

MedQ^UARTER

Regional Medical District™

Medical SSMID Commission Meeting Minutes

July 11, 2018

8:00 a.m. – 9:30 a.m.

Tallgrass Business Resources

Present: John Albert, Tim Charles, Gordon Epping, Kathy McCauley, Mary Meisterling, Okpara Rice, Karen Smith, Ted Townsend

Absent: Michelle Jensen, Julie Sterling, Mike Sundall, Sarah Wickenkamp

Guests: Kelsey Zeller & Mark Mathis with Amperage; Dale Todd & Sandi Fowler with the City of Cedar Rapids; Aaron McCreight with GO Cedar Rapids; Wendy Good, Chris Nichols & Laura Rainey with the MedQ Branding and Marketing Committee; Jennifer Daly with ICR IOWA

Staff: Jessica Komisar, Phil Wasta

Welcome & Call to Order

Smith welcomed everyone and called the meeting to order at 8:00 a.m.

Consent Agenda

Townsend moved approval of the consent agenda with Charles seconding. The consent agenda was unanimously approved.

Epping and Smith both noted a typo in the minutes. Wasta will correct. Epping brought to attention that the Medical SSMID had a loss this year due to it being the first time they spent more than what was coming in, but still less than budgeted. MedQ 2.0 had plenty of income. Epping also discussed the balance sheet on page 13 of the agenda packet clarifying that the 2 properties that MedQ, Inc. owns include the price of clean-up and landscaping. After those projects are done, ongoing maintenance will be expensed to the Medical SSMID. If it is decided to build something there in the future, it can be added to assets. Landscape costs are not in yet.

ICR IOWA Presentation

Daly was asked to provide the commission an update relating back to the regional vision strategy. Daly presented on the current structure of ICR IOWA. ICR IOWA came up with three areas of focus: 1) Regional Marketing 2) Business Attraction and 3) Workforce Development.

Choose ICR focuses on business attraction. Daly discussed ICR IOWA's four goals over the next 3 years which include 15 successful attraction projects. These attraction projects need to bring money into our region. The second goal is to create 750 new jobs. The third goal is to have a \$60 million capital investment. The fourth and final goal is the Unicorn Project which is a transformational project tagged with a big name. These goals represent a 25% increase from past years.

ICR Talent focuses on talent attraction and retention. Daly stated that our region has an incredibly low unemployment rate and companies are desperate for workers and that we don't have a lot of available labor, so we need to grow our population

Daly turned it over to the commission for questions. Charles asked Daly what Iowa City's view is of Cedar Rapids. He noted that there is some historic tension between the two cities. Daly stated that the establishment of coalitions and overall working together is helping this issue. She noted that groups are being put together to discuss issues and they are finding they often have the same issues that they are working on. Daly also said that looking at the bigger scope and sharing ideas will help some of this tension.

Townsend asked Daly what is next. Daly stated that implantation is a big focus. Looking at data and pulling teams together has been done, now it is time to hit the ground running. Townsend posed the question of how do we best leverage each community to achieve our mission? Daly responded with the invite to be a part of the coalitions. Daly urged the commission to remind people in the communities that we aren't that different and that we are more than two communities but a collection of 50+ communities. Townsend noted that he has always thought that healthcare is a good selling point for our region and that one way to attract people

to join our community is to show them the value in our healthcare. Charles noted that some companies are not coming to our region because labor costs are perceived to be too high but they weren't given big picture of everything else we have to offer.

GO Cedar Rapids newbo evolve Presentation

McCreight stated that GO Cedar Rapids wanted to create a signature event and that there's a lot going on in Cedar Rapids but important to find the 1 reason for outsiders to come to Cedar Rapids, Iowa. newbo evolve is all about economic development and placemaking. It shows that Cedar Rapids is not only a cool place to visit, but also a cool place to work, live, visit or move to.

McCreight wanted to thank the MedQuarter for providing medical volunteers for first aid tents at the concert grounds. McCreight also thanked Charles for Mercy providing off-street parking for newbo evolve. He also mentioned that they are working with Park CR for providing shuttles. No streets in the MedQuarter will be closed and there will be three ways into the concert grounds.

