

Cedar Rapids Medical SSMID Commission

Meeting Agenda

January 9, 2019 | 8:00 a.m. – 9:30 a.m.

First Avenue Executive Suites – 1233 First Avenue SE

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|--|-------------------------|
| 1. Welcome & Call to Order | Jensen |
| 2. Welcome Michelle Niermann to the Commission | Jensen |
| 3. Consent Agenda | Jensen |
| a. November Meeting Minutes (pages 2-3) | |
| b. November and December Financials (pages 4-16) | |
| c. October – December Investment Reports (pages 17-20) | |
| 4. Discussion/Approval of request from Faith & Medicine Task Force (pgs 21-25) | Pr. Steve Knudson/Wasta |
| 5. Discussion/Approval of FY'19-'20 Medical SSMID Levy Rate for City | Jensen |
| 6. Discussion/Approval of Medical SSMID District Maintenance MOA with City (pages 26-29) | Albert |
| 7. Committee Updates* | Committee Chairs |
| - Branding & Marketing (pages 30-31) - Jensen | |
| - Economic Development (page 32) - Charles | |
| - Finance & Operations (page 33) - Epping | |
| - Standards (page 34) - Albert | |
| 8. Executive Director's Report* *(pages 35-38) | Wasta |
| 9. Other Business | Jensen |
| 10. Adjourn | Jensen |

*** The Committee Chair reports and Executive Director's report are submitted in writing and included in the agenda packet for your review prior to the meeting.**

Reading Materials

- **Downtown SSMID (pages 39-42)**
- **CVNB SSMID (pages 43-45)**

Anyone who requires an auxiliary aid or service for effective communication, or a modification of policies or procedures to participate in this City activity, should contact Phil Wasta at 319-361-8620 or email phil@themedquarter.com as soon as possible but no later than 48 hours before the event.

NEXT COMMISSION MEETING

March 13, 2019, 8:00 – 9:30am

First Avenue Executive Suites – 1233 First Avenue SE



Medical SSMID Commission Meeting Minutes

November 14, 2018

8:00 a.m. – 9:30 a.m.

First Avenue Executive Suites

Present: John Albert, Tim Charles, Gordon Epping, Michelle Jensen, Mary Meisterling, Okpara Rice, Karen Smith, Julie Sterling, Mike Sundall, Ted Townsend, Sarah Wickenkamp

Absent: Kathy McCauley

Guests: Grant Luebe with Cedar Rapids Bank & Trust, Sandi Fowler with the City of Cedar Rapids

Staff: Jessica Komisar, Phil Wasta

Welcome & Call to Order

Jensen welcomed everybody and called the meeting to order at 8:00 a.m.

Consent Agenda

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

Cedar Rapids Bank & Trust Presentation

Luebe presented an overview of the MedQuarter and Medical SSMID investment accounts. Highlights from this overview include:
MedQuarter

- Relatively conservative portfolio
- Assets for the MedQuarter are currently allocated 76% fixed income, 19% equities and 5% cash equivalents
- There was \$500k in distributions between June and October '18 which was to segregate the cash reserves into a separate account
- We are getting a relatively close return from what the market is getting but at a lower risk

Medical SSMID

- Assets for the Medical SSMID are allocated the same way as the MedQuarter
- There was \$280k in distributions between June and October '18 which was to segregate the cash reserves into a separate account
- There was an error in the Market Value number for October. It is stated as \$620,279 but that should be \$162k
- Still buying high quality mutual funds

Wickenkamp asked if when we make money from interest earnings in the cash reserve account, does that get moved over into the investment account? Luebe stated it currently stays in the cash account but that could be changed. Epping added it might be a good idea to move the money made from interest earnings into the investment account every quarter. Epping moved for approval with Wickenkamp seconding, all voted in favor.

Recognition for Ted Townsend

With this being Townsend's final Commission meeting due to his announced retirement, he was presented a card and token of appreciation by the Commission. Several Commission members thanked Ted for his leadership and vision in helping create the Medical SSMID / MedQuarter. Townsend expressed his thanks and sense of fulfillment at what the MedQuarter has accomplished.

2019 Budget and 2020-2023 Projections

Epping presented the 2019 Medical SSMID and MedQuarter budgets. Sundall moved approval for the SSMID budget with Smith seconding. The 2019 Medical SSMID budget was unanimously approved.

Charles moved for approval of the MedQuarter budget with Albert seconding. The 2019 MedQ budget was unanimously approved.

Epping reviewed budget projections for 2020-2023. He added it was straight forward and does not include many large expenses. Epping stated we could support a \$175k a year bond payment for the remainder of the SSMID and that would give us the opportunity to pay for expenses out of cash. Wasta noted we would only want to bond for the projects that we know we would spend the money on because we cannot store any extra money from the bond. Townsend stated we don't want to become heavily invested in streetscapes and not be able to afford other projects. If we do decide to bond, we would make the decision in the fall of 2019 for construction in 2020.

2019-2020 Expenditure Budget

Wasta stated this is a condensed budget that is submitted to the City which shows how the income will be used in 2019 and 2020. Townsend moved for approval of the expenditure budget with Wickenkamp seconding. The 2019-2020 Expenditure Budget was unanimously approved.

Economic Development & Workforce Attraction Digital Initiative

Wasta presented an update on the Digital Workforce Attraction Initiative and focused on the Journey Map of Digital Marketing that is contained in the revised Economic Development Digital Marketing Proposal from Amperage to describe the mechanics of the effort. Sundall expressed his concern that this initiative would duplicate efforts of existing initiatives already under way by represented companies as well as those that ICR IOWA is currently doing. Meisterling added that she believes it is a good proposal but would like to look into other existing resources such as ICR IOWA and compliment those efforts, not duplicate. Sundall also questioned whether this type of initiative should be directed by the Branding & Marketing Committee. The consensus among the Commission was that Wasta should first seek to leverage the investments that are already being made in this regard through collaboration and that another presentation by Jennifer Daly on the ICR Iowa efforts may be in order. There was no board action on the proposal at this time.

2019 Action Strategies

Wasta reviewed the 2019 Action Strategies which include initiatives around planning, marketing & management, financing and construction. Rice wondered if there was a reason that mental health forums aren't included in any of these initiatives as adult suicide rates are rising and it is unfortunately a trend that is not going in the right direction and would be an opportunity to become involved in the issue. Rice will seek out ways in which the District can be more involved in this area and bring them to the Commission for consideration. Townsend noted if we are going to move forward with bonding, that will be a good reason to get our stakeholders together at once instead of through one on one engagements.

Epping moved approval with Townsend seconding. The 2019 Action Strategies were unanimously approved.

2019 Executive Director Goals

Wasta presented 2019 Executive Director Goals and explained that the goals are weighted and most of them include a deadline. Townsend expressed that there are many other District tasks that consume Wasta's time that are not accounted for in the goals.

Townsend moved approval with Wickenkamp seconding. The 2019 Executive Director Goals were unanimously approved.

Other Business

It was agreed upon that Wasta's performance review will be conducted via an automated survey. This survey will be sent out in the next few weeks. Jensen stated that she and Smith will be working on securing a Vice Chair next summer and if anybody is interested to let herself or Wasta know.

Wasta shared with the group that all 18 MedQ vehicular wayfinding signs have been installed throughout the District.

Adjourn

Charles moved to adjourn the meeting with Sterling seconding. The meeting was adjourned at 9:27 a.m.

Cedar Rapids Medical Self-Supported Municipal Improvement
Statement of Net Assets
 As of November 30, 2018

	Nov 30, 18
ASSETS	
Current Assets	
Checking/Savings	
CRBT Sweep account	181,888.22
Total Checking/Savings	181,888.22
Accounts Receivable	
Accounts Receivable	84,307.74
Total Accounts Receivable	84,307.74
Other Current Assets	
Prepaid Expenses	2,125.50
Total Other Current Assets	2,125.50
Total Current Assets	268,321.46
Other Assets	
Required Reserve Funds	280,498.25
Trust Agency Account #C675	164,218.56
Total Other Assets	444,716.81
TOTAL ASSETS	713,038.27
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
Accounts Payable	12,502.00
Total Accounts Payable	12,502.00
Total Current Liabilities	12,502.00
Total Liabilities	12,502.00
Equity	
Opening Balance Equity	7,010.57
Unrestricted Net Assets	621,394.33
Net Income	72,131.37
Total Equity	700,536.27
TOTAL LIABILITIES & EQUITY	713,038.27

Cedar Rapids Medical Self-Supported Municipal Improvement Statement of Operations vs. Budget November 2018

	Nov 18	Budget	\$ Over Budget	Jul - Nov 18	YTD Budget	\$ Over Budget	Annual Budget
Ordinary Income/Expense							
Income							
Property Tax Revenue	29,759.00	0.00	29,759.00	148,795.00	0.00	148,795.00	0.00
TIF Transfer	2,492.92	0.00	2,492.92	12,464.60	0.00	12,464.60	0.00
Total Income	32,251.92	0.00	32,251.92	161,259.60	0.00	161,259.60	0.00
Expense							
Advertising and Promotion	2,075.00	0.00	2,075.00	23,698.45	0.00	23,698.45	0.00
Bank Service Charges	104.76	0.00	104.76	368.44	0.00	368.44	0.00
Banner Project	0.00	0.00	0.00	735.00	0.00	735.00	0.00
Comprehensive Gateways	0.00	0.00	0.00	0.00	0.00	0.00	0.00
District Services	0.00	0.00	0.00	113.75	0.00	113.75	0.00
Executive Director	9,785.04	0.00	9,785.04	48,925.20	0.00	48,925.20	0.00
Facade Improvement Program	0.00	0.00	0.00	5,343.75	0.00	5,343.75	0.00
Holiday Decor/Events	0.00	0.00	0.00	382.91	0.00	382.91	0.00
Insurance	0.00	0.00	0.00	408.00	0.00	408.00	0.00
Management Fees (EA)	1,213.50	0.00	1,213.50	6,067.50	0.00	6,067.50	0.00
Master Plan Fees	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Meals and Entertainment	69.59	0.00	69.59	647.87	0.00	647.87	0.00
Office Expense	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Open Space/Greenway/PPF	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Other Programs	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Park, green/parkway maintenance	253.19	0.00	253.19	665.16	0.00	665.16	0.00
Parkway Improvements	0.00	0.00	0.00	1,509.15	0.00	1,509.15	0.00
Professional Services	0.00	0.00	0.00	285.00	0.00	285.00	0.00
Regional Vision Strategy	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Signage/wayfinding/banner study	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Street Sign Toppers	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Streetscape Project	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Travel & Training Expense	63.77	0.00	63.77	539.13	0.00	539.13	0.00
Unspecified-not yet identified	0.00	0.00	0.00	1,291.47	0.00	1,291.47	0.00
Website Services	87.00	0.00	87.00	435.00	0.00	435.00	0.00
Total Expense	13,651.85	0.00	13,651.85	91,415.78	0.00	91,415.78	0.00
Net Ordinary Income	18,600.07	0.00	18,600.07	69,843.82	0.00	69,843.82	0.00
Other Income/Expense							
Interest Income	940.68	0.00	940.68	5,348.41	0.00	5,348.41	0.00
Unrealized gain/loss on investm	746.63	0.00	746.63	-3,060.86	0.00	-3,060.86	0.00
Total Other Income	1,687.31	0.00	1,687.31	2,287.55	0.00	2,287.55	0.00
Net Other Income	1,687.31	0.00	1,687.31	2,287.55	0.00	2,287.55	0.00
Net Income	20,287.38	0.00	20,287.38	72,131.37	0.00	72,131.37	0.00

