

# Cedar Rapids Medical SSMID Commission

## Meeting Agenda

**July 14, 2021 | 8:00 a.m. – 9:30 a.m.**

*Physicians' Clinic of Iowa, Medical Pavilion 2 Conference Room, 275 10<sup>th</sup> Street SE*

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| 1. Welcome & Call to Order   | Rice             |
| 2. Thank You to Outgoing Commissioners Karen Smith and Sarah Wickenkamp, Welcome to Incoming Commissioners Pauline Herb and Michelle Stramel | Rice             |
| 3. Consent Agenda  | Rice             |
| a. May Meeting Minutes   |                  |
| b. May and June Financials   |                  |
| c. April – June Investment Account Summary Reports   |                  |
| 4. New COVID, workforce updates from Commission members  | All              |
| 5. Discussion/Approval of 2022 Budgets   | Epping/Wasta     |
| 6. District Marketing Initiative updates   | Jensen/Wasta     |
| - '20/'21 Digital Marketing Campaign Update  |                  |
| - 7/1 Launch of Awareness Campaign   |                  |
| - 7/19-30 Summer in the MedQ Scavenger Stroll  |                  |
| - Medical SSMID 10 <sup>th</sup> Anniversary Plans   |                  |
| 7. Committee Updates*  | Committee Chairs |
| - Branding & Marketing- Jensen   |                  |
| - Economic Development- Charles  |                  |
| - Finance & Operations- Epping   |                  |
| - Standards- Albert  |                  |
| 8. Executive Director's Updates  | Wasta            |
| - June Monthly Executive Director's Report*  |                  |
| - 2020 1 <sup>st</sup> Avenue Parkway Project Close-out  |                  |
| - 2021 1 <sup>st</sup> Avenue Parkway Improvement Project Update   |                  |
| - Child Care Center Initiative   |                  |
| - Core District Gateways Initiative  |                  |
| - 3 <sup>rd</sup> Avenue Crosswalk Project   |                  |
| 9. Other Business  | Rice             |
| 10. Adjourn  | Rice             |

**\* The Committee Chair reports and Executive Director's report are submitted in writing and included in the agenda packet for your review prior to the meeting.**

### Reading Materials

- Downtown SSMID
- CVNB SSMID

*Anyone who requires an auxiliary aid or service for effective communication, or a modification of policies or procedures to participate in this City activity, should contact Phil Wasta at 319-361-8620 or email [phil@themedquarter.com](mailto:phil@themedquarter.com) as soon as possible but no later than 48 hours before the event.*

**NEXT COMMISSION MEETING**  
September 8, 2021, 8:00 – 9:30am  
Location TBD