Rainey wanted to know what to expect for attendance? McCreight estimated 10,000-15,000 people. Out of that, 12,000-15,000 will be on the concert grounds specifically. He noted that those coming to the first aid tent on the concert grounds will have already been through security. McCauley asked the questions if you can buy tickets the day of. McCreight said yes and that they are working with Venueworks. Albert asked the question of are they where they want to be financially? McCreight stated that ideally, they would have sold out day one. He also noted that they are just a little less than where they expected to be by this time. He also thinks that some people are going to wait to buy tickets until they see the weather forecast. Albert asked if they have a gauge on the other festival events besides the concert and McCreight stated they expect 1,000-1,200 weekend pass holders. Charles brought up the question of at what point does GO Cedar Rapids declare victory? McCreight feels that they have already succeeded by people talking about it, hearing about it, and wanting to come to the Cedar Rapids area.

Digital Marketing Strategy / Social Media Campaign Update from Amperage

Goals

Facebook followers – end of 2017: 89, 2018 goal: 300, where we are today: 601

Website sessions – end of 2017: 8,071, 2018 goal: 9,281, where we are today: 12,292

Increase website users – end of 2017: 5,289, 2018 goal: 6,082, where we are today: 7,529

What We've Done

Facebook likes ads

- These are switched out every 4-6 weeks.
- The Wheelbarrow ad has the highest number reach with 14,614 people. Zeller believes this ad did the best because it was a call to action ad. The copy of the ad included, "We're hoping to get 300 MedQ likes and we are so close." This ad has received over 207 page likes alone.
- The second most liked ad was the hands and heart ad with 56 page likes. This was also ran during February's heart month.
- Zeller noted that they do AB testing to see which one people respond to the best.

Facebook clicks to website campaign.

- One example of an ad that was running was the benefits campaign which included discount codes for MedQ businesses.

Google display and remarketing ads

- Did AB testing for these Red vs. Blue ads as well. All of which take them to the same landing page – 5 Things to Do in the MedQ.

Website Banners

Downloadable PDF for 5 Things to Do in the MedQ

End-of-Life planning event

- Marketing for this event included website banners and likes ads.
- Kept the website registration landing page simple with their target audience in mind.

What We're Doing

Facebook Likes Ads – Zeller noted that the top two have been picked (the wheelbarrow and the heart) and are slightly changing the color and copy to avoid ad fatigue. This is estimated to be completed by 8/15/2018.

Facebook Clicks to Website Ads – Top Things to Do ad has highest reach of 17,096 people. This is estimated to be completed by 8/31/2018.

Google Display/Remarketing – Zeller noted that AB testing was done with these ads but that there was no one winner. She said that it depends on the size of the ad and the month that it is running. This is estimated to be completed by 8/31/2018.

Recommendations

- Bounce rate is high
- Cultivate likes – now that we have them, what to do with them
- Continue campaigns
- Have developed dashboard to view analytics

Townsend asked the question of who looks at the analytics? Wasta explained that the Branding and Marketing committee does. Townsend also asked Zeller if viewers are multi-clicking? Zeller says that Amperage is meeting monthly because this is something they are tracking closely. Zeller also noted that the number one page on the website is the 5 Things to Do page with the downloadable PDF.

Mathis explained to the group what a bounce rate is since ours are high. He stated that when somebody clicks on an ad, then they quickly reverse or click out or close the screen that takes maximum 2 seconds, that counts as a bounce. Mathis also noted that page likes are free, but they are hard to get. He also stated that if we don't cultivate our likes or do something with them, they go away.

Townsend asked if we feel comfortable with the links. Mathis stated that this is ongoing, and we need to build the links and get permission for all links that we use. If we don't get permission, that could lead to a negative Google score. Epping noted that the last meeting that the Branding and Marketing had was the best meeting in the last 6 years because we now have information to make decisions and progress. Mathis noted that the MedQ website has become a search site and that needs to change. He stated that it can be difficult to keep all that information up to date since it's a secondary site.

Discussion – MedQuarter Economic Development / Workforce Strategy

Wasta acknowledged that it is clear that the Medical SSMID Commission places economic development very high in its goals to be accomplished. We are still struggling with what exactly economic development means for the district and how to measure it. Wasta explained that over the last several months he has attended the Professional Developers of Iowa conference in May and other various webinars and learning activities focusing on economic development, the most recent of which is a presentation by LOIS. The essence of this presentation was that economic development is no longer about trying to find businesses a site to locate but instead focusing on workforce attraction.