Cedar Rapids Medical Self-Supported Municipal Improvement Statement of Operations vs. Prior Year November 2018

	Nov 18	Nov 17	Jul - Nov 18
Ordinary Income/Expense			
Income			
Property Tax Revenue	29,759.00	18,670.00	148,795.00
TIF Transfer	2,492.92	8,000.00	12,464.60
Total Income	32,251.92	26,670.00	161,259.60
Expense			
Advertising and Promotion	2,075.00	4,835.28	23,698.45
Bank Service Charges	104.76	0.00	368.44
Banner Project	0.00	0.00	735.00
District Services	0.00	0.00	113.75
Executive Director	9,785.04	9,574.40	48,925.20
Facade Improvement Program	0.00	1,800.00	5,343.75
Holiday Decor/Events	0.00	19.63	382.91
Insurance	0.00	0.00	408.00
Management Fees (EA)	1,213.50	1,087.00	6,067.50
Meals and Entertainment	69.59	88.08	647.87
Office Expense	0.00	350.00	0.00
Other Programs	0.00	0.00	665.16
Park, green/parkway maintenance	253.19	0.00	1,509.15
Parkway Improvements	0.00	0.00	285.00
Streetscape Project	0.00	1,584.00	539.13
Travel & Training Expense	63.77	64.72	1,291.47
Website Services	87.00	0.00	435.00
Total Expense	13,651.85	19,403.11	91,415.78
Net Ordinary Income	18,600.07	7,266.89	69,843.82
Other Income/Expense			
Other Income			
Interest Income	940.68	94.31	5,348.41
Unrealized gain/loss on investm	746.63	0.00	-3,060.86
Total Other Income	1,687.31	94.31	2,287.55
Net Other Income	1,687.31	94.31	2,287.55
Net Income	20,287.38	7,361.20	72,131.37

MedQuarter, Inc. (2.0)
Statement of Net Assets
As of November 30, 2018

	Nov 30, 18
ASSETS	
Current Assets	
Checking/Savings	
Checking - CRB&T	-3,000.00
CRBT Sweep Account	179,472.40
Total Checking/Savings	176,472.40
Total Current Assets	176,472.40
Fixed Assets	
722 Fourth Avenue SE	101,982.13
800 Third Avenue SE	178,021.48
Total Fixed Assets	280,003.61
Other Assets	
Required Reserve Funds	500,889.73
Trust Agency #C674	624,013.05
Total Other Assets	1,124,902.78
TOTAL ASSETS	1,581,378.79
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
Accounts Payable	13,283.50
Total Accounts Payable	13,283.50
Total Current Liabilities	13,283.50
Total Liabilities	13,283.50
Equity	
Unrestricted Net Assets	1,448,834.95
Net Income	119,260.34
Total Equity	1,568,095.29
TOTAL LIABILITIES & EQUITY	1,581,378.79

MedQuarter, Inc. (2.0)
Statement of Operations vs. Budget
November 2018

	Nov 18	Budget	\$ Over Budget	Jul - Nov 18	YTD Budget	\$ Over Budget	Annual Budget
Ordinary Income/Expense							
Income							
Voluntary Property Tax Revenue	0.00	0.00	0.00	125,000.00	0.00	125,000.00	0.00
Total Income	0.00	0.00	0.00	125,000.00	0.00	125,000.00	0.00
Gross Profit	0.00	0.00	0.00	125,000.00	0.00	125,000.00	0.00
Expense							
Bank Service Charges	257.48	0.00	257.48	2,044.41	0.00	2,044.41	0.00
Economic Dev Committee	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Innovation Summit	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Insurance	383.00	0.00	383.00	383.00	0.00	383.00	0.00
Legal Fees	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Marketing and Promotion	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Meals and Entertainment	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Property Taxes	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Public Relations	370.06	0.00	370.06	1,771.94	0.00	1,771.94	0.00
Sponsorships and Events	0.00	0.00	0.00	374.01	0.00	374.01	0.00
Travel & Training Expense	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Website Services	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Total Expense	1,010.54	0.00	1,010.54	4,573.36	0.00	4,573.36	0.00
Net Ordinary Income	-1,010.54	0.00	-1,010.54	120,426.64	0.00	120,426.64	0.00
Other Income/Expense							
Interest Income	1,919.78	0.00	1,919.78	10,684.86	0.00	10,684.86	0.00
Unrealized gain/loss on investm	3,742.49	0.00	3,742.49	-8,851.16	0.00	-8,851.16	0.00
Total Other Income	5,662.27	0.00	5,662.27	1,833.70	0.00	1,833.70	0.00
Other Expense							
Property Acquisition Costs	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Total Other Expense	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Net Other Income	5,662.27	0.00	5,662.27	1,833.70	0.00	1,833.70	0.00
Net Income	4,651.73	0.00	4,651.73	122,260.34	0.00	122,260.34	0.00

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MedQuarter, Inc. (2.0) **Statement of Operations vs. Prior Year** **November 2018**

	Nov 18	Nov 17	Jul - Nov 18
Ordinary Income/Expense			
Income			
Voluntary Property Tax Revenue	0.00	0.00	125,000.00
Total Income	0.00	0.00	125,000.00
Gross Profit	0.00	0.00	125,000.00
Expense			
Bank Service Charges	257.48	0.00	2,044.41
Insurance	383.00	34.97	383.00
Professional Services	200.00	0.00	3,000.00
Property Taxes	0.00	0.00	1,771.94
Public Relations	370.06	0.00	374.01
Sponsorships and Events	0.00	1,959.76	0.00
Total Expense	1,210.54	1,994.73	7,573.36
Net Ordinary Income	-1,210.54	-1,994.73	117,426.64
Other Income/Expense			
Other Income	1,919.78	269.76	10,684.86
Interest Income	3,742.49	0.00	-8,851.16
Unrealized gain/loss on investm			
Total Other Income	5,662.27	269.76	1,833.70
Net Other Income	5,662.27	269.76	1,833.70
Net Income	4,451.73	-1,724.97	119,260.34

Cedar Rapids Medical Self-Supported Municipal Improvement

Statement of Net Assets

01/07/19

Accrual Basis

As of December 31, 2018

	Dec 31, 18
ASSETS	
Current Assets	
Checking/Savings	
Checking - CRB&T	-2,166.80
CRBT Sweep account	269,738.47
Total Checking/Savings	267,571.67
Accounts Receivable	
Accounts Receivable	18,317.70
Total Accounts Receivable	18,317.70
Other Current Assets	
Prepaid Expenses	150,465.00
Total Other Current Assets	150,465.00
Total Current Assets	436,354.37
Other Assets	
Required Reserve Funds	280,530.69
Trust Agency Account #C675	163,346.29
Total Other Assets	443,876.98
TOTAL ASSETS	880,231.35
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
Accounts Payable	162,843.30
Total Accounts Payable	162,843.30
Total Current Liabilities	162,843.30
Total Liabilities	162,843.30
Equity	
Opening Balance Equity	7,010.57
Unrestricted Net Assets	621,394.33
Net Income	88,983.15
Total Equity	717,388.05
TOTAL LIABILITIES & EQUITY	880,231.35

Cedar Rapids Medical Self-Supported Municipal Improvement Statement of Operations vs Budget December 2018

	Dec 18	Budget	\$ Over Budget	Jul - Dec 18	YTD Budget	\$ Over Budget	Annual Budget
Ordinary Income/Expense							
Income							
Property Tax Revenue	29,759.00	29,759.00	0.00	178,554.00	178,554.00	0.00	357,104.00
TIF Transfer	2,492.92	2,493.00	-0.08	14,957.52	14,958.00	-0.48	29,915.00
Total Income	32,251.92	32,252.00	-0.08	193,511.52	193,512.00	-0.48	387,019.00
Expense							
Advertising and Promotion	4,671.30	3,075.00	1,596.30	25,969.75	26,775.00	-805.25	45,000.00
Bank Service Charges	68.42	0.00	68.42	436.86	0.00	436.86	0.00
Banner Project	0.00	4,175.00	-4,175.00	735.00	4,925.00	-4,190.00	30,000.00
Bike Share Program	0.00	0.00	0.00	0.00	0.00	0.00	5,000.00
Comprehensive Gateways	0.00	0.00	0.00	0.00	0.00	0.00	60,000.00
District Services	0.00	265.00	-265.00	113.75	390.00	-276.25	2,000.00
Executive Director	9,785.04	10,750.00	-964.96	58,710.24	64,500.00	-5,789.76	129,000.00
Facade Improvement Program	0.00	2,800.00	-2,800.00	5,343.75	8,150.00	-2,806.25	25,000.00
Greenspace and Maintenance	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Holiday Decor/Events	0.00	0.00	0.00	382.91	0.00	382.91	0.00
Insurance	0.00	0.00	0.00	408.00	0.00	408.00	0.00
Management Fees (EA)	1,213.50	1,292.00	-78.50	7,281.00	7,752.00	-471.00	15,500.00
Master Plan Fees	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Meals and Entertainment	287.85	250.00	37.85	935.72	950.00	-14.28	2,000.00
Office Expense	0.00	285.00	-285.00	0.00	285.00	-285.00	2,000.00
Other Programs	0.00	0.00	0.00	665.16	0.00	665.16	0.00
Park, green/parkway maintenance	988.47	800.00	188.47	2,497.62	2,325.00	172.62	7,500.00
Parkway Improvements	0.00	0.00	0.00	285.00	300.00	-15.00	30,000.00
Professional Services	0.00	0.00	0.00	0.00	0.00	0.00	2,500.00
Signalwayfinding/banner study	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Speak Up/Conv Cafe	0.00	0.00	0.00	0.00	0.00	0.00	10,000.00
Street Sign Toppers	0.00	0.00	0.00	0.00	0.00	0.00	500.00
Streetscape Project	0.00	0.00	0.00	539.13	0.00	539.13	0.00
Travel & Training Expense	162.36	375.00	-212.64	1,453.83	1,675.00	-221.17	4,000.00
Unspecified-not yet identified	0.00	0.00	0.00	0.00	0.00	0.00	10,000.00
Website Services	87.00	100.00	-13.00	522.00	600.00	-78.00	2,000.00
Total Expense	17,263.94	24,167.00	-6,903.06	106,279.72	119,027.00	-12,747.28	383,500.00
Net Ordinary Income	14,987.98	8,085.00	6,902.98	87,231.80	74,485.00	12,746.80	3,519.00
Other Income/Expense							
Other Income							
Gain (loss) on Sale of Investm	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Interest Income	1,905.64	125.00	1,780.64	7,254.05	750.00	6,504.05	1,500.00
Unrealized gain/loss on investm	-2,441.84	0.00	-2,441.84	-5,502.70	0.00	-5,502.70	0.00
Total Other Income	-536.20	125.00	-661.20	1,751.35	750.00	1,001.35	1,500.00
Net Other Income	-536.20	125.00	-661.20	1,751.35	750.00	1,001.35	1,500.00

