



## **Medical SSMID Commission Meeting Minutes**

**June 5, 2013**

**8:00 a.m. – 9:30 a.m.**

### **Tallgrass Business Resources**

#### **Present**

John Albert	Richard Cooley	Michelle Jensen	Mary Meisterling
Julie Sterling	Mike Sundall	Julianne Thomas	Ted Townsend
Phil Wasta	Marcie Watson		

#### **Absent**

Tim Charles

#### **Steering Committee / Guests**

Gordon Epping    Richard Pankey

#### **Economic Alliance Staff**

Sarika Bhakta    Audrey Wheeler

#### **Welcome & Introductions**

Townsend called the meeting to order at 8:00 a.m. Townsend noted that Melanie O'Donnell Olson has resigned due to a change in employment. A note will be sent thanking her for her time.

#### **Consent Agenda**

Meisterling moved approval of the Consent Agenda. Thomas seconded and the Commission unanimously approved.

#### **Committee Updates**

##### **Master Development Plan**

Albert noted that the first community open house was held on May 21<sup>st</sup>. The purpose was for The Lakota Group (Lakota) to ask for input from stakeholders and the community at large. Stations were available for parking, urban housing, streetscapes, etc. Maps were displayed for attendees to place dots indicating where they lived and worked. Attendees were able to ask about the process but also provide input on significant considerations and opportunities. Forty four participants signed in but it was noted by Albert that some did not sign in. Of the 44, 37 were from the community and seven were from the commission. It was a good event.

On May 30<sup>th</sup> and 31<sup>st</sup> stakeholder interviews were conducted. Lakota had reached out to some from this commission, property owners, surrounding neighborhoods, businesses, employees, city council, etc. Ninety six people were on the list for potential interviews. Fifty nine interviews were scheduled. Forty five interviews were conducted. Seven additional phone interviews are scheduled. Albert noted that there has been good feedback from the interviews.

Albert indicated that Lakota will provide an input summary report before June 14<sup>th</sup>. This will simply be data and not an interpretation to draw conclusions from. They continue to gather feedback. Let Bhakta or Albert know if you have others that might want to share input. Lakota would like to broaden reach for the online visual preference survey which can be accessed from the project website located on [www.crmedicaldistrict.com](http://www.crmedicaldistrict.com). Discussion ensued about the best way to build awareness. Thomas will create a letter and work with Sundall to get it distributed to the physician network. Bhakta indicated information will be on the Economic Alliance's monthly report and that a press release can be created. Albert will ensure that there is an open feedback on the survey.

Albert informed the commission that by the end of June or first of July, Lakota will e-mail a State of District Report to the commission. This will include data they compiled regarding land use, district character, transportation, parking, access, circulation, utilities and infrastructure. The commission will review the report prior to an in-person presentation by Lakota at which time the commission can provide feedback and request revisions. The next step from Lakota will then be creation of a District Vision Report which is where concepts and ideas are presented. There will be an open house to gather feedback after which more revisions are made to the report.

Albert informed the group that Lakota is on track with target timeline but that they have asked for two to four weeks added to the overall timeline. This would not change the price. Commission agreed to allow the extra time.

Commission members provided feedback on the open house. Thomas thought it was good. She felt having people understand format ahead of time was useful so they understood they could come and go at any time. More may have attended had they known that. There was a lot of engagement. The stations were good. She liked the visual preference survey. Thomas noted that there were some preservation people in attendance. Albert and Townsend commented on how unstructured it was but noted that format seemed to work. Sundall thought the open house was good. Wasta suggested that we might want more signage. Cooley thought it was great that people were asking a lot of questions. Townsend noted that the format kept away the possibility of someone making a speech. Wasta noted his interview discussion was with a group of three. Thomas noted she was with someone from a church and it was fascinating to get his perspective. Feedback from Lakota was that they were happy with the open house. They were surprised about how open people were.

### **Branding/Marketing**

Thomas commended Steve Drake from Mercy for doing marvelous job on logo usage parameters. The language encourages usage but establishes an option to remove rights of usage for inappropriate use. Thomas asked what we call those using it and suggested property or business owners. Discussion ensued about the contact person regarding usage and it was determined that the branding and marketing chairperson would be the appropriate contact. Bhakta and Thomas will work out getting brand icons and usage to the group for final comments. This won't need formal approval.

Townsend initiated discussion on who should use the logo noting that the committee wants to encourage use. The brand is for non-profits and for profits in the medical district regardless of whether they have contributed. Only those contributing will have a profile page created on the web site. Discussion continued about the complexity of this issue. Suggestion was to be conservative out of the gate and it would be easier to ease up on the definition down the road. Thomas noted that it's been fun and interesting trying to figure out directory listing format and categories/sub-categories. Townsend notes that we need to get back to discussion on the principles. Are you in the district? Are you a paying member? Are you actually performing work in the district? Is it to the medical district's advantage to make sure people know your service is available? Albert asked if there is some place we can refer to for best practices. Thomas declared that they've done some

research online and haven't found anyone like us. This group needs to sign off on the principles and let the committee work through the specific instances. Meisterling noted that as a consumer, she is interested in hearing about other services even if they are outside the district. We are trying to make the site valuable to the consumer. Bhakta noted that the principles applied to the medical provider directory also need to apply to business directory. Wasta suggested that Thomas' recourse would be to bring questionable instances to the commission for discussion.

### **District Services**

Cooley indicated that the meeting was held with the city. Joe O'Hearn led the discussion from the city's end. O'Hearn indicated that the city did not want to model it after the Downtown SSMID MOA agreement. The discussion involved water backflow for the streets, banners, trash, etc. After some discussion on what was provided and what would be considered overtime for the city, it was agreed that the city would amend the document based on the conversation and clearly declaring what would be standard provided services and what would be extra. It may be more costly to pay city overtime fees than to contract with another provider. At this time, Cooley is waiting for the revised document from O'Hearn. Bhakta to work with Doug Neumann to make sure Cooley gets the support he needs

***Closed session was held to discuss administration of district services.***

### **Non-Profit Voluntary Contributions**

Bhakta provided an update indicating she is still waiting for testimonial piece from non-profit partner to incorporate into packet. She asked for feedback about waiting or proceeding without it. Direction was to proceed without it. Bhakta will get the personalized packets to the commission members who have volunteered to conduct one-on-one visits with non-profit partners in the district.

### **Summer Schedule**

July 3<sup>rd</sup> is the next scheduled meeting but needs to be revisited due to proximity to the holiday. Albert recommended a mid-July date. It was decided to tentatively plan for a two hour meeting on either July 10<sup>th</sup> or July 17<sup>th</sup>. We will see if Lakota has a preference on date. This will substitute for the July meeting date and possibly the August meeting.

**Executive session was held.**

### **Adjourn**

The meeting adjourned at 9:38 a.m.

Respectfully Submitted by Audrey Wheeler