

Medical SSMID Commission Meeting Minutes

January 10, 2023, 8:00 a.m. – 10:00 a.m., CRB&T

Present: Eric Dalton, Gordon Epping, Casey Greene, Pauline Herb, Michelle Jensen, Suzy McGrane-Hop (virtual), Russ Nieland, Okpara Rice, Nathan Van Genderen

Absent: Eric Griggs, Michelle Strammel

Guests: Scott Freres (virtual) and Siraj Asfahani (virtual), The Lakota Group; Jennifer Pratt, City Liaison; Dr. Timothy Quinn, Mercy; Brian Steffen, Rock Valley Physical Therapy

Staff: Jennifar Bassett (virtual), Peggy Degnan, Phil Wasta, Nikki Wilcox (virtual)

Welcome, Happy New Year!, Introductions & Call to Order

Due to technical issues with McGrane-Hop's virtual connection, Wasta called the meeting to order at 8:06 a.m. and welcomed Casey Greene to the Commission.

Consent Agenda

Jensen moved to approve the minutes, financials and reports with Greene seconding. The motion was unanimously approved.

Discuss/Approve Levy Rate for FY'25

Wasta stated we are tracking with the Downtown SSMID FY'24 and with Medical SSMID's 2025-2027 projections based on remaining at the \$2.75 levy rate and asked for a motion. Rice moved to approve with Epping seconding. Motion was unanimously approved.

Discuss/Approve Expenditure Budget to be Submitted to City

Wasta explained this is the same as the fiscal expenditure budget, but condensed and notated per City requested format. He noted there isn't a Parkway Improvements line item because FY'25 is a catch-up year. Wasta asked for a motion to approve the expenditure budget as presented. Jensen moved to approve with Epping seconding. The motion was unanimously approved.

Elect Pauline Herb as Vice Chair

Herb to fill position vacated by Michelle Niermann and become Chair in 2025. Wasta asked for motion to appoint Herb. Dalton moved to approve with Greene seconding. Motion was unanimously approved.

Nomination of Brian Steffen to Fill Vacated Seat of Dr. Julie Sterling

Wasta reminded the commission that at the November meeting it was discussed to have a representative from a private practice in the district be part of the SSMID. Thus, Brian Steffen with Rock Valley Physical Therapy has been nominated. Steffen introduced himself, thanked everyone for the nomination and shared his professional history. He shared Rock Valley is a private practice with 65 clinics in Illinois, Iowa and Nebraska, with six clinics in the corridor. Wasta asked for a motion to approve Steffen. Greene moved to approve with Dalton seconding. Motion was unanimously approved.

Appoint Casey Greene as Chair of Economic Development Committee

Greene will be replacing Michelle Niermann. Wasta stated how important it is that one of the Directors of MedQ, Inc. Chair the Committee due to the finding source. Greene agreed to be Chair with Wasta asking for a motion to approve. Nieland moved to approve with Dalton seconding. The motion was unanimously approved.

Alternate Meeting Date for March 13th Medical SSMID Commission

The March 13th meeting is being pushed back one week to March 20th.

Executive Director Annual Performance Review

Wasta stated McGrane-Hop plans to send his annual review to the commission via email, so look for it in the near future.

Committee Updates

Branding, Economic Development, Finance & Operations and Standards reports were provided in the agenda packet.

Executive Director's Updates

Executive Director's update was included in agenda packet.

Discussion Facilitated by the Lakota Group RE: Master Development Plan Update and New 5-Year Action Strategies

Freres and Asfahani made their presentation virtually while focusing on the implementation chart.

Freres talked about how the process and timeline should align with funding and other community development strategies, as the plan seeks to align with the betterment of the whole downtown, focusing on the next 10 years. He shared the below timeline, stating it is not a static schedule, so it should be consistently reviewed and reevaluated.

- 2013 - master development plan was adopted
- 2024 - plan updated anticipated adoption
- 2027 - short term initiatives
- 2034 - long term initiatives reconstitution

Wasta reviewed the MedQ District finances through 2023. He highlighted the Medical District SSMID Infrastructure Improvements = \$2.6M, The City of Cedar Rapids investment = \$4.5M, so in collaboration with the City the total = \$7.1M

Asfahani went through the five pillars of the implementation chart saying it is basically the workbook for the plan. He walked through the six initiatives which are: priority level, cost estimate, timeline, metrics, partners and funding, pointing out cost and timeline are scaled initiatives.

Four timeline categories have been created: Immediate (2024-ongoing), Short-term (2027-2029), Mid term (2029-2032), Long-term (2032-2037).

Pillar 1: Policy – City adoption of the development plan update.

Pillar 2: Management & Marketing - diversify business offerings, 501(c)(3) is charitable, 501(c)(6) is not tax deductible. Nieland asked about competing organizations, common suppliers and if we have a good organic group to use? Wasta explained there are grants that we haven't considered applying for as this SSMID has always used their own funds.

Pillar 3: Appearance & Identity – very urban design-focused, so it will have a high cost, but will define the MedQ better.

Pillar 4: Access, Circulation & Infrastructure – includes perception of safety. Wasta shared an example that he was contacted by Immaculate Conception Church asking why MedQ wasn't doing something about the homeless population. Pratt noted the City and Linn County are taking on homelessness initiatives, with the MedQ serving as a resource.

Pillar 5: Community Building – partnerships with philanthropic organizations and the City.

Nieland inquired about health and wellness programs being listed under two pillars. It was explained Pillar 1 refers to MedQ boundaries and Pillar 5 pertains to a community initiative.

The next task is to put together a 5-year strategy plan and present it to the City Council for approval on April 9th or April 23rd. Because there is a 5-year plan, Greene feels we should develop a 1-year or 2-year action plan since we know the high priorities and could have some deliverables.

Other Business

- Contact Nikki Wilcox if anything crucial develops while Wasta is on vacation January 11th - 25th.
- Wasta distributed copies of the new 2024 Livability Magazine noting the MedQ story on page 44.
- Wasta distributed updated Commission and Committee rosters.
- Wasta expressed his thanks to Pauline Herb and CRB&T for hosting today's meeting!

Adjourn

The meeting adjourned at 9:31 a.m.