

**Medical SSMID Commission Meeting Minutes**

**January 13, 2021, 8:00 a.m. – 9:30 a.m., Zoom Meeting**

*The Medical SSMID Commission met virtually in regular session. Those present are listed below. The meeting was held as an electronic regular Commission meeting because a meeting in person was impossible or impractical due to concerns for the health and safety of Commissioners, staff and the public presented by COVID-19.*

**Present:** John Albert, Tim Charles, Michelle Jensen, Suzy McGrane-Hop, Michelle Niermann, Okpara Rice, Karen Smith, Julie Sterling, Mike Sundall, Sarah Wickenkamp

**Absent:** Gordon Epping, Mary Meisterling

**Guests:** Sandi Fowler – City of Cedar Rapids

**Staff:** Jessica Komisar, Phil Wasta

**Welcome & Call to Order**

Rice welcomed everybody and called the meeting to order at 8:02 a.m.

**Consent Agenda**

Wasta informed the Commission that he had not received any corrections to the minutes, that Epping had reviewed and approved the financials, and that all allocations in the financial investments are within the percentage ranges as set forth in the Cedar Rapids Bank & Trust agreement. Sundall moved approval of the November minutes, November and December financials and October-December investment accounts with Albert seconding. The minutes, financials and reports were unanimously approved.

**COVID Updates from Commissioners**

Sundall said PCI providers have been vaccinated, currently in the process of vaccinating other medical and non-medical staff. Sundall said they will not be using all of the vaccines they were given, and they have been educating other tenants that they have to apply for their own vaccines and can't use what PCI has leftover. Rice asked if any staff have declined the vaccination. Sundall said all of PCI staff have been anxious to get it. Niermann said St. Luke's also has a strong staff response to receiving it. Rice said there is a cultural component to the vaccination especially among the African American community so there will need to extra outreach and education efforts.

Wasta said the second round of PPP opened yesterday and asked if Commissioners are applying for it. Albert said they are considering it. Sundall said they have pursued it but not optimistic as they haven't been approved for loan forgiveness from the first round. McGrane-Hop said she has reached out to the bank and will be considering.

**Strategy to Vet 2021 Action Strategies and Executive Director Goals**

In an effort to ensure that we are focusing on what Stakeholders want, the Chairs have asked Wasta to conduct surveys with businesses in the district as a guiding force for 2021 goals and strategies. Wasta quoted a previous comment from Charles saying 'there is value in asking' and Wasta said he will be having these conversations in February with 30-35 businesses to make sure our direction is accurate and provide a report at the March meeting. Wasta took some of the action strategies that were supported from November and peeled out the ones that are most involved and ones that use the largest percentage of our budget and formed them into survey questions and it is broken down into the same structure as the action strategies in 3 categories: open space maintenance & improvements, economic development and marketing. There is also a general question at the end asking, "how else might the Medical SSMID help your business?"

Feedback and comments from Commissioners include:

Open space maintenance & improvements

- Switching question 2 & 3 for a better flow
- Rewording the originally numbered question 3 so it doesn't say, "the District will not have sufficient funding to continue the large-scale parkway improvement infrastructure projects." so it isn't misconstrued that the SSMID is in financial trouble.

## Marketing

Sundall expressed that he believes the District is missing out on a big opportunity to collaborate and promote the MedQ as a true regional medical district and that we should broaden our scope to the 22 county region. This should be marketed and he would like to see our dollars used to highlight the unique things we have to offer and put us on the map.

After general discussion the questions were approved for Wasta to use for the survey.

### **District Marketing Initiative Updates**

Wasta updated Commissioners on the digital marketing campaign

- Launched November 5, 2020
- Total ad impressions – 1.15M
- Website sessions – 3,187
- Ad impressions and website sessions are down 30% from where we were but that was to be expected because of the gap in-between campaigns
- Features medical and non-medical businesses and employees
- Received positive testimonial comment on the ad featuring McGrane-Hop and Gilded Pear
- Brand Awareness – 302,608 impressions, 571 clicks, 0.19% CTR
- Traffic Campaign – 68,509 impressions, 3,389 clicks, 4.95% CTR – better than previous campaign

Wasta said that we could take Sundall's previous comment about a marketing focus on the MedQuarter being a regional medical district and that could become the new messaging for a campaign after vaccines. Wickenkamp suggested to not wait on highlighting the vaccines until after they are widely available. We should be proactive and communicate the vaccine is coming and include a FAQ and be a source for vaccine information. Charles suggested we should not position ourselves as a main source of information due to the frequency of information changes but instead, we should link to the health department where information is being updated by experts.

Wasta updated Commissioners on the Gifts of Gratitude campaign

- December 16-January 5
- Included a press release, pocket park banner, social media and website content
- 2 different posts, reached 5,034 people and 80 engagements
- Received 8 gratitude messages on social media and 39 through the website portal. Those messages were forwarded to the respective communications managers at each organization and then forwarded to the staff internally

### **Executive Director Updates**

#### Child Care Center Initiative Update

Wasta said he received the proforma on December 14<sup>th</sup> and he is not ready to present findings to the Commission until the end of the month. Wasta said he likes that the proforma gives us a tool that's financially sound to measure viability.

#### 2020 1<sup>st</sup> Ave Parkway Improvements Close-Out

Wasta said this project is 95% finished as pavers at intersections are being completed. Trees, lighting, curb cuts, landscaping, etc. are all done and it should be 100% finished by Spring. Wasta said if it's not done by April 2, the contractor will lose a portion of their revenue based on the contract.

#### 2021 1<sup>st</sup> Ave Parkway Improvements Update

Wasta said he has received the 60% complete drawings for the project from 10<sup>th</sup>-12<sup>th</sup> Street and is now assisting the City on obtaining temporary construction easements from 4 property owners and is still on track to be out to bid by late February.

### **Other Business**

Wasta announced the Czech Village NewBo SSMID voted in December to change administrative services from the Economic Alliance to Main Street as of January 1, 2021 and reminded Commissioners that back in June, we had signed an agreement that shifted 10% of Wasta's time from the MedQ to help with the CVNB SSMID which is no longer needed. Wasta said there will need to be a notification of cancellation and termination of agreement brought to the March meeting.

### **Adjourn**

Sundall moved to adjourn the meeting with McGrane Hop seconding. The meeting was adjourned at 9:00 a.m.