Wasta presented the idea of the MedQuarter initiating a digital marketing strategy focused on workforce attraction promoting Iowa/Eastern Iowa/Linn County/Cedar Rapids/MedQuarter as a great place to live and work. This would play off the efforts of ICR IOWA and other efforts to promote our district.

Mathis noted that currently Iowa is at the top with MedQ at the bottom and that we need to reverse that which is easy to do with digital marketing so we can test message's content and places. Wasta noted that as Daly went through her presentation, healthcare was in the top job needs and that nursing workforce comes up the most. Daly stated that what ICR IOWA is looking at is implementing digital marketing strategies around what they know about people outside of the region and target different personas and messages. ICR IOWA's goal is to use a digital campaign to get people to lead them to a platform which would then feed them to employers. Daly noted that they are going to use Hubspot as a way to funnel the talent as one platform. Mathis also agreed that Hubspot is a good choice. Daly noted that ICR IOWA would like to add MedQuarter to the team.

Epping noted that since the unemployment rate in our state is so low, it appears employers are stealing from each other. Daly stated that a focus of ICR IOWA is to get more students to look at critical areas such as healthcare and get them to either stay or come back to grow our workforce. Daly noted that we need to communicate all the opportunities and benefits for someone to move to our region such as our schools, housing, low commute times.

Wasta stated that no decision was needed today he simply wanted to introduce the idea and also that he had added a line item to the 2019 fiscal year budget called ED/Workforce Initiative in the amount of \$15,000 if the commission wants to pursue this initiative.

Discussion/Action – Approval of FY '19 Budgets

Epping stated that there will not be an approval on the budgets today because he wants to discuss them in more detail with the finance committee. He noted that these budgets will be available for final approval at the next meeting but urged the commission to look them over before then.

Wasta noted that on page 16 of the agenda packet that most everything has been left at the same level as what it was. He mentioned that there are a few new items, the first of which is the bike share program. This line item has a budget of \$15,000 and Wasta shared that the city is planning on moving forward to implement in 2019. Wasta mentioned that he is on the bike share advisory committee and that employers will have the opportunity for different sponsorships. He also noted that 5 out of the 15 stations will be in or near the MedQuarter resulting in possible sponsorship.

Wasta noted that the \$15,000 for ED/Workforce Initiative is an estimate but wanted to include this line item in the budget so it can be discussed. Wasta also pointed out the Speak Up/Conversation Café line item and that the commission needs to decide if they want to continue to do 2 events per year.

Charles stated that as we prepare for major expenditures toward the master parkway improvement plan, we will need to interface with Casey Drew regarding financing/bonding options. He would like to learn how we can leverage our relationship with the city and be present in the conversations. Wasta noted that on page 17 of the agenda packet that the \$720,000 for Parkway Improvements is new. Wasta informed the commission that Deb Gulick at the Economic Alliance did a cash flow analysis of these budgets and both will cash flow while leaving their respective cash reserves intact. Townsend stated that when we spend big dollars that he wants a 3 year rolling picture and a more long-term view of our finances rather than just a 1 year view.

Review of 4th Avenue Greenspace

Wasta noted that the Standards committee voted and approved the plan submitted by Culver Design Group. Wasta shared the approved plan with the commission. He noted that the space will be contoured and is ADA compliant. Wasta discussed his initial concern with the contouring of the space and how that might affect water pooling. Wasta stated that it will be designed so that the water would flow towards the street. Wasta noted that the character of the space is much like the 3rd Avenue pocket park in the sense of hearty plants, grasses and seasonal color. Limestone cubes will be installed for seating but won't make it too inviting for lounging. Wasta noted that he wants this area to be referred to as a greenspace instead of a pocket park. The Standards committee does not like the idea of having a 6' privacy fence and believes that it sends the wrong message. Wasta said that we could consider a picket fence or a 4' rather than a 6' privacy fence. McCauley mentioned that she does not think that the 3rd Ave pocket park looks inviting. Wasta said that there is a plan to include signage in this space to explain the area. Townsend expressed that this greenspace isn't something we need to do quickly or should be in a rush to do. Epping and McCauley agreed on waiting to see how the 3rd Ave pocket park goes first. Since no quorum was present, no decision was made.

Other Business

Rice mentioned to the group that Brian Stutzman of YPN has passed and that there is a wake scheduled for Thursday night and other services are on Friday. Rice noted that Stutzman had a large impact on our community.

The remainder of the agenda was not addressed.

Adjourn

The meeting was adjourned at 9:42 a.m.