



Medical SSMID Commission Meeting Minutes

February 8, 2017

8:00 a.m. – 9:30 a.m.

Tallgrass Business Resources

Present: John Albert, Tim Charles, Richard Cooley, Gordon Epping, Michelle Jensen, Mary Meisterling, Julie Sterling, Karen Smith, Julie Thomas

Absent: Kathy McCauley, Mike Sundall, Ted Townsend

Guests: Mike Easley, Pr. Steve Knudson, Tim Goody

Staff: Sherokee Eder, Phil Wasta

Welcome & Call to Order

Charles welcomed everyone and called the meeting to order at 8:02 a.m.

Consent Agenda

Meisterling moved approval of the consent agenda with Thomas seconding. The consent agenda was unanimously approved.

View & Critique Business Development Video

Commission Members watched the new Business Development Video. Meisterling voiced that she received the recruitment message, but thought the economic development message was lacking. Meisterling inquired about the statistic regarding 65,000 sq. ft. of space. Wasta clarified that it was accumulated space. Meisterling would have liked to see more details. Charles voiced he felt the statistic prompts the viewer to ask the next question, allowing for conversation. The idea of showing the video to an uninformed audience was discussed. Wasta will look into showing the video to the Innovation Councils at the Economic Alliance. Commission Members agreed that this version of the video would be used, unless powerful enough feedback was provided to suggest change.

Review Website Updates

Wasta provided a preview of the website updates. Thomas informed Commission Members that the front page included more statistics and a tab at the top for jobs. Wasta noted the events calendar will rotate dates off once passed. About 30 businesses have already submitted their business web page information. Jensen asked if Wasta needed assistance in reaching the remaining 50 businesses for the website. Wasta said he was still following up with his contacts at the respective businesses and that he and Thomas planned to follow up in the coming week.

Review Video ads for US Cellular Center 2017 Advertising

Thomas informed the Commission that visitors who come for medical purposes and leisure purposes differ. Information gleaned from the 2016 GO Cedar Rapids Market Research Study reinforce that medical visitors do utilize the US Cellular Center. The contract with the US Cellular Center has been renewed, but the message needs reviewing. Commission Members watched the video advertisement. Meisterling inquired about the price. Wasta clarified that for 2017, the cost was \$8,000, about \$500 more than 2016. Meisterling asked if there would be any value in putting the video at the Eastern Iowa Airport. Charles and Thomas both thought this was a good idea. Wasta will look into this.

Discussion/Action – Approve Revolving Loan Fund with ECICOG

Wasta reported he took the draft to the Economic Development Committee and is now proposing the final draft. The revolving loan fund will be available for up to four loans this year from \$10,000-\$50,000 per entity, at a 3.5% interest rate. Loan applications would filter through the MedQuarter before going to ECICOG for review. The money would be non-public funds, an earmark of \$200,000. Wasta reported that the MedQuarter would like to get first position on the loans, although that typically goes to the bank. There is a clause in the agreement that would allow the MedQuarter to have first position if the funding was used for a specific asset purchase. Charles reminded the Commission that the interest rate could be changed as needed.

Meisterling moved approval of the revolving loan fund with ECICOG with Epping seconding. The revolving loan fund with ECICOG was unanimously approved.

Committee Updates

Albert reported that the Standards Committee met with the Lakota Group on February 7th. Initiatives and priorities were brainstormed and the scope on the project was confirmed. The Committee will bring this to the Commission for thoughts. The Lakota group has an aggressive goal of completion in April. Albert provided a handout with Lakota's proposed project timeline. Albert said they expressed they were impressed with what the Commission has done.

Epping provided an update for the Operations Committee, reporting that the issue with the IRS has been resolved. The Committee is in the process of finalizing Wasta's incentive for 2016.

Charles reported that the Economic Development Committee looked at a proposal from Ady Advantage for an Economic Development Strategic Plan. Charles noted that the two key take aways were that spending \$75,000 on another consultant didn't seem prudent, and that the MedQuarter is far enough along to understand who we are and what the audience is. Wasta will go back through the proposal to answer questions. Wasta clarified that what the MedQuarter is trying to accomplish won't be starting from zero. A link to the Greater Des Moines Partnership video that Townsend mentioned to the Committee.

The Branding and Marketing Committee update was presented in the agenda packet.

Executive Director's Report

Wasta invited Pr. Knudson to provide an update on the Faith & Medicine Task Force meeting on February 3rd. The topic that the Task Force is pursuing is End of Life. He touched on three perspectives: of doctors; of families; of the faith community. Pr. Knudson informed the Commission that more Physicians were needed for the Task Force. Thomas said she was working on recruitment.

Commission Members discussed bringing in a nationally recognized speaker. The Commission encouraged the Task Force to aim high and not rule out this type of spokesperson.

Wasta asked if any Commission Members had been approached by the Gazette for Iowa Ideas Conference. Charles thinks this is something to track. Wasta will find out more information.

Other Business

Charles reported that next month will be the first metrics report by Wasta. Key take aways from the meeting included Wasta following up with GO Cedar Rapids on their summer event, the video is approved subject to additional feedback, Wasta will inquire about advertising in the Eastern Iowa Airport, the approval of allocation of \$200,000 to ECICOG for the revolving loan fund, and Wasta will bring back more information about the Economic Development Strategic Plan.

Adjourn

The meeting was adjourned at 9:01 a.m.