commission unanimously approved.

The following rates were also noted to the Commission: the Downtown SSMID is currently \$2.75, though it was \$3.00 for first 20 years; NewBo is looking at the rate of \$3.00.

Townsend requested setting the tax rate annually at the December meeting.

**Committee Updates, Next Steps, and Timeline**

**Branding/Marketing**

Dr. Thomas started with an update on the official website kickoff reporting no major issues. Efforts will be ongoing to get additional businesses and non-profits into the site directory. Dr. Thomas reported signing off on final approval of the Informatics invoice; Bhakta noted Informatics had the primary domain name and they are the website host per the two-year agreement as written in the RFP. Additionally, information for the 'news and events' section of the website will be filtered through an administrator at the Economic Alliance. Previous discussion on website promotion included how to promote the website. It was mentioned that the site will be promoted on signs at PCI and First Lutheran Church as well as on District partner social media sites. Dr. Thomas has also been asked to forward health related information for the application process of the All America City award. A one-page Districtwide promotional piece has been

discussed to aid in business recruitment and economic development. Jensen has also joined the marketing and branding committee.

### **District Services**

Cooley explained the district services committee recommendation is to accept the proposed services agreement between the Economic Alliance and the Medical SSMID. He further noted the services spreadsheet is living document. Townsend noted that because the motion came from committee, it did not need a second. The Commission unanimously approved the agreement and authorized Townsend to sign it.

### **Adjourn**

The meeting adjourned at 9:24 a.m. Master Development Plan Steering Committee meeting with The Lakota Group followed.