**Cedar Rapids Medical Self-Supported Municipal Improvement
Statement of Operations vs Budget
December 2018**

	Dec 18	Budget	\$ Over Budget	Jul - Dec 18	YTD Budget	\$ Over Budget	Annual Budget
Net Income	14,451.78	8,210.00	6,241.78	88,983.15	75,235.00	13,748.15	5,019.00

Cedar Rapids Medical Self-Supported Municipal Improvement Statement of Operations vs. Prior Year December 2018

	Dec 18	Dec 17	Jul - Dec 18
Ordinary Income/Expense			
Income			
Property Tax Revenue	29,759.00	18,670.00	178,554.00
TIF Transfer	2,492.92	8,000.00	14,957.52
Total Income	32,251.92	26,670.00	193,511.52
Expense			
Advertising and Promotion	4,671.30	4,687.68	25,969.75
Bank Service Charges	68.42	0.00	436.86
Banner Project	0.00	540.00	735.00
District Services	0.00	0.00	113.75
Executive Director	9,785.04	9,574.40	58,710.24
Facade Improvement Program	0.00	0.00	5,343.75
Holiday Decor/Events	0.00	9,198.42	382.91
Insurance	0.00	0.00	408.00
Management Fees (EA)	1,213.50	1,087.00	7,281.00
Meals and Entertainment	287.85	104.24	935.72
Other Programs	0.00	0.00	665.16
Park, green/parkway maintenance	988.47	0.00	2,497.62
Parkway Improvements	0.00	0.00	285.00
Signage/wayfinding/banner study	0.00	10,074.70	0.00
Streetscape Project	0.00	1,700.00	539.13
Travel & Training Expense	162.36	0.00	1,453.83
Website Services	87.00	0.00	522.00
Total Expense	17,263.94	36,966.44	106,279.72
Net Ordinary Income	14,987.98	-10,296.44	87,231.80
Other Income/Expense			
Other Income			
Interest Income	1,905.64	97.10	7,254.05
Unrealized gain/loss on investm	-2,441.84	0.00	-5,502.70
Total Other Income	-536.20	97.10	1,751.35
Net Other Income	-536.20	97.10	1,751.35
Net Income	14,451.78	-10,199.34	88,983.15

MedQuarter, Inc. (2.0)
Statement of Net Assets
 As of December 31, 2018

	Dec 31, 18
ASSETS	
Current Assets	
Checking/Savings	
CRBT Sweep Account	143,531.58
Total Checking/Savings	143,531.58
Total Current Assets	143,531.58
Fixed Assets	
722 Fourth Avenue SE	101,982.13
800 Third Avenue SE	178,021.48
Total Fixed Assets	280,003.61
Other Assets	
Required Reserve Funds	500,947.66
Trust Agency #C674	619,942.17
Total Other Assets	1,120,889.83
TOTAL ASSETS	1,544,425.02
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
Accounts Payable	1,300.00
Total Accounts Payable	1,300.00
Total Current Liabilities	1,300.00
Total Liabilities	1,300.00
Equity	
Unrestricted Net Assets	1,448,834.95
Net Income	94,290.07
Total Equity	1,543,125.02
TOTAL LIABILITIES & EQUITY	1,544,425.02

MedQuarter, Inc. (2.0) **Statement of Operations vs Budget** December 2018

	Dec 18	Budget	\$ Over Budget	Jul - Dec 18	YTD Budget	\$ Over Budget	Annual Budget
Ordinary Income/Expense							
Income							
Voluntary Property Tax Revenue	0.00	0.00	0.00	125,000.00	125,000.00	0.00	250,000.00
Total Income	0.00	0.00	0.00	125,000.00	125,000.00	0.00	250,000.00
Gross Profit	0.00	0.00	0.00	125,000.00	125,000.00	0.00	250,000.00
Expense							
Bank Service Charges	260.01	0.00	260.01	2,304.42	0.00	2,304.42	0.00
Economic Dev Committee	0.00	575.00	-575.00	0.00	575.00	-575.00	4,000.00
ED/Workforce Initiative	0.00	5,425.00	-5,425.00	0.00	5,425.00	-5,425.00	38,000.00
Holiday Decor/Events	19,800.00	20,000.00	-200.00	19,800.00	20,000.00	-200.00	20,000.00
Insurance	0.00	0.00	0.00	383.00	500.00	-117.00	1,000.00
Legal Fees	0.00	425.00	-425.00	0.00	425.00	-425.00	3,000.00
Marketing and Promotion	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Parkway Improvements	0.00	0.00	0.00	0.00	0.00	0.00	120,000.00
Professional Services	1,300.00	0.00	1,300.00	4,300.00	3,000.00	1,300.00	3,000.00
Property Taxes	0.00	0.00	0.00	1,771.94	2,750.00	-978.06	5,500.00
Public Relations	61.22	1,000.00	-938.78	435.23	1,400.00	-964.77	5,000.00
Sponsorships and Events	0.00	2,000.00	-2,000.00	0.00	2,000.00	-2,000.00	15,000.00
Total Expense	21,421.23	29,425.00	-8,003.77	28,994.59	36,075.00	-7,080.41	214,500.00
Net Ordinary Income	-21,421.23	-29,425.00	8,003.77	96,005.41	88,925.00	7,080.41	35,500.00
Other Income/Expense							
Other Income							
Interest Income	4,567.12	165.00	4,402.12	15,251.98	990.00	14,261.98	2,000.00
Unrealized gain/loss on investm	-8,116.16	0.00	-8,116.16	-16,967.32	0.00	-16,967.32	0.00
Total Other Income	-3,549.04	165.00	-3,714.04	-1,715.34	990.00	-2,705.34	2,000.00
Net Other Income	-3,549.04	165.00	-3,714.04	-1,715.34	990.00	-2,705.34	2,000.00
Net Income	-24,970.27	-29,260.00	4,289.73	94,290.07	89,915.00	4,375.07	37,500.00

MedQuarter, Inc. (2.0)

Statement of Operations vs. Prior Year

December 2018

	Dec 18	Dec 17	Jul - Dec 18
Ordinary Income/Expense			
Income			
Voluntary Property Tax Revenue	0.00	0.00	125,000.00
Total Income	0.00	0.00	125,000.00
Gross Profit	0.00	0.00	125,000.00
Expense			
Bank Service Charges	260.01	0.00	2,304.42
Economic Dev Committee	0.00	5.54	0.00
Holiday Decor/Events	19,800.00	0.00	19,800.00
Insurance	0.00	383.00	383.00
Legal Fees	0.00	676.00	0.00
Professional Services	1,300.00	0.00	4,300.00
Property Taxes	0.00	0.00	1,771.94
Public Relations	61.22	56.31	435.23
Sponsorships and Events	0.00	5,000.00	0.00
Total Expense	21,421.23	6,120.85	28,994.59
Net Ordinary Income	-21,421.23	-6,120.85	96,005.41
Other Income/Expense			
Other Income			
Interest Income	4,567.12	278.82	15,251.98
Unrealized gain/loss on investm	-8,116.16	0.00	-16,967.32
Total Other Income	-3,549.04	278.82	-1,715.34
Net Other Income	-3,549.04	278.82	-1,715.34
Net Income	-24,970.27	-5,842.03	94,290.07

For the Account of: **CEDAR RAPIDS MEDICAL SSMID AGENCY**



Account Number: 52 00 C675 0 KB

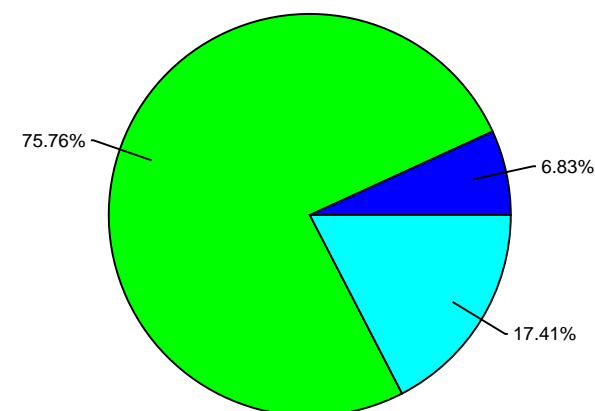
Date: OCTOBER 1, 2018 – DECEMBER 31, 2018

Account Summary

Asset Allocation (portfolio assets)

