



## **Medical SSMID Commission Meeting Minutes**

**July 12, 2017**

**8:00 a.m. – 9:30 a.m.**

**Cedar Rapids Metro Economic Alliance: Conference Room A**

**Present:** John Albert, Tim Charles, Richard Cooley, Gordon Epping, Kathy McCauley, Mary Meisterling, Karen Smith, Julianne Thomas, Ted Townsend

**Absent:** Julie Sterling, Mike Sundall, Michelle Jensen

**Guests:** Scott Freres, Kris Gulick, Richard Pankey

**Staff:** Sherokee Eder, Phil Wasta

### **Welcome & Call to Order**

Smith welcomed everyone and called the meeting to order at 8:01 a.m. Wasta wished Freres a happy birthday.

### **Consent Agenda**

Epping made note that the financials are nearly complete, but that some minor changes may occur. Wasta brought to light a spelling error in the minutes to be corrected. Townsend moved approval of the consent agenda with Albert seconding.

### **Discussion / Action – Review and approve FY'18 budgets (SSMID and MedQuarter, Inc.)**

Epping said last year's budget spent what it took in, which was about \$300,000. The budgets for both Medical SSMID and MedQuarter, Inc. were referenced. Epping reported that one change made was to eliminate confusion on account headings. Wasta said one example was that the line item for his salary no longer read "Contract Labor" but is now "Executive Director". The Faith & Medicine events will be reflected in the MedQuarter, Inc. budget. Epping added that sponsorship and events would also be reflected in that budget. There is nothing in that budget for purchasing property at this time.

Thomas voiced that she felt that the Faith & Medicine event expenses should be taken out of the Marketing and Promotion line item and added to the Sponsorships and Events line item. Thomas added that the Branding and Marketing Committee is coordinating the promotion, but it is a MedQuarter sponsored event. Wasta noted that the line was there previously, so that was why it was plugged in under that. This will be corrected on the FY'18 MedQuarter, Inc. budget. Townsend asked if the deficit was about \$100,000. Epping clarified that Townsend was correct. Townsend felt the deficit was high and wanted to make sure others were aware of it.

Epping moved to approve budget with changes suggested by Thomas with Charles seconding. The budget was unanimously approved.

### **Master Parkway Improvement Plan Progress Update with Lakota Group**

Albert said the Committee was able to trim down the initial reported costs. Ranked by priority, the Committee put together 9 different plans with mid-level pricing and detail. Albert reminded the Commission that everything can be modified, but the purpose was to see how everything was prioritized. The two different levels consisted of main streets and service streets. Freres referenced one of the handouts, breaking down responsibilities for different levels of street scape. The matrix exercise was completed twice, the second time closely lining up with the first.

Freres went over the tables provided showing costs for underground infrastructure, above ground infrastructure, and the general cosmetic projects such as decorations, and street scape. Charles asked Gulick if the City viewed the below ground infrastructure as a cost they would pay for. Gulick said he thought so. Freres added that the chart doesn't take into consideration the economic development aspect of the study. Wasta reported that he has been keeping the City aware through this entire process and that he intends to take the plans to them to look for common ground. Wasta's goal for the meeting would be to walk out with a prioritized plan in order to begin that conversation with the city. Pankey voiced that it was going to be important to coordinate with the City to keep a consistent look going forward.

Charles asked if the priorities were taken to the City, if the Medical SSMID would be responsible for the soft costs associated with development project studies. Gulick said the Downtown SSMID shared cost with the City and that there may be other locations that have the possibility for more funding. Freres reminded the Commission that the conversation cannot happen until the priorities were narrowed down, adding that it wasn't meant to be a set of construction plans.

Freres referenced a few of the streetscape maps, adding that the prototype plan was expressed in cost per lineal foot, and can still be simplified. If just banners and street signs were put in, it would simplify many of the priorities. Freres said the plan is assuming sidewalks are included and that not all of them needed work done, so the costs may also be reduced in that area.

