

**Medical SSMID Commission Meeting Minutes**

**June 10, 2015**

**8:00 a.m. – 8:30 a.m.**

**Physicians' Clinic of Iowa**

**Present:** John Albert, Tim Charles, Richard Cooley, Michelle Jensen, Mary Meisterling, Kathy McCauley, Julianne Thomas, Julie Sterling, Ted Townsend

**Absent:** Mike Sundall & Marcie Watson

**Steering Committee/Guests:** Steve Drake, Mike Easley, Gordon Epping, Scott Freres, Wendy Good, Ron Griffith, Kris Gulick, Michelle Luty, Chris Nichols, Richard Pankey, Jennifer Pratt, Sarah White, Jason Willis,

**Economic Alliance Staff:** Sarika Bhakta, Doug Neumann and Phil Wasta

**Welcome & Call to Order**

Townsend called the meeting to order at 8:00 a.m.

**Consent Agenda**

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

**Committee Updates, Next Steps and Timeline**  
**Operations**

Meisterling discussed the Signage/Wayfinding Task Force that will be comprised of multi-districts and partners. MedQuarter representatives for this task force will be Meisterling and Sundall.

Meisterling informed the Commission she is postponing the 10<sup>th</sup> Street planters initiative due to the fact that placement of the planters is more complex than originally anticipated. This will be addressed at a later date.

**Branding/Marketing**

Thomas indicated obtaining gateway signage easement agreements with property owners is still in progress which will delay the schedule somewhat but necessary due to revisions being made. One site location also has multi-owners and legally no single point of contact to execute on behalf of all the owners, thus will take additional outreach time to finalize. Thomas also noted that Shive-Hattery has requested revising the language of Amendment #1 to the agreement for expanding scope of services to include exhibit compilation which was not originally included. This will not change the funding amount requested originally for Amendment #1 (\$2,950) as this will be in lieu of preparing sign variances which is no longer needed.

**Standards**

Wasta noted that the Overlay District Ordinance had its first public reading in April and the second and third readings will occur at the June 23<sup>rd</sup> City Council meeting which will then enable the ordinance to be in effect. Wasta also anticipates finalizing the Façade Improvement Program to bring to the July Commission meeting for review and approval. This will then sunset the Standards Committee, but once the Façade Improvement Program is implemented it will trigger the need for a Review Committee to be established.

The question of economic development was brought up due to a developer that is interested in building a boutique hotel in the district. The developer is looking for commitments from the

hospitals. Townsend indicated the developer needs to discuss this directly with the hospitals, but the developer must first go through Wasta as the primary contact for the MedQuarter and he will make the necessary connections. This will be the standard protocol moving forward.

### **2016 Fiscal Year Commission Appointments**

Townsend thanked Watson for her service on the Commission and indicated City Council will be sending her a thank you as well. City Council will also be sending Wasta a thank you due to his resignation from the Commission as a result of his new role as the Executive Director. New member appointed to the Commission was Gordon Epping along with the following reappointments: Sterling, Sundall, Thomas and Townsend. Karen Smith with Republic Abstract & Settlement has submitted her Commission application, but was not in time for the June 9<sup>th</sup> City Council meeting, thus most likely will be on the June 23<sup>rd</sup> City Council meeting agenda.

Townsend indicated the Commission needed to vote on the Chair and Vice Chair appointments for 2016 as well. Thomas nominated Charles to Chair the Commission for a 2-year term which was seconded by Meisterling. No other nominations were brought to the Commission. Thomas moved approval of the appointment of Charles to Chair the Commission for a 2-year term. Meisterling seconded, and the Commission unanimously approved.

Thomas nominated Albert to be the Vice-Chair of the Commission for a 1-year term for continuity purposes which was seconded by Meisterling. No other nominations were brought to the Commission. Thomas moved approval of the appointment of Albert to be the Vice-Chair of the Commission for a 1-year term. Meisterling seconded, and the Commission unanimously approved.

Committee Chairs was an agenda item that will be deferred to the July Commission meeting as the consensus was the newly elected Chair should oversee this process for the new fiscal year.

On behalf of the Commission, Albert thanked Townsend for his leadership and years of service as the Chair of the Commission.

### **Adjourn**

The meeting adjourned at 8:30 a.m. Master Development Plan 1-year review with The Lakota Group followed.