Portfolio Summary

	Value on SEP 30, 2018	Value on DEC 31, 2018	Est. Ann Income	% Total Assets
Portfolio Assets				
CASH EQUIVALENTS	9,231.29	11,151.65	262.06	6.83
FIXED INCOME SECURITIES	123,232.40	123,746.91	4,086.85	75.76
EQUITIES	33,152.26	28,447.73	258.91	17.41
TOTAL ASSETS	165,615.95	163,346.29	4,607.82	
ACCRUED INCOME	225.12	151.11		
TOTAL ACCOUNT	165,841.07	163,497.40	4,607.82	



Activity Summary

	This Period	YTD
BEGINNING VALUE AT MARKET	165,615.95	0.00
INCOME AND OTHER RECEIPTS	3,072.79	449,259.35
EXPENSES AND OTHER DISBURSEMENTS	-205.09	-280,410.36
INVESTMENT PURCHASES / DEPOSITS / WITHDRAWALS	0.00	0.00
ACCOUNT APPRECIATION / DEPRECIATION	-5,137.36	-5,502.70
ENDING VALUE AT MARKET	163,346.29	163,346.29

Realized Gain/Loss Summary

	This Period	YTD
SHORT-TERM	90.93	90.93
LONG-TERM	1,525.92	1,525.92

For the Account of: CEDAR RAPIDS MEDICAL SSMID AGENCY SUB ACCOUNT



Account Number: 52 01 C675 0 KB

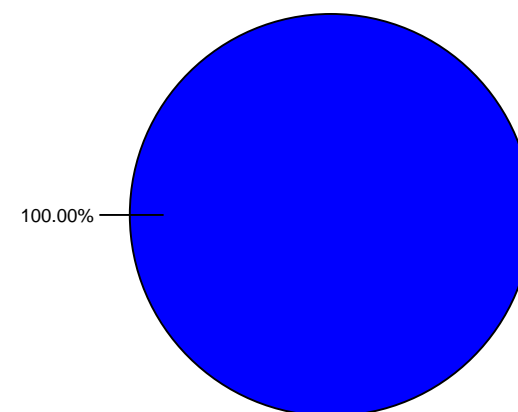
Date: OCTOBER 1, 2018 – DECEMBER 31, 2018

Account Summary

Asset Allocation (portfolio assets)

Portfolio Summary

	Value on SEP 30, 2018	Value on DEC 31, 2018	Est. Ann Income	% Total Assets
Portfolio Assets				
CASH EQUIVALENTS	280,000.00	280,000.00	6,580.00	100.00
TOTAL ASSETS	280,000.00	280,000.00	6,580.00	
ACCRUED INCOME	449.15	530.69		
TOTAL ACCOUNT	280,449.15	280,530.69	6,580.00	



Activity Summary

	This Period	YTD
BEGINNING VALUE AT MARKET	280,000.00	0.00
INCOME AND OTHER RECEIPTS	1,444.12	281,444.12
EXPENSES AND OTHER DISBURSEMENTS	-1,444.12	-1,444.12
INVESTMENT PURCHASES / DEPOSITS / WITHDRAWALS	0.00	0.00
ACCOUNT APPRECIATION / DEPRECIATION	0.00	0.00
ENDING VALUE AT MARKET	280,000.00	280,000.00

Realized Gain/Loss Summary

	This Period	YTD
SHORT-TERM	.00	.00
LONG-TERM	.00	.00

For the Account of: **MEDQUARTER, INC. AGENCY**



Account Number: 52 00 C674 0 KB

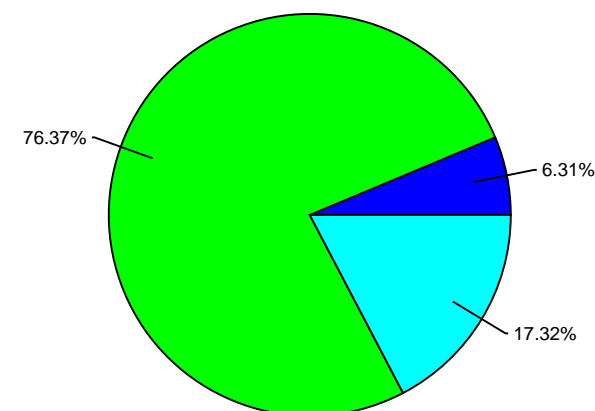
Date: OCTOBER 1, 2018 – DECEMBER 31, 2018

Account Summary

Asset Allocation (portfolio assets)

Portfolio Summary

	Value on SEP 30, 2018	Value on DEC 31, 2018	Est. Ann Income	% Total Assets
Portfolio Assets				
CASH EQUIVALENTS	36,769.19	39,092.88	918.68	6.31
FIXED INCOME SECURITIES	466,387.74	473,477.46	15,670.46	76.37
EQUITIES	125,570.94	107,371.83	977.12	17.32
TOTAL ASSETS	628,727.87	619,942.17	17,566.26	
ACCRUED INCOME	2,032.05	2,253.50		
TOTAL ACCOUNT	630,759.92	622,195.67	17,566.26	



Activity Summary

	This Period	YTD
BEGINNING VALUE AT MARKET	628,727.87	0.00
INCOME AND OTHER RECEIPTS	7,963.31	1,139,224.51
EXPENSES AND OTHER DISBURSEMENTS	-779.46	-502,315.02
INVESTMENT PURCHASES / DEPOSITS / WITHDRAWALS	0.00	0.00
ACCOUNT APPRECIATION / DEPRECIATION	-15,969.55	-16,967.32
ENDING VALUE AT MARKET	619,942.17	619,942.17

Realized Gain/Loss Summary

	This Period	YTD
SHORT-TERM	343.26	343.26
LONG-TERM	5,312.01	5,312.01

For the Account of: *MEDQUARTER, INC. AGENCY SUB ACCOUNT*



Account Number: 52 01 C674 0 KB

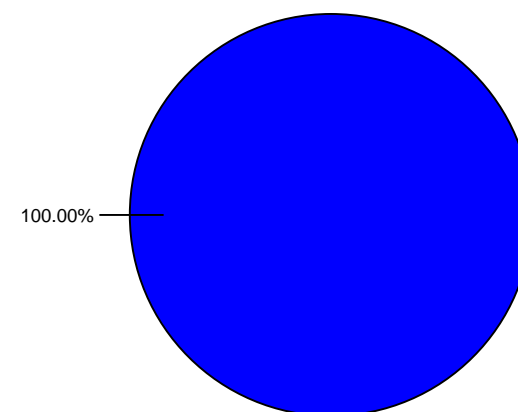
Date: OCTOBER 1, 2018 – DECEMBER 31, 2018

Account Summary

Asset Allocation (portfolio assets)

Portfolio Summary

	Value on SEP 30, 2018	Value on DEC 31, 2018	Est. Ann Income	% Total Assets
Portfolio Assets				
CASH EQUIVALENTS	500,000.00	500,000.00	11,750.00	100.00
TOTAL ASSETS	500,000.00	500,000.00	11,750.00	
ACCRUED INCOME	802.05	947.66		
TOTAL ACCOUNT	500,802.05	500,947.66	11,750.00	



Activity Summary

	This Period	YTD
BEGINNING VALUE AT MARKET	500,000.00	0.00
INCOME AND OTHER RECEIPTS	2,578.77	502,578.77
EXPENSES AND OTHER DISBURSEMENTS	-2,578.77	-2,578.77
INVESTMENT PURCHASES / DEPOSITS / WITHDRAWALS	0.00	0.00
ACCOUNT APPRECIATION / DEPRECIATION	0.00	0.00
ENDING VALUE AT MARKET	500,000.00	500,000.00

Realized Gain/Loss Summary

	This Period	YTD
SHORT-TERM	.00	.00
LONG-TERM	.00	.00



Leadership Engagement Proposal

Prepared For:

MedQuarter Regional Medical District

November 28, 2018

Organization Contact

Name: Phillip Wasta
Title: Executive Director
Email: phil@themedquarter.com
Phone: 319-730-1407

Respecting Choices Contact

Name: Britt Welnetz
Title: Business & Contracts Administrator
Email: bwelnetz@respectingchoices.org
Phone: 608-473-3770

Respecting Choices®

PERSON-CENTERED CARE

A Division of C-TAC Innovations

600 Third Street North, Suite 101, La Crosse, WI 54601
(608) 473-1025 | info@respectingchoices.org | www.respectingchoices.org

A System for Person-Centered Decision Making that Transforms Healthcare

Our Mission

Guide organizations and communities worldwide to effectively implement and sustain evidence-based systems that provide person-centered care.

Our Vision

Transform healthcare culture by integrating and disseminating best practices to achieve person-centered care.

Respecting Choices, a 501(c)(3) nonprofit organization, has been guiding organizations and communities worldwide since 1999. The package of services in this proposal provide support to your organization to build and grow your advance care planning program.

It becomes a part of your organization's mission to provide person-centered care. Respecting Choices shares in this mission with you. More than just simple train-the-trainer education, Respecting Choices has the consulting expertise, a comprehensive systematic approach, evidence-based educational curricula, tools and metrics to support your organization through person-centered care transformation.

The Respecting Choices program was developed from work in the La Crosse community that has expanded to a national program with support from the Gundersen Medical Foundation. It is now a division of C-TAC Innovations, a nonprofit organization based in Washington DC.



Organizations using Respecting Choices® Programs:



Respecting Choices® Overview

Respecting Choices (RC) offers a systematic approach for person-centered decision making that strives to transform the healthcare culture by making the knowing and honoring of a person's wishes the norm. Successful implementation of this system has occurred in healthcare organizations around the world. RC's systematic program includes Shared Decision Making in Serious Illness along with a staged approach to planning called First Steps, Next Steps, and Advanced Steps advance care planning (ACP) that recognizes planning needs of individuals will change over time as illness progresses and goals of care are redefined.

The Facts



The Evidence



The RC model, in its entirety or specific components, has been tested and the findings reported either in peer-reviewed articles or in white papers.

While much more research is needed, especially randomized, effectiveness comparison trials, RC has one of the strongest sets of evidence for any intervention attempting to create person-centered care.



[-2015 Award Recipient-](#)



Committed to Your Success

Our dedicated team of mission-motivated professionals includes some of the world's foremost experts in ACP systems design, implementation strategy, and professional educational curricula and materials development.

Respecting Choices Faculty have a combined 60+ years of providing person-centered care transformation services to organizations throughout the world.



