



## **Medical SSMID Commission Meeting Minutes**

**January 11, 2017**

**8:00 a.m. – 9:30 a.m.**

### **Tallgrass Business Resources**

**Present:** Tim Charles, Gordon Epping, Michelle Jensen, Kathy McCauley, Mary Meisterling, Julie Sterling, Karen Smith, Julie Thomas

**Absent:** John Albert, Richard Cooley, Mike Sundall, Ted Townsend

**Guests:** Mike Easley, Kris Gulick, Caleb Mason, Richard Pankey, Pr. Steve Knudson, Staff from de Novo capturing video

**Staff:** Brian Crowe, Sherokee Eder, Phil Wasta

### **Welcome & Call to order**

Charles welcomed everyone and called the meeting to order at 8:00 a.m.

### **Presentation- Economic Development resources from City and EA**

Brian Crowe and Caleb Mason gave a brief overview of their work in Economic Development. Mason identified six community resources and incentives, and detailed a comprehensive Economic Development strategy. Charles asked Mason how the MedQuarter could have a conversation with the City about this information. Mason informed the Commission that monthly meetings were held, in which Wasta attends. Meisterling added that she regularly meets with Pomeranz and Almoayed. Mason highlighted Economic Development Programs, and alignment for mutual objectives between the City and the MedQuarter. Crowe detailed Economic Development tactics. Thomas expressed concerns with incentives, noting that small businesses were always in the shortfall. Thomas further expressed concerns with the MedQuarter not being kept in the loop with Economic Development.

### **Consent Agenda**

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

### **Discussion/Action- Master Parkway Improvement Plan Consultant Selection**

Wasta highlighted the steps that lead to the decision to hire a consultant. The RFP for the Master Parkway Improvement was modified once, and received five responses. The meeting on December 22<sup>nd</sup> formally evaluated these firms. Smith provided a handout with project costs included. The Lakota Group was the formal recommendation by the Committee. Smith moved approval to hire the Lakota Group at a cost of \$46,000, with Epping seconding. The motion was unanimously approved.

### **Discussion/Action- Approve 2017 Action Strategy**

Wasta clarified that more tactics were added to the Action Strategy. The document is flexible, and can be altered as needed; the Commission owns it. Wasta discussed the Action Strategy and its relationship to the 2017 Executive Director Goals.

## **Discussion/Action- Approve 2017 Executive Director Goals**

Wasta reviewed the Goals. Charles clarified that this will be the measurement tool for Wasta's bonus compensation for 2017. Charles commented that neither the 2017 Action Strategy nor the 2017 Executive Director Goals need to be voted on since they are both active documents that will be reviewed throughout the year.

## **Committee Updates:**

### **Branding and Marketing**

The update was detailed as presented in the agenda packet. Thomas would like to discuss the Blue Zones / Healthy Cedar Rapids Initiative by the City with the Commission, adding it was the recommendation from Branding and Marketing not to take this on. Charles prompted the idea to reform the proposal so the Initiative doesn't die. Wasta will provide a copy of the proposal from the City in the minutes packet. The Committee reviewed the Strategic Marketing Plan that was last updated in January, 2015 in order to create new strategies and tactics for 2017. Thomas noted the Committee removed the goal to "Create a sense of place" from the marketing goals. Wasta and Thomas will further fill out tactics. DeNovo Marketing is working on a Business Development video for the MedQuarter highlighting why people should bring their businesses to the district. The 1/10 Website Business Page Open Houses had small numbers, but worked through and identified a lot of issues. Next open houses are on 1/18.

### **Economic Development**

Meisterling said for the Economic Development Committee, she would be able to help gather statistics. Commission members discussed the collective good, and staying involved, noting it was important to work on communication and what story the MedQuarter wants to tell.

### **Operations**

Epping reported that the sign toppers are up, and the banners still in progress. Epping detailed the process with the IRS, noting that they were waiting on some questions to be answered. Charles asked if this was Federal, or State, and Epping clarified that it was Federal.

### **Standards**

Meisterling asked about the Cedar Rapids Bank and Trust parking lot located next to Taco Bell. In order to meet city standards, it will be redone. CRBT has agreed to wait until the Master Parkway Improvement Plan is finalized before finalizing the parkway portion of their project so that it will match the rest of the district.

## **November & December Executive Director's Report**

Wasta verified the e-mail invitations to 2017 SSMID Commission meetings. If any Commission Members have not received invites, please reach out to Wasta. Wasta will be sending more reading material. The GO Cedar Rapids! Visitor's guide was referenced. Wasta provided a brochure update on the Creative Corridor Regional Vision Strategy, as well as the Downtown SSMID Renewal update. Signage and wayfinding is up and running. Work with Pastor Knutson continues. The History Center has withdrawn their application for Façade Improvement and will reapply when timing issues have been resolved.

## **Adjourn**

The meeting was adjourned at 9:23 a.m.