



**Medical SSMID Commission Meeting Minutes**

**June 8, 2016**

**8:00 a.m. – 9:30 a.m.**

**Tallgrass Business Resources**

**Present:** John Albert, Richard Cooley, Gordon Epping, Michelle Jensen, Kathy McCauley, Mary Meisterling, Karen Smith, Julie Sterling, Mike Sundall, Julianne Thomas

**Absent:** Tim Charles, Ted Townsend

**Guests:** Mike Easley, Eric Engelmann, Tim Goody, Richard Pankey

**Economic Alliance Staff:** Sherokee Eder, Doug Neumann, Phil Wasta

**Welcome & Call to Order:**

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

**Consent Agenda:**

Sundall moved for approval of the May Meeting Minutes and May Financials, with Meisterling seconding. The Minutes and Financials were unanimously approved.

**Action- Review and approve investment for EDA grant application:**

Guest Eric Engelmann gave a brief background on NewBoCo, explaining that they work with Iowa Startup Accelerator. Engelmann informed the Commission about the EDA grant application. The asking commitment to the MedQuarter was \$2,500 for grant writing services. The Economic Alliance and NewBoCo would also contribute this same amount.

University of Iowa would be collaborating on the effort on the condition that a portion of the grant proceeds help fund Venture School.

The grant is for a total of \$500,000 and is a matching grant. The other commitment being asked of the MedQuarter would be for some business within the MedQ to provide a physical rental space that matches the grant to house the startup businesses. This would happen by finding a property owner to donate the space for the use, making the agreement between NewBoCo and the property owner.

Sundall inquired about buildings being looked at for the committed space. Wasta reviewed four potential locations and clarified there is no funding for remodeling. Most of the spaces would need remodeling. Engelmann added that he budgeted \$180,000 for expenses such as those.

Meisterling moved for approval of the funding and space with Albert seconding. The funding for the EDA grant writing services was unanimously approved.

**Nominations/election of Vice Chair:**

Albert has been the Vice Chair for three terms. Jensen wished to be considered for the position.

Meisterling moved for approval of electing Jensen to the Vice Chair position, with Albert seconding. The motion was unanimously approved.

**Action- Review and approve MOA between MedQuarter, Inc. (2.0) and Medical SSMID:**

There have been wording and spelling changes made to the document. At this time, MedQuarter, Inc. is not complete.

Sundall voiced specific concerns about hospitals paying flat tax rates, while other payers have inflated rates. Sundall expressed the issue should be looked into more before a decision could be made. Albert requested Wasta to gather information for future analysis and review.

**Discussion regarding Commission training provided by Fowler and Flitz last month:**

Albert opened the discussion regarding training previously provided by Fowler and Flitz. Sundall inquired about the tax financing question asked in the previous meeting. Wasta clarified that it had not yet been answered, but he will follow-up with Fowler.

Sundall voiced concerns on last month's training regarding the gift laws, noting that they hinder friendships existing before service on the Commission, and expose Commission leaders to potential legal risks. Neumann said he believes the City is over-stating the restrictions, and proposed seeking another interpretation from a source outside of the City to provide a second opinion on the training. The issue will continue to be worked on.

**Discussion- City's proposed programming and partnership for Blue Zones initiative in Cedar Rapids:**

The proposal asked for \$25,000 per year for three years to support an FTE employed by the City. At the last meeting, the Commission expressed concerns about objectives and metrics, and had skepticism about its investment in the effort. Wasta had asked Fowler to provide clarification.

Fowler is forming a group to put together a well-being index for community wellness. The committee will be able to answer all the questions the Commission may have. A draft will be ready to present in August. The proposal is now back on the City's plate.

**Action- Review and approve language for website update RFP:**

Thomas reviewed the decision to table the update during the last meeting. There is not a requirement for multiple languages on the Web site, but some ADA requirements are present. The City has now agreed the RFP language is adequate.

Epping moved for approval of the Web site update RFP, with McCauley seconding. Sundall voted no. The motion passed 9 to 1.

**Discussion-Committee creation and charters:**

Wasta referenced previous meetings where the review of priorities to the master development plan was done and committees and their respective charters were established. Wasta also provided the brief history to when each of the committees were formed.

Wasta was seeking approval for a Charter for the Economic Development Committee as follows:

Economic Development Committee

Chair: Tim Charles

Committee Members: Mary Meisterling, Mike Sundall, Julie Thomas and Ted Townsend

Committee Goals:

1. Develop a proactive, structured approach to Economic Development
2. Grow current businesses
3. Bring in new businesses
  - Attract public/private partnerships to renovate existing commercial space
4. Make current space vibrant, attractive and robust
5. Create attractive amenities
6. Establish the MedQuarter as a destination
7. Become an active, engaged participant in innovation

Meisterling moved for approval of the Charter, with Thomas seconding. The Charter was unanimously approved.

**Review FY'17 Budget:**

More detailed work needs to be done on the presentation. Wasta stressed that it is important for Commission members to communicate with Epping on how they want the budget to be seen. Epping stated his concern was getting more accurate numbers on what is spent monthly.

Sundall expressed that he would like to see more budget focus on economic development activities, rather than such a high percentage on marketing. Pankey added that the marketing budget was to help have an identity so people in the community know what the MedQuarter is.

Meisterling suggested tabling the discussion until Epping was able to work more on the budget. Albert requested for Epping to get more detail on the budget.

**Review sponsorship to-date and benefits received:**

Wasta reviewed with the Commission that there are five major sponsorships that have gone through the marketing and branding committee. Each sponsorship was focused on public awareness.

**Committee Updates:**

Economic Development will be meeting soon. Operations have assessments to be reviewed for next month.

**Executive Director's Report:**

Wasta referenced that the report was included in the packet.

**Adjournment:**

The meeting was adjourned at 9:33 a.m.