

MedQ^UARTER

Regional Medical District™

Medical SSMID Commission Meeting Minutes

January 9, 2019

8:00 a.m. – 9:30 a.m.

First Avenue Executive Suites

Present: John Albert, Tim Charles, Michelle Jensen, Kathy McCauley, Mary Meisterling, Michelle Niermann, Okpara Rice, Karen Smith, Julie Sterling, Sarah Wickenkamp

Absent: Gordon Epping, Mike Sundall

Guests: Amy Jordan – new owner of Kathy's Pies, Pastor Steve Knutson

Staff: Jessica Komisar, Phil Wasta

Welcome & Call to Order

Jensen welcomed everybody and called the meeting to order at 8:01 a.m.

Consent Agenda

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

Faith & Medicine Task Force

Knutson stated the Faith and Medicine Task Force was created 3-4 years ago and an identified goal of the initiative is how to increase the rate at which people develop advance care directives and how to create a community to help facilitate those directives. Knutson added the coordination of individuals who represent legal, social work, doctors and hospitals still needs to be done to help carry the directives out. Knutson stated at this point, there is larger work that needs to be done in terms of the system becoming embraced by our community. Wasta added the efforts that the commission has put forth in the last 2 years including the Speak Up series and Advance Care Directive Workshops have been a great way to build the network to draw from for this initiative, so it wouldn't be starting from scratch when it comes time to find individuals to become involved. Wasta added the MedQuarter will not own this initiative but will be able to assist with the networking. Respecting Choices, which is a person-centered care organization, has created a one-day leadership engagement meeting to gather leaders of the community in order to gain an understanding of the process as well as a potential path forward. The cost for this meeting would be \$6k, would include all expenses, and facilitators will design the day so it's a successful event. Wasta stated this cost would be taken out of the MedQ, Inc. funds that are dedicated to the Speak Up initiative. Meisterling asked what the timeline would be to secure a date for the meeting. Wasta stated it will take 2-3 months to get a date set with the appropriate players.

Charles moved for approval of spending \$6k to cover the fee of the meeting with McCauley seconding. The motion was unanimously approved.

Levy Rate for City

Wasta stated the commission needs to approve the levy rate for the City. The maximum rate is \$3.75 and MedQuarter is currently set at \$3.25. Meisterling moved for approval of keeping the rate at \$3.25 with Albert seconding. The motion was unanimously approved.

Maintenance MOA with City

Albert stated the City has modernized their zoning. Because of this update, the commission had decided to rename the DRTAC committee to the Design Review Committee. This committee will continue to function the same way as DRTAC, it will just be under a new name.

Wasta stated the construction plans on 10th Street from 5th-8th Ave is drawn up at 90% and will go out to bid in the next month. Wasta added Charles and staff at Mercy have been extremely helpful on making sure decisions have been made along the parkway in front of Hall-Perrine.

The new district maintenance MOA with the City was modeled after the Downtown SSMID but district specific changes were made to reflect the MedQuarter's specific needs. The MOA states that, "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." Wasta clarified that the MOA is only for areas that the SSMID has improved, which at this point is 10th Street from 1st to 5th Avenue with 5th to 8th Avenue coming in 2019. Albert provided maintenance examples that the MedQuarter will be responsible for including cleaning trashcans, extra snow removal and paving of alleys. Wasta added that the MOA is flexible and can be changed when needed by either party. Once it is approved by the commission and the City, it will go to the City Council for adoption. Albert clarified that we would be an extra eye for items such as alerting traffic engineering when lights are out or solid waste on trash cans missed during routine emptying. In regard to the new mulch and landscaping beds, Albert stated it is currently up to the property owners to maintain but at what point do we step in to make sure it is maintained to our district standards? The Standards Committee was convened to discuss the issue and further information is needed. Wasta is researching what the cost would be to replenish mulch each year and how other districts handle this issue. Sterling expressed concern that her business will not directly see these upgrades. Albert stated we do not have enough funds to upgrade every area and that experts picked areas that will have the most district impact as outlined in the Master Parkway Improvement Plan. A decision was not made at this time on whether the MedQuarter will have more control over landscaping but will be discussed when research has been complete.

Meisterling moved for approval of the MOA with Rice seconding. The MOA was unanimously approved.

Committee Updates

Branding and Marketing – Jensen shared that we will be going more with digital campaigns including a campaign telling stories about people in the district. Jensen added spending is within the budget and leaves funds for other MedQ events such as musical performances in the MedQ Park on 3rd, etc.

Finance and Operations – Wasta stated that Ted Townsend had expressed our spending should be done in thirds – 1/3 for operations, 1/3 for economic development and 1/3 for district improvement. Wasta added we are out of balance on that breakdown due to the upcoming investment in parkway improvements on 10th Street from 5th to 8th Avenue. Epping is reviewing the financials to consider ways to re-balance these expenditures.

Executive Director's Report

Wasta stated goals from 2018 are either complete, in process or ongoing and feels good about what was accomplished. Jensen stated Wasta's performance review survey will be sent out to the commission this week by Survey Monkey. Charles asked Wasta what he has envisioned for the commission for the next couple of months. Wasta stated a lot of what's on the horizon is based on the new marketing plan and Spring construction for 10th Street. Charles stated a major decision that will need to be made, preferably sooner rather than later, is if we want to bond or not for future construction projects and urged the importance of educating ourselves on that topic and begin working into some discussion and outside presentations at upcoming meetings.

Wasta stated he was asked to sit on the Regional Vision Strategy Action Team and he is continuing to do so. This strategy is being driven by ICR IOWA and the action team includes individuals from North and South ends of the region.

Adjourn

Wickenkamp moved to adjourn the meeting with Albert seconding. The meeting was adjourned at 8:55 a.m.