

**Medical SSMID Commission Meeting Minutes**

**July 8, 2015**

**8:00 a.m. – 9:30 a.m.**

**Tallgrass Business Resources**

**Present:** John Albert, Tim Charles, Gordon Epping, Michelle Jensen, Mary Meisterling, Kathy McCauley, Karen Smith, Julie Sterling, Mike Sundall, Julianne Thomas

**Absent:** Richard Cooley, Ted Townsend

**Steering Committee/Guests:** Mike Easley, Kris Gulick, Mike Hines, Jason Wright

**Economic Alliance Staff:** Phil Wasta, Sarika Bhakta, Doug Neumann

**Welcome & Call to Order**

Charles called the meeting to order at 8:01 a.m. A round of introductions was made due to new Commission member and guests in attendance.

**Consent Agenda**

Thomas noted a typo in the June minutes with Julie Sterling's last name which will be corrected. Meisterling moved approval of the Consent Agenda, McCauley seconded. The Commission unanimously approved.

**Committee Chair Appointments**

Charles confirmed Thomas and Meisterling will continue to chair their respective committees. He indicated Wasta also offered to continue to chair the Standards Committee. While his offer was appreciated, in light of his new role as the Executive Director, it was determined that committees should be chaired by Commission members. Charles requested tabling the appointment for the Standards Committee until the next meeting, as he would like to conduct outreach with a few Commission members.

It was noted that the need for the Standards Committee continues, as it will be tasked with researching and assessing landscaping standards in the district. Wasta also mentioned another crossover would be the Design Review Technical Advisory Committee (DRTAC) for the Overlay District Ordinance, which will be responsible for reviewing and providing comments on proposed development.

**Presentation by Tanager Place**

Mike Hines presented information about Tanager Place, as its new clinic in the MedQuarter (the old Kirkwood Community College Resource Center) will be opening soon. Tanager Place has been in existence since 1879 serving children and families who are challenged by social and psychological needs by providing programs and services related to prevention, treatment and research. Programs and services range from summer camps, medical camps, mental health clinics, autism spectrum therapy, behavioral health intervention services, pediatric integrated health to expressive arts. The new clinic in the MedQuarter will serve 1800 families/children and an open house will be scheduled soon. Several other district partners like UnityPoint Health and CarePro will also have presence at the new clinic.

**Committee Updates, Next Steps and Timeline**

**Operations**

Meisterling indicated the Signage/Wayfinding Task Force has met, and will proceed with drafting an RFP for design services. The task force established a goal to complete sign installation before the end of 2016.

Meisterling also informed the Commission that Alliant is in the process of adopting standard light poles, and the ones on 10<sup>th</sup> Street are the standard, thus there will be a consistent look for the district.

### **Branding/Marketing**

Thomas indicated the final rough draft of the MedQuarter brochure will be reviewed by the committee tomorrow and from then she anticipates a month to six weeks for the brochure to be produced. The committee is also in the process of having new banner designs created, as the existing banner inventory is almost exhausted.

### **Standards**

#### *Façade Improvement Program:*

Wasta noted the draft Façade Improvement Program and award notification letter were in the agenda packet. Much of it is based on the Downtown SSMID program. Its intent was to make the application process easy, thus instead of a formal application to start, the staff and/or committee determines eligibility and provides feedback based on renderings, concept plans and other means. Once eligibility is confirmed, then applicants need to submit final plans and project bid estimates in order win grant approval.

Wasta noted a few parameters that are addressed in the award notification letter that must be adhered to in order to receive funding. The Commission discussed the need for a three-person review Committee.

Meisterling moved adoption of the Façade Improvement Program as submitted, Sterling seconded. The Commission unanimously approved.

#### *Overlay District Ordinance:*

Wasta informed the Commission that the Overlay District Ordinance is already in effect as it passed City Council. The next steps will be to create the DRTAC as addressed earlier in the meeting. This would be a five member review committee consisting of three Commission members, one Economic Alliance representative and one City representative.

Meisterling moved authorizing the Standards Committee to create the FIP Committee (three members) and DRTAC Committee (five members), Thomas seconded. The Commission unanimously approved.

