



Medical SSMID Commission Meeting Minutes

July 10, 2013

8:00 a.m. – 8:30 a.m.

Cedar Rapids Metro Economic Alliance

Present

John Albert	Richard Cooley	Michelle Jensen	Kathy McCauley
Mary Meisterling	Julie Sterling	Mike Sundall	Julianne Thomas
Ted Townsend	Phil Wasta	Marcie Watson	

Absent

Tim Charles

Steering Committee /Guests

Jon Bogert	Mike Easley	Gordon Epping	Sarah Gephart
Daniel Grove	Angie Kuhn	Annie Obrecht	Richard Pankey
Jason Willis			

Economic Alliance Staff

Sarika Bhakta Doug Neumann Audrey Wheeler

Welcome & Introductions

Townsend called the meeting to order at 8:01 a.m. Townsend introduced and welcomed the newest member.

Consent Agenda

Thomas moved approval of the Consent Agenda with the exception of the payables. Watson seconded and the Commission unanimously approved.

Payables were then reviewed. Thomas moved to approve the payables as submitted. Watson seconded and the Commission unanimously approved. Thomas inquired about the percentage being paid to subcontractor Friedman. Lakota Group responded it was 85-90% and in line with what was expected.

Committee Updates

Branding and Marketing

Brand usage guidelines were in the meeting packet. Thomas recognized Steve Drake from Mercy Medical Center for doing a large share of the work on it. Thomas has been included as the contact if there are problems or questions related to branding. Committee feels the logo should be broadly used and that concerns about usage will be addressed as they occur. There will be ongoing monitoring of usage. Logo is available on the website.

Townsend recommended that we provide additional clarification on usage between MedQuarter and MedQ logos. Thomas noted that MedQuarter is trademarked but is not sure if

MedQ has been trademarked. Thomas will check on that and committee will discuss the parameters of usage for MedQ.

Some work has been done on website. Thomas had hoped to be further along with that work but it has her renewed focus now.

District Services

Not much change since last report. Neumann will take the lead and work with the city to finalize the plans. His hope is to have something by the next meeting. The initial plan design with the City is not as originally planned but there is some agreement with the City on how it could work initially. Intention for the future is to try to get to the more comprehensive design but a basic agreement can be in place sooner so that we have work progressing.

Adjourn

The meeting adjourned at 8:19 a.m. Master Development Plan Steering Committee meeting with The Lakota Group followed.

Respectfully Submitted by Audrey Wheeler