Bud Hammes, PhD
Executive Director



Stephanie Anderson, DNP, RN
Deputy Executive Director



Linda Briggs, MSN, MA, RN
Director, Program
Development and Research



Carole Montgomery, MD
Director, Physician
Development and Program
Improvement



**Sandy Schellinger,
MSN, RN, NP-C**
Senior Faculty Consultant



Pat Tadel, MSN, RN
Senior Faculty Consultant



**Kathleen Ziemba,
MSW, LCSW**
Senior Faculty Consultant

Leadership Engagement

Leadership Engagement Services provide one full day of on-site ACP consultation from a Respecting Choices® faculty member with the leaders of your organization and community to share insights and experience helpful as you plan your ACP design and implementation.

Leadership Engagements have been found to be very effective in creating support and enthusiasm for building organizational ACP programs. The purpose of the service is to meet with leaders from your organization and community to discuss ACP, introduce the Respecting Choices program, develop support, create a shared understanding, and discuss strategies for moving forward.

Possible topics include:

- Creating a sustainable ACP program
- Creating or revising ACP documents
- The benefits of using common education materials
- Designing EHR storage systems that facilitate retrieval and portability of ACP documents
- Utilizing a force of facilitators to conduct consistent and reliable ACP conversations with patients and families.
- What is Respecting Choices? How is it different and how does it work?
- What does the research say about the success of the Respecting Choices approach?
- How Respecting Choices helps to achieve the Quadruple Aim
- How is Respecting Choices transferable and adaptable to your community?

Possible formats include:

- Presentations by Respecting Choices faculty or other leaders in your community on the current state of ACP in your community
- Small group discussions with leadership or other stakeholders that includes work time to develop a steering committee, draft an action plan of next steps, and identify potential leaders and nature of organizational sponsorship to carry the work forward in a sustainable manner
- Community conferences with a question and answer session

The design of and arrangements for Leadership Engagements can vary. Through phone and email consultations with Respecting Choices faculty, an agenda and format are developed that best fit the needs of your group.

Fees: \$6,000.

Price is valid for 120 days from signature date, below.



Britt Welnetz, Business & Contracts Administrator
Respecting Choices

January 2, 2019

Memorandum of Agreement between the City of Cedar Rapids and the Medical Self-Supported Municipal Improvement District Commission		
ATTACHMENT A		
Category	City of Cedar Rapids Services	SSMID Services
General		
	The City will provide standard City maintenance services for the MedQuarter District.	The MedQuarter District will be responsible for maintaining and providing any services beyond the standard services the City provides including maintaining all projects and improvements referenced and resulting from the MedQuarter District Master Parkway Improvement Plan. Once projects are complete, the MedQuarter District must give final approval before the contract is closed. Once the contract is closed, the City shall be released of any obligation including, but not limited to, any subsequent repairs or maintenance needed due to design or construction errors.
	The City will require repair by permittees doing work within the right of way to its original condition satisfactory to the City Public Works Department.	
	Staff liaison to attend SSMID Commission meetings, as needed	SSMID Commissioners to meet regularly
	Regularly communicate completion of formal work requests made by SSMID	Regularly communicate completion of formal work requests made by City
Streetscape Not Included in Parkway Improvement Plan		
	Fund and repair minor damage, as outlined in the City's Sidewalk Policy and determined by the City, to sidewalks and brickwork	Provide list of priority sidewalk and brickwork repairs to the City
		Identify funding for major sidewalk and brickwork repairs, and represent or serve as liaison to property owners on projects

	<p>The City will supply the MedQuarter with a list of properties that will receive notices from the City regarding sidewalk repair in advance so that the MedQuarter may communicate with the property owners regarding details of repair required by the MedQuarter and payment responsibilities. The City will not require any repair by property owners beyond the City standard. Reference to current version of City of Cedar Rapids Sidewalk Repair and Reimbursement Policy available on the website at http://www.cedar-rapids.org/local_government/departments_g_-_v/public_works/sidewalk_repair_program.php</p>	<p>All maintenance and repairs above City standard must be determined by/negotiated between MedQuarter and property owners.</p>
		Work with and assist contractors on streetscape projects
Street Light Fixtures and Poles		
	City performs preventative maintenance and emergency repairs on City-owned poles per City's Light Maintenance policy and when pole replacement is necessary, the City will replace it with the same model as the existing pole.	
	City pays for electricity costs for all street lights.	
		Installation of banners and other accessories to street lights
		Monitor and report lights out to Traffic Engineering
Trees/Tree Pits		
	Prune trees along ROW according to City standard.	
	Review of landscape plans for new development, roadways and water projects that would require the removal and replanting of trees.	Removals and new planting sites are to be forwarded to the City Arborist for evaluation and approval. Approved street tree species shall be selected from the City tree list and planted according to the City tree planting detail.
	Upon request, remove dead, dying and hazardous trees in ROW and plant new trees selected from City tree list in ROW.	Provide the City at least 1 months notice for tree removal, stump removal, and planting preparations.
	Grind stumps and repair the area to match surrounding conditions (i.e. topsoil and woodchips or seed).	
	Upon request, evaluation of ROW tree health and safety	
		Blow leaves and trash out of tree pits
		Formulate and implement a maintenance strategy for tree beds that ensures ongoing tree health

		Work with City Forestry on overall trimming
		Fertilize and water, as needed, in spring and fall
10th Street from 1st to 8th Avenue		
	Clean and maintain concrete medians	
	Sweep pavement four times per year or upon need determined by City	
		Fertilize planting areas
		Manage and repair irrigation
		Clean up
		Weed control
		Weed perennial and annual landscape beds
		Plant and maintain annual flower beds
	Snow removal and treatment of Street per City Policy.	
Sidewalk Amenity Inventory (current examples include Benches, Bike Racks, Cigarette Posts, Flower Pots/Planters, & Trash Cans)		
		Clean, repair, replace trash cans, benches, and other inventory (current examples include power wash, sand, stain/paint, empty, refill, reline, etc.)
		Clear snow off and around trash cans, benches, and other inventory
		Repair and replace trash cans, benches, and other inventory on a case by case basis, as needed
		Anchor benches and other inventory, when applicable
		Establish preventative maintenance schedule for trash cans, benches, and other inventory
		Empty cigarette posts as needed
Holiday Decorations		
		Provide and install holiday lights and decorations
Solid Waste Pick-up		
	Empty on-street trash receptacles along 10th Street SE once per week	
		Alert Solid Waste on trash cans missed during routine emptying
		SSMID to empty overflowing trash cans as necessary between routine weekly Solid Waste collections

Traffic Engineering		
	Review and update traffic signal timing and progression every 3 years for 10th Street SE. Observe traffic and pedestrian flow every year for all signals within the district.	Inform Public Works - Traffic of any major changes in traffic patterns e.g. lane restrictions greater than 15-minutes, or lane closures of any duration due to MedQuarter activities.
	Perform preventative maintenance on traffic signals once per year; restore normal operation due to unscheduled minor repairs and/or malfunctions; structural damage will be coordinated through the City's CIP program	Alert Public Works Traffic Engineering division for any malfunctions.
	Upon request and reimbursement by the SSMID, City will order Street Name signs with the MedQuarter logo. City will install Street Name signs with MedQuarter logo due to damage or normal replacement schedule similar to traffic control signing.	Anything with MedQuarter Branding or logo except where noted is maintained by SSMID. Items with MedQuarter Logo: - Street Name Signs - MedQuarter Mile on sidewalk. - Future Monument Signs. 1 was to be on right of way
	Check traffic control signing once per year; repair or replace any damaged posts or signing within 1-week; full replacement at the end of the signs life expected once every 10-years	
	Inspect wayfinding signs annually Repair any damaged signing within 30 days Full replacement of the structural component's-estimated post life is 20 years and estimated sign life is 10 years	Alert Public Works to changes in destinations due to naming, change in locations, or other factors. SSMID is responsible for installation costs of pedestrian kiosks on city right of way.
	Repaint pavement markings (center lines, lane lines, stop lines, legends, and parking lines) once per year. Other materials (e.g. tape, thermoplastic, epoxy) will be replaced according to end of life which range 3 to 5 years.	
Alleyways		
	Repair minor pavement failures as needed as determined by the City. Sweeping in spring and fall The City is not responsible for plowing or removing snow from alleys	Full replacement of alley pavement is the responsibility of the adjacent property owners.

1.9.19 Branding & Marketing Committee Update

The MedQuarter Branding and Marketing Committee met on December 6th at the Economic Alliance. Attending were committee members Chris Nichols, Laura Rainey, Steve Drake, Michelle Jensen and Phil Wasta.

The following agenda was addressed:

1. Frequency, date, time and duration of 2019 Branding & Marketing Committee Meetings and what the meetings should be focused on

Based on the feedback gathered by Wasta from members after the previous month's meeting, the Committee would like to adopt a bi-monthly meeting schedule to be focused on strategic oversight of the marketing efforts weighed against the 2019 goals and have Amperage and the Economic Alliance's Communication Team assume a greater role in tactical implementation. This will be more efficient for all involved and allow for greater continuity of messaging throughout the year. Wasta will look into this further with Amperage and Melissa McCarville.

2. Pictures for new MedQuarter website home page banners

The Committee members are happy to review their available photography for this purpose. They need to know what size, content, orientation, etc. is needed by Amperage. Wasta will follow-up.

3. Coordination of Orchestra Iowa Holiday Brass Ensemble performances on 12/17

All locations and times were confirmed. Wasta will finalize all details and spearhead logistics with Orchestra Iowa.

4. Review 12/12 MedQ&A Morning Coffee Content

Wasta will work with Jason Wright at The History Center to finalize content to present what this new amenity adds to the District as well as current and future programming that will draw more visitors into the MedQ.

5. How can we better bang our own drum?

The group discussed what information is important to patients and how the messages should be directed at this group. Amperage will be charged with blending these elements into the marketing plan.

6. Other business

Wasta updated the Committee on the Commission's decision to not approve the Workforce Attraction Campaign initiative for 2019 and that Wasta will be reaching out to ICR Iowa to determine how the MedQuarter can be integrated into their workforce attraction strategies. Wasta also informed the Committee that he will be conducting his first Facebook Live event regarding the 10th Street holiday lights and the shops and restaurants in the MedQ for people to visit over the holidays.

The MedQuarter Branding and Marketing Committee met on January 3rd at the Economic Alliance. Attending were committee members Chris Nichols, Steve Drake, Wendy Good, Michelle Jensen, Melissa McCarville from the Economic Alliance, Jessica Petersen and Mark Mathis from Amperage and Phil Wasta.

