

**Medical SSMID Commission Meeting Minutes**

**July 2, 2014**

**8:00 a.m. – 9:30 a.m.**

**Tallgrass Business Resources**

**Present:** John Albert, Timothy Charles, Michelle Jensen, Kathy McCauley, Mary Meisterling, Julie Sterling, Julianne Thomas, Phil Wasta, Marcie Watson

**Absent:** Richard Cooley, Michael Sundall, Ted Townsend

**Guests:** Gordon Epping, Richard Pankey

**Economic Alliance Staff:** Sarika Bhakta, Doug Neumann, Wendy O'Brien

**Welcome & Introductions**

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

**Consent Agenda**

Bhakta shared that the City of CR Public Encroachment Application Fee was added to the updated Agenda packet printed for the meeting. The Commission reviewed the Consent Agenda materials. Wasta moved approval of the Consent Agenda, seconded by Watson. The Commission unanimously approved.

**Committee Updates, Next Steps, and Timeline**

**District Services**

Bhakta updated the Commission on progress with the Banners. The City of CR Public Encroachment Application is being filed and the City will generate the RFP for fabrication and installation of the banners. The RFP is to be posted by the City 7/3 to the website and sent to a vendor list compiled by the Economic Alliance and City. A purchase order will be issued to the selected vendor in August. The timeline for installation is being determined.

**Branding/Marketing Update**

Thomas shared an overview of the draft strategic marketing plan developed through the Branding & Marketing Committee. She defined seven areas of focus (highlighting details within each area): Co-branding with MedQ partners, Signage, Brochures, Social Media, Virtual Tour Video, Interactive Map, and Events.

It was suggested to list the targeted marketing area as "Linn County and surrounding region" vs. a detailed listing of counties. There also was discussion about the focus on in-kind marketing services vs. budgeting for everything through the SSMID. Thomas noted that some of these issues are still being vetted among hospital representatives and their CEOs, and that the in-kind suggestions had come from hospital representatives.

The Commission unanimously agreed that the draft plan was on the right track, and the working committee was commended. This discussion also led to interest in having a MedQ employee-discount program, offering discounts at Member businesses to employees within the MedQ District. The potential of using annually produced cards, distributed to MedQ business for their employees was discussed.

**Master Development Plan**

Albert gave a positive report of the Master Development Plan presentation at the June 24<sup>th</sup> City Council meeting. Albert, Townsend and the Lakota group presented highlights of the Plan. There is a follow-up meeting with the city on July 3<sup>rd</sup> to discuss a course for City endorsement of the plan, (which is a

change from the City Council consent-agenda approach for endorsement mentioned at the Commission meeting in June).

The Gazette interviewed Albert and Thomas for an article slated for publication on Sunday, July 20<sup>th</sup>.

### **FY15 Proposed Committees**

Albert shared the list of Committee assignments thus far, based on those who expressed interest in serving (or appointed a delegate interested in serving) and extended an opportunity for anyone not listed to sign-up for a committee. The Commission agreed on the following assignments:

**Branding & Marketing Committee:** Dr. Julianne Thomas (Chair), Michelle Jensen (Vice-Chair), Laura Rainey of UnityPoint Health, Steve Drake of Mercy, Michelle Luty of PCI, Gordon Epping, and Richard Pankey.

**Operations Committee:** Mary Meisterling (Chair), Annie Obrecht of Mercy, Ted Townsend or designee, Mike Sundall or designee, Kathy McCauley, and Dr. Julie Sterling (who requested to be part of this committee at the end of the meeting).

**Standards Committee:** Phil Wasta (Chair), John Albert, Bradd Brown of OPN Architects, Jason Willis of Mercy, a PCI designee, and Mike Easley of UnityPoint Health.

### **Update on Burying Utilities Underground**

Albert shared that a letter was sent by Townsend and himself, on behalf of the Commission, to Mayor Corbett seeking the City's assistance in encouraging MediaCom and other communication companies to bury their lines at the same time as Alliant Energy's project to bury their lines. The Mayor was receptive to the letter, forwarding it to the City Manager's office who investigated options. At this point, there is nothing that they can do. MediaCom would not provide costs and expressed it would not do anything this budget year regarding burying the lines.

The Commission discussed if any additional action could be taken, exploring if there was a way to bury a portion of the MedQ District's lines, i.e. 10<sup>th</sup> Street. It was shared that Alliant Energy is slated to begin work on 10<sup>th</sup> Street very shortly. There could be a window - due to recent storms - to negotiate stalling the underground burial of lines, but the Commission didn't want to delay. It was noted that Alliant Energy could require communications companies to provide their own poles. Requiring taller poles for communications lines could offer some visual benefits to the district.

### **4<sup>th</sup> Avenue & 10<sup>th</sup> Street - Green Space**

Charles expressed Mercy's plans for green space at 4<sup>th</sup> Avenue & 10<sup>th</sup> Street. He shared that the house has been relocated and a design for the space is being developed.

### **4<sup>th</sup> Avenue & 10<sup>th</sup> Street – Streetscape Upgrade**

Neumann updated the Commission that several City projects have been pulled for this construction season due to contractor availability. There is a lot of work, but not enough contractors. 4<sup>th</sup> Avenue is one of the projects being delayed until next construction season.

### **Wellmark Mentor Match Program**

Neumann shared details of the Mentor Match event being produced by Wellmark and Elevar Labs on Saturday, July 12<sup>th</sup> at the Economic Alliance. Startups are matched with mentors to review and advise them on their business plans and ideas. The public is welcome to attend an afternoon session from 2:45 to 5:00 p.m. where the startups will pitch their ideas to a panel of judges and compete for funding opportunities.

### **Other Business**

Albert requested that Commissioners think about the management and professional services contract and what considerations or insights they may have regarding how management and professional services is arranged.

Thomas expressed how nice 10<sup>th</sup> Street looks with the drop-seed grasses removed and replaced with mulch. Firestone's drop-seed grass remains due to their un-responsiveness to prior communication attempts. Neumann offered to try to reach out to them again, and Dr. Thomas requested that if Neumann is able to connect with someone there – to share that information with her so she can follow-up regarding website related business.

**Adjourn**

The meeting was adjourned at 9:12am.