

Medical SSMID Commission Meeting Minutes

January 11, 2023, 8:00 a.m. – 9:30 a.m., PCI Medical Pavilion 1

Present: Eric Dalton, Gordon Epping, Pauline Herb, Michelle Jensen, Suzy McGrane-Hop, Michelle Niermann, Okpara Rice, Michelle Stramel, Nathan Van Genderen

Absent: Eric Griggs, Russ Nieland, Julie Sterling

Guests: Lt. Jeremy Paulsen, Cedar Rapids Police Department and Jennifer Pratt, City of Cedar Rapids

Staff: Jesse Thoeming, Phil Wasta, Audrey Wheeler, Nikki Wilcox, Caleb Woods

Welcome, Introductions & Call to Order

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

Wasta introduced Lt. Jeremy Paulsen who is now the lieutenant for the central district. Lt. Paulsen has responsibility for relationships with residents and businesses in the district, supervises the mental health unit, conducts alcohol licensing, and is the instructor for the regional police academy. Urgent matters should go to dispatch but contact Lt. Paulsen to help navigate ongoing issues.

Wasta introduced Jennifer Pratt who is the Community Development Director with the City of Cedar Rapids and is now the liaison with the SSMID.

Consent Agenda

Niermann moved to approve the consent agenda with Dalton seconding. The motion was unanimously approved.

Medical SSMID Levy Rate for FY'24

Wasta shared the history of levy rates and recommended a continuation at \$2.75 as it was the rate used for budgeting. Epping moved to approve the FY'24 Medical SSMID levy rate of \$2.75 with Niermann seconding. The levy rate was unanimously approved.

FY'24 Expenditure Budget

Wasta shared the FY'24 expenditure budget to be submitted to City Council for approval. Jensen moved to approve the FY'24 expenditure budget with Herb seconding. The motion was unanimously approved.

Review City/SSMID MOA Updates

Wasta reviewed the City/SSMID MOA which outlines the responsibilities for each noting that very little changed and that the amended MOA has been approved by the City. Key clarifications include:

- City will take responsibility for outlets in addition to streetlights
- Expanded solid waste services for 10th Street from A Avenue to 1st Avenue, and 1st Avenue from 6th to 12th Street
- Added support from the City to provide personnel and/or financial resources for holiday light installation and removal
- Clarification that City will empty standard trash receptacles and SSMID will empty Big Belly receptacles via support contract with the Economic Alliance
- Clarified responsibility for signage. SSMID will need to include maintenance of special signage in future RFPs

Van Genderen asked if property owner responsibility for upkeep is included and Wasta noted City ordinance covers that and he does remind property owners of the ordinance.

Annual District Survey Results

Wasta reviewed results from the annual district survey. Received 34 responses with 8 being from SSMID commission member entities. Highlights include:

- Feedback overwhelmingly positive
- One poor rating on MedQ Perks that Wasta will follow up on
- Two concerns noted lack of representation from the SSMID and Executive Director which Wasta will follow up on
- Total sales are largely stable or increasing but five noted decreases
- Twenty-one businesses have plans to expand or renovate
- Workforce remains the key concern for most businesses with projected employment needs remaining stable or increasing

- Very few ownership or management changes were noted
- Twenty-five respondents participated in MedQ Perks
- A number of suggestions for marketing promotions were shared which Wasta will review
- City services assessment feedback will be shared with the City

Jensen inquired about frequency of survey and Wasta shared his intention to repeat annually so trends can be determined.

District Marketing Initiative Update

MedQ Perks

Meeting held with Bandwango to discuss platform enhancements that included a points system and geotagging. Wasta noted a desire for the next program to be less discount dependent with a move to a point system with redemption for gift cards or gifts. There were 1,100 sign-ups with 700 of those being active users in the first program. Next Branding & Marketing Committee meeting will be held February 2nd to review.

Executive Director Update

2022 Actions Strategies

Wasta provided year-end report of progress on 2022 Action Strategies. Highlights include:

- Significant progress in furthering child care center discussions and aligning all parties involved
- Stump grinding completed by the City and replacements through ReLeaf Program in progress
- Full completion of all parkway improvements in the plan

Child Care Center Initiative

Wasta shared new renderings noting the outdoor playground will be secluded away from 4th Avenue and 8th Street.

2023 10th Street from 1st Avenue to A Avenue NE Project

Wasta noted this project came in slightly over budget. City has approved. The new contractor is Rathje Construction. Start date projected for April.

2024 8th Avenue/10th Street/Mt. Vernon Road SE Roundabout Project

Herb shared that Mercy Hospital and the City are on board with the design. Traffic flow will be impacted for several years from 2024 into 2026.

Big Belly Trash/Recycling

Wasta noted that there are shipping delays primarily due to chips and solar panels. Still anticipating spring installation.

Collateral Materials

Wasta distributed updated mental health resource materials that now include the 988 national hotline. He also noted the new City Visitor's Guide and the 2023 Livability magazine which both include MedQuarter information. Contact Wasta for additional copies of these materials.

Other Business

Rice reminded commission members that they would soon receive an e-mail with a link for the Executive Director's 2022 evaluation. Goal is to have 100% participation.

Adjourn

Epping moved to adjourn with McGrane-Hope seconding. The meeting was adjourned at 9:23 a.m.