The following agenda was addressed:

1. Confirm frequency, date, time and duration of 2019 Branding & Marketing Committee Meetings

The consensus of the group was to switch to bi-monthly meetings starting in February on the same date, location and length. Wasta will send out a calendar invitation for 2019 meetings.

2. Pictures for new MedQuarter website home page banners

Amperage confirmed that the photos should be with people interacting, both clinical and non-clinical settings, action versus static, with content centered. If provided in eps format, size is not an issue as they can be manipulated. Wasta will send out a reminder.

3. Review 2019 Marketing Proposal and 2019 goals/metrics from Amperage

Amperage reviewed 2018 metrics to date compared to 2018 goals, then transitioned into their 2019 marketing proposal. The 2018 campaign was very successful. The 2019 campaign is designed to take the momentum created in 2018 and leverage it to broaden our brand awareness in the region. Due to changes in Facebook's engagement parameters the 2019 goals will be focused on click-throughs rather than 'Likes'. The 2019 goals proposed by Amperage were: 15,000

Clicks to Website; 25,000 Website Sessions; 5,000 Video Views. There was discussion about all elements of the proposal. Drake clarified that all marketing goals, strategies and tactics need to support the core goals of the MedQ – to be a regional medical destination for quality, low-cost health care. Good expressed her support for the focus of positioning the MedQ as a medical destination. Amperage listened to the perspectives shared and believes that their proposal allows for these elements to be incorporated into the overall campaign throughout the year while also promoting the non-medical aspects of the District. Mathis shared that this will be done by ‘humanizing’ the MedQ and building its reputation. Drake also inquired whether the remaining budget would allow enough funds for other initiatives such as Faith & Medicine’s Speak Up Series. Wasta clarified that the Speak Up Series has its own line item in the budget, so is not in the Advertising & Promotion budget. With a total budget of \$45,000. for Advertising & Promotion in FY’19, and Amperage’s proposal at \$31,900., there will be \$13,000. remaining to support other marketing efforts. Since the Committee’s consensus was to focus mainly on digital promotion (website and social media) in 2019, this budget will be sufficient. Wasta asked the Committee if they, based on their experience with marketing campaign costs, were comfortable with the proposal. All indicated that they believe the proposal is a good value for all the elements that are included in the 2019 campaign. Wasta asked for a motion to accept Amperage’s proposal in the amount of \$31,900.; Nichols motioned, Jensen seconded. The motion passed unanimously.

4. Other business

In order to provide Amperage the information that they need for a March, 2019 campaign launch, the Committee will need to meet sooner than the next scheduled meeting on February 28th. It was decided that the Committee will meet on Thursday, February 7th at 1:00pm for the 2019 marketing brainstorming session. Wasta will send out a meeting invitation.

Phil Wasta
Executive Director

1.9.19 Economic Development Committee Update

The committee has not met since the last Commission meeting.

Charles and Wasta continue to work on several Economic Development initiatives that the Committee has reviewed and suggested additional work on:

1. Wasta continues to pursue additional property acquisition and development opportunities.
2. Charles and Wasta will be meeting in January to discuss potential Economic Development initiatives for 2019 in preparation for a meeting of the Economic Development Committee thereafter.

Timothy Charles
Committee Chair

1.9.19 Finance & Operations Committee Update

The committee has not met since the last Commission meeting.

1. Epping presented the FY'19 budget to the Commission at the 11.14.18 meeting and it was unanimously approved.
2. Epping presented the FY'20-23 projections to the Commission and the 11.14.18 meeting. There was discussion about funding options and bonding capacity. These projections will be referred to in 2019 for FY'20 budgeting.
3. Epping and Wasta have been asked to work on reviewing the FY'20 – '23 projections in order to assure that the general goal of using 1/3 of the budget for operations, 1/3 of the budget for district improvements, and 1/3 of the budget for economic development is followed.

Gordon Epping
Committee Chair

1.9.19 Standards Committee Update

MedQuarter Façade Improvement

No new applications have been received.

MedQ Overlay District

The City's new ReZone Cedar Rapids zoning ordinance was approved at the December 18, 2018 City Council Meeting effective January 1, 2019. With this new ordinance, all existing Overlay Districts and Design Review Technical Advisory Committees (DRTACs) have been disbanded in favor of the new review process contained in the ReZone ordinance. In order to support this new process, the Medical SSMID Commission has appointed the former DRTAC members to sit on the MedQuarter's Design Review Committee so that these subject matter experts are available for project reviews when needed.

MedQ Master Parkway Improvement Plan - Construction

Wasta continues to work with City representatives, project engineers and property owners on all aspects of the 2019 10th Street construction project. All work is targeted for bid opening on 2/27/19.

MedQ Master Parkway Improvement Plan – District Maintenance Agreement

Wasta met with Albert to review the Memorandum of Agreement (MOA) between the City of Cedar Rapids and the Medical Self-Supported Municipal Improvement District Commission for ongoing District maintenance. Albert suggested three edits that were approved by Sandi Fowler. Albert and Wasta met with the Standards Committee on December 17th to address the following agenda items regarding ongoing maintenance of the improved areas of the District:

1. Review the MOA and confirm that the responsibilities assigned to each entity are acceptable

The Committee had no issues with the MOA as written. Approved by the Committee.

Action: Commission approval of City and SSMID Maintenance MOA

2. Discuss recommendations on what can be expected of the property owners with regard to ongoing maintenance of the improved areas

The Committee discussed an array of issues and possibilities regarding the ongoing maintenance of the improved parkways. In the end, the main item that could potentially be an issue with property owners is the mulch in the tree pits and the screening areas between the sidewalk and the property line. The central issue will be visual consistency of the improvements from 1st Avenue to 8th Avenue SE because if left to the respective property owners, each could use different mulch, etc. Neither the City nor the SSMID can require a property owner to perform any specific maintenance. The recommendation by the Committee was for the property owners to assume responsibility for weeding and trimming throughout the growing season and for the SSMID to perform spring and fall maintenance in these areas.

The Committee agreed that expectations for ongoing maintenance, predominantly mulch maintenance (mulch type consistency and replacement cost) of the SSMID's parkway improvements may only be controlled if the SSMID works with the impacted property owners and participates in the ongoing costs in a manner that is fair and reasonable.

It was decided that Wasta would gather quotes from providers to determine potential SSMID budget impact, of the SSMID performing spring and fall maintenance in these areas, including mulch in the spring, so that visual consistency is maintained.

Action: We are seeking Commission member input on:

SSMID Control of Parkway Look (cost) vs. Property Owners Potential Inconsistent Parkway Look (no cost)

John Albert, Committee Chair

December, 2018 Executive Director's Report – Activities in support of 2018 Action Strategy

Working with the Commission Chairs, Committee Chairs, Commission Members and Stakeholders – here are the highlights of my activities for the month:

Planning Initiatives

Signage plan design development

- Completed.

Open space improvements (ongoing)

- Attended Paving For Progress open house on 12/13 regarding planned improvements along 3rd Ave. SE from 5th – 19th Streets in 2019 & 2020.

Work with City to create and finalize a Memorandum of Agreement for District maintenance

- Coordinated and assisted John Albert with Standards Committee meeting to review the draft MOA and discuss options for ongoing parkway maintenance for recommendation to Commission.

Develop a productive/structural approach to Economic Development

- Attended monthly meetings with Sandi Fowler and City Staff.
- Continued working with realtor and developer regarding potential development for 700 block of 4th Avenue SE. Reviewed pro forma for presentation to MedQ directors.
- Attended Regional Vision Strategy Action Team meeting.
- Met with Melissa McCarville to discuss options for the Workforce Attraction initiative that support the Commission's desired approach.
- Attended TAI TechBrew AM on 12/11.
- Followed up with team representing an entity that is seeking 12-14k sq. ft. space in the MedQ with very specific criteria. Formatted information on five (5) potential locations that meet the criteria in Excel and pdf formats for project manager to share with team.
- Met with local banker to discuss potential locations in the MedQ for private banking service office.
- Met with Tim Carty, ICR Iowa, to discuss how the MedQuarter can be integrated into ICR Iowa's regional/national workforce attraction campaign.
- Attended Joint Legislative Event at Cedar Ridge.
- Coordinated and attended meeting with realtor and reps from St. Luke's to discuss financing options for potential housing development in MedQ.

Become active, engaged participants in innovation

- Met with Wendy Dunn at Coe College on 12/3 to discuss how MedQ might collaborate with Coe on Center For Health and Society initiative.
- Attended NewBoCo Launch Day at TCR.

Marketing & Management Initiatives

Brand expansion

- Ongoing implementation of social media campaign.
- Hosted four Orchestra Iowa Holiday Brass Quintet performances in the MedQ on 12/17.
- Conducted first Facebook Live social media post on 12/19 calling attention to 10th Street holiday lights and retail & restaurant options in the District.

Perpetuate website marketing and promotion

- Monitored and added events for website calendar.
- Ongoing work with Amperage and EA to refine MedQuarter website content.
- Met with Amperage to review 2019 marketing needs as requested by Branding & Marketing Committee.

Phase 2 & 3 banner rotation and maintenance

- Met with Sheri Dye at Sign Pro regarding methodology to reduce banner count and install Phase III banners.

Continue to enhance website to better engage visitors, developers and business members

- Ongoing communication with Amperage to address website corrections and updates.

Administration of overlay district

- No activity.

Governance of Façade Improvement Program

- Arranged and took picture of Façade Improvement Grant recipient at 808 3rd Avenue SE for marketing.
- Met with Matt Lybarger at Firestone to review Façade Improvement Program.

Execution of Medical & Faith Community Forums

- Coordinated and assisted with meeting of the MedQuarter Faith & Medicine Task Force on 12/4.
- Met with Pastor Knudson to finalize proposal to Commission for 1/9/19.

Engage with District Stakeholders

- Further refine WebLink master list of District stakeholders with Jessica.
- Drop off introductory card and information packet to Dr. Robin Brown's new office at 10th Street Medical Building requesting meeting.
- Coordinated all aspects of 12/12 MedQ&A Morning Coffee.
- Sent out personal e-mails promoting 12/12 MedQ&A Morning Coffee event.
- Met with Lori Weih to set plan for 2019 LFS Exec. Program for Healthcare Day.
- Sent out holiday e-mail to district stakeholders, Commission, Committees, Sub-committees, vendors, etc.
- Refer to December Stakeholder Meetings report.