Thomas noted the need to ensure these programs were promoted widely to ensure district partners have a fair chance to apply.

#### *Landscape Improvement Program:*

Wasta indicated the need for the Standards Committee to also address landscaping guidelines and requested Neumann to elaborate further on this matter. Neumann emphasized when contemplating landscape improvements in the district to ensure the general public purpose is always top of mind. It's hard to justify tax dollar use that doesn't benefit the whole district. Landscaping in the right-of-way is a classic use of district improvement funds. But contributing to landscaping costs on private property would be a pretty unique use that's not often seen in district across the country.

Charles reinforced the need for general landscaping guidelines to avoid any confusion since precedent has been set in some areas for improving landscaping as done on 10<sup>th</sup> Street, the areas from sidewalk to street, etc. Neumann said setting guidelines is fine.

Thomas indicated Tanager Place may want to do something similar to the joint pocket park initiative between 411 Building and Mercy Medical Center. This aligns with the Master Development Plan and makes sense to do greenspace on 4<sup>th</sup> Ave SE. Neumann agreed that in these instances where public use spaces and green spaces are being proposed, district dollars could be used.

Albert moved for Standards Committee to research and vet landscape improvement program to bring back for Commission review, Meisterling seconded. The Commission unanimously approved.

#### **Update on Historic Preservation Guideline Changes**

In Cooley's absence, Wasta provided a brief update indicating there are several glitches to the guidelines so the City is delaying this temporarily, but not impacting the spirit of the guidelines. This will return to the agenda once more information is available, as this is a critical topic for the MedQuarter based on what The Lakota Group ("Lakota") mentioned at last month's meeting during the 1-year follow-up assessment.

#### **Executive Director's Report**

Wasta provided update on the gateway monuments and indicated 4/5 of them are done and that Shive-Hattery modified the area for Family Medicine Specialists' location and identified ways to complement existing landscaping. Another critical topic came up in discussion with Family Medicine Specialists as it related to liability and whether or not this will increase their liability insurance, and if so who is responsible for covering this. Wasta mentioned three potential options: 1) Sterling is following-up with their insurance provider to get more information; 2) City is the de facto coverage as Commission is an extension of the City; 3) explore Medical SSMID getting insurance due to various initiatives already implementing and/or considering like property-related initiatives (gateway monuments), hosting events in the future, etc.

Charles commented that the third option would open up Pandora's Box as it would open up liability to the Commission and he would be inclined to believe that as a City Commission there was some coverage there already, but to what extent not sure. Gulick concurred that as City Commission members there is a base level of services that protects them personally as individuals. Gulick recommended discussing this matter with the City's Risk Manager, Yvonne Aubrey, as well as with the City's Attorney, Jim Flitz, to gain a better understanding of the insurance coverage/liability around gateway monuments.

Charles recommended Wasta following-up with the City's Risk Manager and Attorney on the liability aspect as it needs to be researched and vetted more and then be brought back to the Commission for further discussion.

#### **Request for Commission Approval**

Wasta had several requests for the Commission.

1.) Open up bank account with Bank of the West as current process with the City for payables is inefficient and leads to significant lag times for paying some vendors. This will not require activation of MedQuarter, Inc. as SSMID can easily get an ID, similar to what the Downtown SSMID has done.

Thomas moved approval of moving the SSMID's banking from the City to Bank of the West. Epping seconded. The Commission unanimously approved.

2.) Wasta requested as Executive Director to have the authority to make expenditures up to \$10,000 for budgeted items and up to \$5,000 unbudgeted items. Discussion ensued and Commission recommended for any unbudgeted items, it must be approved by a Committee Chair, Vice Chair or Chair, and dual signatures on checks would be required when writing these payables, from the ED and Commission Chair (Vice-chair in absence of Chair). It was requested that this be put into a written policy.

Sundall moved approval of the expenditure levels and signature authority process, Epping seconded. The Commission unanimously approved.

3.) Wasta requested \$4,400 as a travel and training budget line item for visits to some areas recommended by Commission members, including the Medical Mile and University Circle. Nothing was included in the budget that was approved in May. The Commission decided that travel and expenses could be approved by a Committee or Commission Chair, per the unbudgeted expense policy that was just put into place.

