

Medical SSMID Commission Meeting Minutes

June 4, 2014

8:00 a.m. – 9:30 a.m.

Tallgrass Business Resources

Present: John Albert, Timothy Charles, Richard Cooley, Michelle Jensen, Kathy McCauley, Mary Meisterling, Julie Sterling, Julianne Thomas, Ted Townsend, Phil Wasta, Marcie Watson

Absent: Michael Sundall

Economic Alliance Staff: Doug Neumann, Wendy O'Brien

Welcome & Introductions

Townsend called the meeting to order at 8:04 a.m.

Consent Agenda

Meisterling moved approval of the Consent Agenda, seconded by Watson. The Commission unanimously approved.

Committee Updates, Next Steps, and Timeline

Branding/Marketing Update

Dr. Thomas shared that the Branding/Marketing Committee's Strategic Planning Session for FY15 was postponed and will be rescheduled in the coming weeks. Decals are in use and will continue to be sent to MedQuarter partners. Work is being done to continue expanding business participation by encouraging district partners to enter their profiles on the website.

District Services

Cooley informed the Commission that the City will be incorporating any city requirements into the Banner RFP and there is a strong possibility that they may want the Commission to release the RFP to the public. Sarika Bhakta is expected to get information from the City in a couple weeks which will hopefully aid in solidifying a timeline and direction. Still in the process of working through the City to facilitate a meeting with the DOT representative to get resolution of banners on 1st Ave prior to the RFP being released to the public.

Master Development Plan

Albert notified the Commission that the draft Master Development Plan will be presented at the June 24th City Council meeting. The presentation will be 10-15 minutes, which was noted as a significant amount of time for the City Council. Albert and The Lakota Group will be presenting. It was suggested by the Commission that as part of their introduction, to thank Council members Pat Shey and Kris Gulick for their participation on the Commission.

Albert is working to get an endorsement/approval of the plan on the consent agenda for the City Council meeting following their presentation. Neumann reminded the Commission that an endorsement of the Master Development Plan is not required, but has been a "best practice" in other districts to help ensure City support of the plan through future leadership changes.

The Commission agreed that hard copies/digital copies of the draft Master Development Plan can be sent to key audiences: City Council and City staff ahead of the City Council meeting. Following the City Council Meeting, the Master Development Plan will be posted to the MedQuarter website. It was mentioned that The Gazette is interested in doing an article on the plan.

Albert shared that RDG, consulting firm from Des Moines, is doing the City of Cedar Rapids' Comprehensive Master Plan, "EnvisionCR". RDG met with representatives of the SSMID Commission to learn about the MedQuarter Master Development Plan. Albert asked for permission to give RDG a copy of the draft MedQuarter plan so they can proceed with incorporating it into the City's plan. The Commission agreed.

Temporary Gateway Signage

It was decided to table this agenda item until the next meeting, since Sundall was absent.

10th Street Plantings

Neumann informed the commission that Phase I - removal of the drop-seed grasses, replacement with mulch was ready to be implemented. He clarified a change in vendors from Cedar River Nursery to BladeWorks. The work will be done 6/9 & 6/10, but needed Commission approval. A motion was made by Albert and seconded by Thomas to rescind Commission approval to use Cedar River Nursery for the work, and instead approve BladeWorks to remove the plantings on 10th Street; the Commission unanimously approved.

4th Avenue Update

Neumann shared that the 4th Avenue bump-out and crosswalk designs will be estimated as an alternate bid item. Bids will come back in 30-60 days approximately.

Project Bidding Process

Townsend led the Commission in discussion of what guidelines the Commission wants to use with vendors for future projects. Neumann gave an overview to the group stating that the Commission has a wide degree of discretion in contracting for services or participating in public improvement projects. It was noted by Neumann that any publically owned items will need to be bid through the public procedures, but if a project is not public infrastructure, the Commission can choose to work through a secondary non-profit organization. Neumann shared examples of how the City has partnered with the Economic Alliance for such things.

The Commission members had a broad discussion around the benefits of using the public bidding procedures: tax advantages of not having sales tax applied to costs, public perception of using funds wisely and being inclusive with publicized bids; as well as emphasizing the private process benefits: speed – potentially faster, flexibility in choosing vendors with value beyond competitive pricing, ability to do pre-project informational meetings with vendors to gain key understanding before proceeding with a project.

It was the Commission's conclusion to use guidelines instead of hard-and-fast rules. At this time, the Commission will determine which route is better on a case-by-case basis until the Commission has some track record on projects that would lead it to a firmer policy of when to use public vs. private non-profit route. Initially, it will require at least two bids on projects, knowing that eventually it may evolve toward some preferred vendors.

Operational/Implementation Committee Discussion

Townsend began discussion by summarizing the SSMID Commission's shift of focus from development and planning, to an execution and implementation phase. The Commission discussed and decided on the following proposed FY15 working committees: Branding/Marketing Committee, Operations Committee, and Standards Committee. Both the District Services and the Master Development Plan Committees will no longer be needed moving forward and committee members were thanked for their service.

The Economic Alliance will write formal descriptions of committee roles and responsibilities. In general, it was discussed that the Operations Committee will focus on project work implementation of the MedQuarter Master Development Plan and other operational items. The Standards Committee will be regulatory and technical in nature, developing design standards (building and design codes,

etc.) The MedQuarter Master Development Plan addresses standards, but requires more details, which this Committee will provide.

While there's not enough work to justify a standing Finance Committee at this point, the Commission consensus was to have the committee Chairs (Branding/Marketing, Operations, and Standards) along with the Chair and Vice-Chair of the Commission be involved in budget preparation and other financial items that would need small-group discussion before coming to the Commission.

In response to a question regarding who can participate on committees, it was clarified that committees are required to have a Commission member as Chair, but welcome non-commission members as subject matter experts to serve as well.

The Economic Alliance will poll Commission members via email for their level of interest in serving on any of the proposed FY15 working committees.

Adjourn

The meeting adjourned at 9:29 a.m.