Financing Initiatives

Funding alternatives for parkway improvements

- Completed.

Construction Initiatives

Gateway and signage construction

- Received proposal/quote from ASI representative for monument signs. Reviewed to confirm scope and cost options.

Parkway improvements

- Attended meeting with City and Mercy Medical Center representatives to review fiber optic lines along 10th Street and discuss proposed construction timeline and facility access plans.

- Met with Brenda Nelson and Ryan Anderson, Confluence, to review several details regarding 10th Street hardscaping plans for consideration prior to submitting 90% plans to City for review.
- Met with Mike Brown and Lee Seydel to discuss the viability of burying empty conduit along 10th Street during 2019 construction for future fiber optic capacity.
- Coordinated and assisted with meeting with representatives from City, Anderson Bogert and Mercy Medical Center to finalize the construction phasing and access/egress plan for 2019 10th Street construction.

Month	Date of Contact	Person met with	Company	Topic(s) discussed	Follow up
Dec., 2018		MedQuarter	Stakeholder Meetings		
	11-Dec	Jenny Thielman	The History Center	Introduced	
	12-Dec	Craig Davis	Grand Lodge of Iowa Library & Museum	Attended 12/12 MedQ&A Morning Coffee	
		Tim Hoppes	"	"	
		Bill Krueger	"	"	
		Darrell Fremont	"	"	
	18-Dec	Josh Moore	CRB&T	Met to discuss MedQ initiatives	
	20-Dec	Richard Larson	Owner of 808 3rd Avenue SE	Met to take picture for Façade Improvement promo	
		Marlyce Larson	"	"	

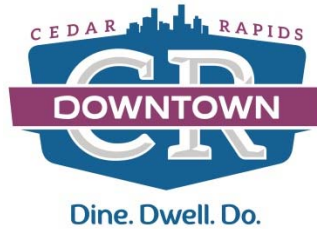
MedQ Executive Director

2018 Goals

12.31.18

Month___ **12 Month Update**

Task	Description	Weight	Goal	Actual	Comments
1. COMMISSION/STAKEHOLDERS/PUBLIC RELATIONS					
Meet with stakeholders	Format, schedule, promote and conduct morning coffees on off months (Feb - Dec)	10%	Complete	Completed	Held six events at four different locations 72 attendees (19 Comm./53 Stakeholders)
2. PLANNING INITIATIVES					
Advance	Work with NewBoCo/Iowa Startup Accelerator to develop MedQuarter Mentor Network	10%	Coordinate attendees for February training session and assist throughout the year	Completed	Received positive feedback from ISA representatives on MedQ support.
Initiate	Initiate process to create Memorandum of Agreement with City for district maintenance and submit for approval	10%	Initial meeting by 02/28/18 and submittal by 12/31/18	In Process	Currently working with Standards Committee to finalize recommendations to the Commission.
3. MARKETING AND MANAGEMENT INITIATIVES					
Finalize	Finalize content and design for Version 2 district map/brochure	10%	Complete by 06/30/18	Completed	Was not completed by 6/30.
Finalize	Develop and implement a social media strategy that compliments the website and drives district awareness	10%	Completed by 04/30/18	Completed	All goals were exceeded.
Assist	Assist with City's ReZone initiative as it relates to the MedQuarter Design Review Overlay District	10%	Completed by 09/30/18	Completed	This is in the City's hands now.
Support	Support ongoing efforts of the MedQuarter Faith & Medicine Task Force	10%	Ongoing	Ongoing	
4. CONSTRUCTION INITIATIVES					
Complete	Complete demolition of Hatt properties	5%	Completed by 03/31/18	Completed	
Coordinate	Coordinate design, pricing and installation of greenspace at 800 3rd Avenue SE	10%	Completed by 08/30/18	Completed	
Coordinate	Coordinate RFP Process for Master Parkway Improvement Plan, Priorities #1-5, with City for release	15%	Completed by 06/30/18	Completed	The MOU with the City has been signed by all parties and the process is set for Priorities 1-5.



Cedar Rapid Downtown SSMID Commission Minutes
November 28, 2018 | 4:00 p.m. – 5:30 p.m.
Cedar Rapids Metro Economic Alliance

Present: Casey Drew, Dave Drown, Emily Ellingson, Darryl High, Chris Lindell, Linda Mattes, Matt Miller, Randy Rings, David Sorg, Craig Stephan, Joe Terfler, Fred Timko

Absent: Dawn Jaffray, Andrew Morf

Guests: Jon Rouse – Park Cedar Rapids, Whitney Kraus – United Fire Group, Michaela LeClair & Jeff Morrow – Anderson Bogert, Jennifer Selby - City of Cedar Rapids

Staff: Ellen Bardsley, Jessica Komisar, Melissa McCarville, Jesse Thoeming, Phil Wasta

Welcome, Introductions & Call to Order

Mattes welcomed everyone and called the meeting to order at 4:02 p.m.

Consent Agenda

Timko moved approval of the consent agenda with Lindell seconding. The consent agenda was unanimously approved.

Parking Update

Rouse provided the commission with an update from ParkCR including:

- 2018 is projected to be the most profitable year with a \$1.3 million net operating income
- Maintenance projects completed include concrete, expansion joints, elevator replacements, skywalk updates, drain replacements, system-wide painting, and more
- New projects include 12 electronic vehicle charging stations in partnership with Alliant Energy, license plate recognition system fine-tuning, discounted rooftop parking, art installations, technology trials, new mobile payment provider which will be launching December 3rd
- Citation revenue down by 8%, net revenue is projected to be up by 12-15%
- 2018 was one of the busiest years for event parking revenue

Rouse stated that off-street parking occupancy is at some of the highest numbers it has been with 80-90% occupancy.

Mattes asked if the new hotels that will be coming Downtown will provide their own parking or if guests will be expected to utilize our ramps. Rouse stated there will be some on-site parking and some will need to use our ramps. The majority of the parking will be during the evening in which our ramps will have plenty of availability. ParkCR will be able to coordinate with the hotels to determine transient vs. monthly parkers. Terfler asked at what point do we start the discussion of another ramp. Rouse stated those conversations are already taking place.

Rouse reviewed on-street occupancy survey information which shows where the key areas are where people are parking. Ideally, occupancy would be at 80% to ensure turnover for businesses however there are several areas in the core of downtown and on the west side that are at 85% or higher.

Rouse presented the outcome of a new technology pilot that began a couple of months ago. Sensors were installed in the road at some parking spots and can relay real-time information for each spot. You can see if a spot is available, how long a vehicle has been in the spot, and much more. This trial has been successful and leads to a bigger conversation

about becoming a smart city. Theoretically, this information would be pushed out to the public so individuals coming downtown would know where the available spots are at.

Terfler stated the lack of secure bike parking has become an issue for some and asked if this is an initiative that employers or the Downtown SSMID could help move forward. Rouse stated there have been discussions around this concern, but nothing has come of it yet so having more groups involved could assist with pushing it forward.

Lindell asked what the life expectancy is on the 5 Seasons ramp. Rouse stated they just put over \$1 million into the ramp and there is still more that needs to be done.

3rd Avenue Update

LeClair stated the 3rd Ave Construction Project will create a consistent 2-way network from the bridge to 19th Street. The majority of the work will be from 1st to 5th Street and will include:

- Mill and overlay
- Bump outs and ADA compliant sidewalk ramps
 - 3rd Street will not get bump outs, but ramps will be made ADA compliant
- 4 quadrant gates at the railroad crossing
 - This is different than the medians at 2nd, 4th and 5th Avenues
 - Railroad will come in and install the gates
 - 3rd Avenue at the crossing will likely be closed for a portion of time during the installation
- Removing brick crosswalks at 2nd Street
 - This will require 2nd Street to be closed for a portion of the work

2019 Budget & Tax Rate Approval

The commission discussed the possibility of replacing benches downtown in 2019. Mattes stated we could work with the City to find out if they require a certain style that we would have to use. Sorg added that whichever style of bench we choose to present to the City, it would be best to match and speak the same language as the style of the street lights. Based on Thoeming's research, if we purchased 100 benches at \$358 per unit, that would cost the SSMID approximately \$40k and that is based on an estimate on how many benches there currently are downtown. The commission agreed that whatever bench style is chosen, it needs to be a style that will be low-maintenance that will last. It was also discussed that replacing trash cans could be another possibility. Thoeming stated he has been researching options for new trash cans as well.

Mattes stated we do have flexibility in the proposed budget, but the City Council has talked about the importance of maintenance and beautification projects and that we need to contribute to projects that will improve our district. Rings motioned to approve the budget with Timko seconding. The budget was unanimously approved.

Rings motioned for approval of keeping the tax rate at the maximum of \$2.75 per \$1k with Lindell seconding. Keeping the tax rate at \$2.75 was unanimously approved.

Branding Initiative

Kraus, who is a project manager with the corporate marketing team at United Fire Group, provided the commission with a presentation on their thoughts on how Downtown should be branded as. The largest obstacle their team ran into during this process was how to incorporate the different districts such as NewBo, Czech Village, and the MedQuarter. Kraus suggested we distinguish Downtown and the other district as "Greater Downtown" and brand Downtown as the "Central District." Kraus also presented logo options based on this concept. Alliant Energy and Great America submitted logo ideas based on the district remaining being called "Downtown".

Mattes stated the commission needs to assign a sub-committee to discuss if we want to rename our district and if so, then to what and if we want to change the logo. Rings, Sorg and Ellingson agreed to be part of that committee and Thoeming will lead the organization and communication of the future committee meetings.

WOW Project Committee

Mattes stated we have had a lot of discussions about murals, art sculptures and alleys and it would be best to create a sub-committee to review 2-3 project options and bring the information to the full commission with more details. High, Rings, Timko and Sorg agreed to be part of the WOW Project Sub-Committee and Thoeming will lead the organization and communication of the future committee meetings.

Other Business

Mattes shared with the commission that Alliant has gone paperless and would like to see the same efforts for this SSMID. The commission agreed to go paperless next year and to bring laptops to the meetings to review agenda items. Komisar will send agenda packet information as individual attachments instead of a combined PDF moving forward.

Mattes stated the executive committee has been drafting guidelines for what executive members can approve without the entire commission present. It was recommended that it would be anything up to \$25k. The guidelines will be passed at the next meeting.