Meisterling recognized Freres and the Committee for the level of detail and hard work. Epping noted that borrowing money for the plan could be a possibility, adding that a computation of the first 6 items added up to be between \$3-4M. Albert expressed that if the whole project was completed, the MedQuarter would be beautiful. Much of the work would last 20-25 years. Freres said the costs the Commission is looking at are normal costs, it's just a larger magnitude than what the Commission is used to. Charles asked what would happen if the Commission were to adopt the plan. Meisterling reminded the Commission that two City representatives, Seth Gunnerson and Jasmine Almoayed, have been working with the Standards Committee throughout the process, so there is awareness and buy-in already. Meisterling expressed she felt their contribution was realistic. Epping said it would be important to try getting the bond request in by December so that the City could include it in January. Townsend voiced that he had concerns about using the reserves wisely, adding that he is fully onboard with what is to be accomplished, but that he wanted to make sure there weren't other priorities that should also be invested in. Wasta said much of the feedback from District tax payers was that they wanted to see tangible improvement to the MedQuarter. An aesthetically pleasing environment improves the patient experience. Charles said, what he felt Townsend was saying was that the ultimate indicator of success is if business throughout the Districts enhanced, and that there may be other strategies that come into play, so it's important to understand what the other strategies are and if they should be invested in. Townsend said that was the point he was trying to make, and thanked Charles for providing clarity. Charles and Townsend noted that maybe before making a decision, other strategies should also be explored. Charles added that Hoffman's presentation encouraged the Commission to look to acquire properties to promote economic development. Meisterling noted the evolution of development and prosperity in NewBo, adding that the MedQuarter should try to create the same sense of place and engagement. Property acquisition and economic development are important. Pankey said the NewBo City Market as a centerpiece investment was a good concept.

Charles said that he felt the Commission should establish what they would be willing to tolerate, to get the plan in motion, agree on something small. Meisterling said she felt Charles was right, and added that the City committed \$5M to the Cedar Lake project, so it is not reasonable to assume that the City will not participate. Freres said the Commission now has to figure out the interest level from the City. Wasta said clearly there was a desire by the Commission to take action and implement, adding that Charles was on track with his point. If something was ratified during the meeting, then Wasta and Albert would have what they needed to go to the City. Epping said if they were to get a bond and don't use it all, there were other projects it could be used for.

Albert asked if the Economic Development Committee was close to being able to answer a budget figure. Charles clarified that they were not, but to move forward by not saying any specific commitment. Wasta would like to deliver this to the City so that all bonding decisions could be made before December 1<sup>st</sup> and by that point Economic Development will have additional insight.

Meisterling moved approval of the Master Parkway Improvement Plan Priorities List with Epping seconding. Townsend asked for clarification on the discussion behind the prioritization, adding that some of the highest priorities surprised him. Townsend felt that it would be a good strategy to finish the entire 10<sup>th</sup> Street from A Avenue NE to 8<sup>th</sup> Avenue SE rather than just sections. Wasta said he agreed that he thought of 10<sup>th</sup> street as a spine, but in regards to how everything was prioritized, they looked at which streets have the highest traffic levels therefore are more noticeable to people visiting the District. The idea was to go for the highest exposure. Wasta said the areas with medical facilities were so well maintained that they dropped lower in priority. Pankey said maybe it would be a good idea to do something small. Charles reminded Commission Members that by passing the plan they weren't locking themselves into anything absolute. Albert pointed out that everything was fluid because it could take years to complete. Townsend said he felt Wasta did a good job clarifying and that the only issue from now to November would be the proportion of dollars, and pacing.

After discussion, the motion to approve the Master Parkway Improvement Plan Priorities List was unanimously approved.

#### **Discussion / Action – Potential property acquisition by MedQuarter, Inc.**

Epping said he needed to excuse himself, but that he was in favor of the property acquisition, adding that there was money for it in the budget. Wasta reviewed a potential property acquisition opportunity. Wasta said this would be a good opportunity for the MedQuarter to improve the property and install a pocket park if it can be acquired at the right price. If purchased, MedQuarter, Inc. would retain ownership and the Medical SSMID would be responsible for ongoing maintenance.

Commission Members discussed future potential for the land, and the surrounding properties. Thomas raised the question whether the City might take on the maintenance if the property were turned into a park. Meisterling said they should look into having the City maintain. Charles made the motion to pursue the property purchase with Meisterling seconding. The motion was unanimously approved.

#### **Committee Updates**

Thomas distributed a handout on MedQuarter social media goals and tactics, asking Commission Members to take a look at it. Wasta said he will make the recommended change on the budgets as discussed.

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

Wasta said that the time for the Solar Power Hour event being hosted at PCI on July 26<sup>th</sup> has changed to 4:30-6:00pm. The Signage and Wayfinding Open House will be on July 18<sup>th</sup> at the Economic Alliance from 4:00-6:00 in the Multipurpose Room. Wasta noted that he forgot to mark the Website update line on the second quarter goals as 'Complete'. Wasta reported that the only task that he felt he wasn't doing well on is the launch of the Employee Discount Program.

Charles asked Thomas about the event in October. Thomas said it was making real progress. Wasta added that the next meeting would finalize language and the trigger was already pulled on the landing page for the website. Thomas expressed appreciation to both hospitals, and added that it was brought to her attention the fliers were lacking diversity. The fliers will be modified to include more diversity.

#### **Adjourn**

The meeting was adjourned at 9:29 a.m.