Wasta suggested that he would bring back an amended budget to the Commission in September or October when Wasta will have several other items clarified, including the professional services support from the Economic Alliance, which must be completed by late September per the contract with the Economic Alliance.

Sundall moved approval of a \$5,000 budget for travel and training, seconded by Epping. The Commission unanimously approved.

#### Other Updates:

Wasta indicated there was a request for him to conduct his MedQuarter presentation to the Commission at the next meeting which the Commission was in agreement with.

The discussion about surveying the community about the MedQuarter was brought up at the last Commission meeting. Wasta met with the Economic Alliance communications team to discuss options. The Economic Alliance has Survey Monkey and a regional list, however this will be discussed with the Branding & Marketing Committee further in terms of appropriate sequence as the question becomes does the MedQuarter need to conduct more outreach with district partners prior to conducting the survey.

Wasta indicated he has been working on several economic development prospects and one has been extremely challenging as it involves the three large entities to be in the same room. With summer travels and schedules it has been difficult to connect all parties. Charles recommended calling him directly to ensure facilitation of meetings from Mercy's end is efficient.

Wasta shared with the Commission that Anderson-Bogert has completed their truck traffic analysis on 10<sup>th</sup> Street showing 470 heavy vehicles a day (anything larger than a car is considered heavy); truck traffic ends by 4pm, etc. The consultants will be submitting their report to the City and will receive a copy once that transaction is completed since the City hired them on as consultants.

Wasta mentioned there are opportunities to provide the MedQuarter with exposure and visibility via LinkedIn and Facebook so he plans on taking advantage of training available at the Economic Alliance. He is also exploring partnership opportunities with events like Fire & Ice Festival. One idea was a twist on the City of Five Seasons – lighting five trees on five different days in different districts. The MedQuarter has the pocket park, but not sure if it has electricity.

Wasta indicated that someone on the Commission had suggested that a resolution be made to declare the Medical SSMID's support for the City's long-term plan. After some discussion it was recommended to wait until the Commission has seen Lakota's 1-year follow-up assessment report prior to a resolution regarding the City's plan.

A question has been posed about e-mail communications and compliance with Iowa's open records laws. Wasta has been following-up with Jennifer Pratt at the City to gain a better understanding on this matter and will report out once more information is available.

Wasta indicated that he will take one week this summer and conduct outreach throughout the district to make introductions and increase awareness of the MedQuarter. He will take window decals and information about various programs available to district partners, such as the Facade Improvement Program.

Wasta confirmed committee members and replacements for FY16. Jason Willis (Mercy) will be on Operations Committee as Annie Obrecht is no longer with Mercy. Bradd Brown is off the Standards Committee. Wendy Good (PCI) will replace Michelle Luty be on Branding & Marketing Committee. Wasta will follow-up with Smith to provide more information about the committees and discuss which committee she would like to serve on.

Wasta informed the Commission that he has a running list of projects/issues that he is working on that he feels are his top priorities, including: Monument easements; Brochure/map; Sign toppers for street signs; Overlay District/DR TAC; 625 First Avenue SE/Jim Daubenmier; Second generation of banners; Warranty repair/replace of existing banner bracketry; Comprehensive signage & wayfinding initiative. Wasta asked if there were any other important projects/issues that he should be focused on that were not in this list. None were added.

Wasta informed the Commission that he erred on the side of too much information this time around and wanted to seek feedback as to what they would like to see moving forward. Charles indicated that for the time being having more information is ideal and over time the Commission will get a better feel as to what they would like to have communicated. It was recommended the Executive Director's report be part of the agenda packet that goes out electronically so they have time in advance to review it prior to the meeting.

#### **Other Business**

Albert indicated they just received the white paper for the 1-year follow-up assessments from Lakota yesterday thus he hasn't had the chance to review it nor have the chairs. Additionally, Lakota is still working on the timeline portion. Hope to have finalized draft prepared and ready to share with the Commission at the next meeting so Commission can discuss next steps.

#### **Adjourn**

The meeting adjourned at 9:30 a.m.