The commission agreed that bi-monthly meetings from 4-5:30 p.m. at the Economic Alliance works well and the Economic Alliance will send calendar invites by the end of the year.

Bardsley provided an update for the 2nd Downtown Sucks video that focused on Events. Bardsley stated there are two more videos to be released as part of this campaign and she is projecting the Small Business video to launch mid-December which will be targeted more towards just Cedar Rapids and the Working video in January which will have more of a workforce attraction goal and will be targeted to other areas besides Cedar Rapids. Bardsley stated the Events video gained more views than the first video which was about Housing. The commission requested performance numbers from the Events video which include the following:

Video Launch + Advertising

- Posted on Sunday, September 16
- Uploaded on Facebook and Instagram and posted on Twitter via video platform Vimeo
- Social media advertisements placed on Facebook and Instagram
- Facebook ads targeted both within Cedar Rapids and outside of Cedar Rapids in the MSAs of Dubuque, Waterloo, Des Moines and Ames
- Instagram ad targeted inside Cedar Rapids

Video Views

- Facebook unpaid – 27,312
- Facebook paid, inside Cedar Rapids – 19,486
- Facebook paid, outside Cedar Rapids – 97,583
- Instagram unpaid – 318
- Instagram paid – 9,865
- Twitter, via Vimeo – 3,341
- **TOTAL: 157,905**

Viewer Demographics

- In the first video about Housing, the largest amount of views came from Women aged 25-34 across all platforms.
- This time around, there was a bit of a shift. On Facebook, the largest amount of video views come Women aged 18-24. On Instagram, Men aged 18-24 were the most popular audience with Women aged 65+ representing the second largest amount of video views.
- Similar stats not available on Vimeo or Twitter.

Social Media Platform Growth

- Facebook likes from Sept. 15 – now: 11% increase
- Twitter followers from Sept. – now: 15% increase
- Instagram followers from Jan. – now: 42% growth

Website Results

- Landing page, DTCRSucks.com, refreshed with relevant Downtown events facts and figures like number of event venues, attendance of 40,000 at Market After Dark, etc.
- Page views from Sept. 16 – now: 547
- Average time on page: 2 minutes 13 second

Adjourn

The meeting adjourned at 5:35 p.m.



Czech Village New Bohemia SSMID Meeting Minutes

November 15, 2018 | 8:30 – 10:00 a.m. | Alliant Energy Classroom at the National Czech & Slovak Museum & Library

Present: Lijun Chadima, Jessalyn Holdcraft, Stephanie Jelinek, Pam Lewis, Ana McClain, Chad Pelley, James Piersall, Bob Schaffer

Absent: Craig Byers

Guests: Kathi Nelsen – community member, Jennifer Pruden – Czech Village Main Street

Economic Alliance Staff: Jessica Komisar, Melissa McCarville, Doug Neumann

Welcome and Call to Order

Piersall welcomed everyone and called the meeting to order at 8:32 a.m.

Approval of Consent Agenda

Holdcraft moved approval of the October minutes with Schaffer seconding. The October minutes were unanimously approved.

Holdcraft moved approval of the September financials with Chadima seconding. The September financials were unanimously approved.

Ingredion and Cargill SSMID Expansion Discussion

The SSMID has discussed we would like more involvement from Ingredion and Cargill as they are large organizations and employers in our district. Neumann shared property values of various parcels owned by Ingredion and Cargill, and it appears there would be an opportunity to bring those companies into the SSMID at reasonable rates far less than including the entire value of their full properties, similar to the way Quaker Oats was handled for the Downtown SSMID. Going this route would leave us with a better chance of obtaining their involvement. Neumann stated we need to be thinking about what the value proposition would be for these large companies joining the SSMID as well as if we are willing to become advocates for their business and economic growth.

Pruden stated the SSMID had approached Cargill and Ingredion for a voluntary donation in the past. Piersall added if we do go to Ingredion or Cargill, it's important that we make it clear that just because they pay into the SSMID, doesn't mean that we will always promise to support everything. For example, Neumann stated in the future we would support an expansion if it would create more jobs and a bigger economic footprint. Holdcraft stated she would be interested in hearing what level they would like to be involved at: voluntary contribution or including their parcels in the SSMID boundaries.

Neumann stated he can setup a meeting with representatives at both Cargill and Ingredion to give them an update on what is being done in the district and what our progress is without a rigid ask for SSMID involvement.

16th Ave Extension Landscaping

Piersall shared information gathered from a meeting with the City in regard to the 16th Avenue extension and roundabout landscaping and back of curb treatments. There were three proposals presented at this meeting with concept #1 being the most favored. Piersall stated the City would be responsible for the installation of the landscaping and the mowing of any grass, but they would not be responsible for the upkeep including trash removal from plants, watering, etc. and that they are looking at the SSMID to be the one responsible for those tasks. Jelinek asked if there

was discussion at this meeting about benches. Pruden stated there wouldn't be ample space for benches. Piersall added there would be banner options on the light poles.

The concepts and project will be discussed again at the next meeting with the City which will be held on December 4th at 5:00 p.m. at the St. Wenceslaus Church gymnasium.

Vondracek Property

It was brought up at last month's meeting that this property in NewBo is becoming an eyesore to the district, especially since that is where the district mural is located. It was determined at this meeting that the SSMID should not be spending money on the maintenance of the property and the issue will be revisited with the City in the spring after the winter months.

Run CRANDIC Routes

Neumann stated the CRANDIC Marathon, which will be on Sunday April 28th, will begin in Iowa City and will end in Cedar Rapids and there is a strong possibility that the finish line and post-marathon celebration will be in Czech Village. Neumann added that if we want to get into district advocacy, this would have been a good opportunity to voice our opinions and/or concerns. Advocacy opportunities similar to this arise all the time, if the SSMID decides this is one of its priorities.

Tax Rate Discussion

Piersall stated the City needs to have our rate decision by the end of this calendar year. When this SSMID was first created, the rate was set at \$1 and there was some pushback from property owners. The current rate for our SSMID is \$1.25, Downtown SSMID is at \$2.75 and Medical SSMID is at \$3.25. Piersall added that our maximum rate is \$3. Holdcraft stated our property owners will want to see a budget and what we have planned if we are wanting to increase the rate. At this point, the commission does not believe we have enough to show our stakeholders in order to increase the rate.

Pelley moved approval to keep the rate at \$1.25 with Holdcraft seconding and all in favor.

Budget Discussion

Piersall stated that the other SSMIDs are currently on a calendar year budget which seems to help with some of the budgeting as a lot of the money gets spent on summer-long projects that would be beneficial to keep within a single budget year. Piersall added the only possible downside to making this change would be that we would need to re-budget by the end of the year. Lewis stated it makes sense to her especially when we have to set our tax rate by January, that way we know what projects and expenses will be occurring that year.

Holdcraft moved for approval of changing our budget to a calendar year instead of fiscal year with Chadima seconding and all in favor.

Banner Update

Holdcraft presented updates to the commission in regard to the banner program. According to the City, they own the poles on 3rd Street and 16th Avenue in our district which means that the SSMID owns them and that we are the responsible party for the poles. The 12th Ave bridge poles are owned by Alliant so we do not have any control over those. The Economic Alliance confirmed they would have storage for only the district brand banners and not for any banners from non-profits participating in the banner program.

Holdcraft stated we would make approximately \$300-\$500 a quarter if we decided to move forward with the banner program for non-profit participation. McClain stated she does not feel comfortable getting into possible legal or ethical issues with non-profits and doesn't believe it would be bringing in enough money to do so. Schaffer added it would be potential income, but would it outweigh the value of trademarking and marketing our district?

It was also discussed that there were 26 missing ball shaped ends for the banner poles as well as broken banner arms on two poles that sit a bit recessed back from the street. Lewis questioned that number and will visit with the Economic

Alliance to verify. She said Czech Village Association will be financially taking care of the broken arms on the banner poles off from the street.

It was decided that the discussion of banner program guidelines and the ball shaped ends would be tabled for another meeting or via e-mail until we receive more information. Holdcraft moved approval for tabling this discussion with Jelinek seconding and all in favor.

Communications Proposal

McCarville provided an updated proposal with three different options. The options increase by both cost and amount of benefits included.

- Option #1: Minimum support, minimum budget impact at 6 hours a month. Total: \$2,736 for one year of marketing and communications support
- Option #2: Moderate support, adequate budget impact at 12 hours a month. Total: \$5,472 for one year of marketing and communications support
- Option #3: Maximum support, increased budget impact at 20 hours a month. Total: \$9,120 for one year of marketing and communications support

Chadima asked how we would pull information to create an e-blast distribution list. McCarville stated we would need to get that information from various sources, many of which we already have access to.

McCarville added that these options are not concrete and can be adjusted to meet the budget of the SSMID. Pruden said she and Byers had met to discuss what Main Street is currently doing with social media. They have a blog on their website as well as 5 newsletters that go out every month: 1 to the general public, 2 to businesses and property owners, and 2 specifically about events. Main Street would be able to share stories and information from the SSMID in their current e-blasts or letters at no additional cost at any time.

Lewis moved to table this discussion with Holdcraft seconding and all in favor, primarily because of lack of time to debate the issue.

Other Business

SSMID District Meeting

Neumann stated there is interest among the other SSMIDs to have a joint SSMID meeting. Sharing goals and upcoming projects among the districts could be a benefit. There are no specifics planned at this time.

City of Cedar Rapids Update

Neumann shared that there is a meeting with the City today at 4:00 p.m. with the finance committee and there will be presentations from the Downtown SSMID, Downtown Parking Board and the CVNB SSMID if anybody on the commission would like to attend.

12th Avenue Safety Concerns

Holdcraft provided a handout that identified potential solutions to safety concerns along 12th Ave including reducing the speed limit, installing a permanent crosswalk, converting traffic lights to four-way stops and more. The Commission is not involved in this discussion at this time, and Holdcraft said she will work with Pratt and the City's traffic engineers to get these ideas incorporated into City discussions on 12th Avenue.

Czech Village Association Contract

Lewis said the CVA continues to work with the City on an agreement related to parking areas. She expects the latest draft of a contract will be back to the City by December 20th.

Adjourn

Holdcraft moved to adjourn with Schaffer seconding. The meeting was adjourned at 10:04 a.m.