

Medical SSMID Commission Meeting Minutes

June 10, 2020, 8:00 a.m. – 9:30 a.m., Zoom Meeting

The Medical SSMID Commission met virtually in regular session. Those present are listed below. The meeting was held as an electronic regular Commission meeting because a meeting in person was impossible or impractical due to concerns for the health and safety of Commissioners, staff and the public presented by COVID-19.

Present: John Albert, Michelle Jensen, Suzy McGrane-Hop, Mary Meisterling, Michelle Niermann, Okpara Rice, Karen Smith, Julie Sterling, Mike Sundall, Sarah Wickenkamp

Absent: Tim Charles, Gordon Epping

Guests: Sandi Fowler – City of Cedar Rapids

Staff: Jessica Komisar, Phil Wasta

Welcome & Call to Order

Smith welcomed everybody and called the meeting to order at 8:03 a.m.

Consent Agenda

Wasta made a minor change in the minutes regarding the Downtown Dollars app that the \$100k is to develop the phone app and initiate a small business program, not just for the app.

Rice moved approval of the May minutes and May financials with Albert seconding. The minutes, financials and reports were unanimously approved.

Amendment to Services Agreement - CVNB SSMID Time

The amendment to Wasta's service agreement includes a shift of 4 hours per week of his work to the priorities of the Czech Village NewBo SSMID, as directed by the Economic Alliance. Rice said the amendment is straight forward and likes the provision that states either party can cancel the amendment with a 30-day written notice. Meisterling moved approval of the amendment with Wickenkamp seconding. The amendment was unanimously approved.

Around the Table Updates

Albert – Citywide Cleaners – when COVID first started, they lost 85% of business overnight. That has improved slightly to a 70% loss. They did receive PPP and do a lot of medical business which hasn't dropped off. They are operating at 25% of standard labor with 75% furloughed.

McGrane-Hop – Gilded Pear Gallery – close to a break-even point, been busy with projects that started before COVID so 6 weeks from now will be the more challenging time and will feel more of a pinch. Employees have started to come back, PPP runs out today but they received an IEDA grant as a safeguard for the next month or 2. They are open from 10-4 with the outside door unlocked but inside locked so customers have to buzz in and they are encouraging appointments but they are not mandatory.

Smith – Republic Abstract & Settlement – they were deemed essential due to the banking side of their business so they never fully shut down. Was working by appointment only for a period of time and continue to practice sanitizing efforts. 80% of staff working remotely. They won't look to open fully until the end of June.

Niermann – UnityPoint St. Luke's Hospital – interesting situation when you have employees and care givers facing a higher degree of intensity for clinical and personal risk. Both hospitals, PCI and Surgery Center are still working collaboratively on how to align our efforts and protocols. St. Luke's has resumed 75% of normal activity but did a reduction of compensation for several employees. Did see emergency room levels decrease but happy to see those volumes coming back. Albert asked if they felt they were able to meet the needs of COVID patients. Niermann said they were able to meet their needs and didn't feel that their capabilities were stretched. Rice said it will be interesting to see if a second COVID wave happens and commended the hospitals for being well-prepared.

Sundall – PCI – at the beginning of COVID, business dropped 85% and immediately furloughed staff to 50% time. All physicians had a 50% salary reduction because of the unknown cash flow. Two and a half months later, they are open at 100% and very busy and trying to keep up with surgical backlogs and seeing new patients. Most departments are at 90-95% capacity. PCI is still screening

patients as they come in and respecting social distancing efforts. PCI continues to be a lot smarter and prepared than 90 days ago and have recruited 2 new physicians.

Jensen – CarePro – their business follows the work of the hospitals and PCI, most staff is back in the office and continue to get more back to normal.

District Support and Marketing Initiatives

Wasta said part of the reason for the meeting today is to figure out how the MedQuarter can be active within the district and perform some sort of meaningful support to businesses. The Economic Alliance and Amperage will continue the Thank You campaign through the end of the month via social media posts and signs in the district. The Branding and Marketing committee met last week and discussed the idea of partnering with the Iowa City program/campaign, Mask of Wellness. Wasta spoke with the creator in Iowa City and he was excited to hear the MedQuarter has interest in joining efforts. Wasta said they want to promote collaboration between healthcare institutions in a positive way and as a district as a whole.

Jensen said Wasta has shared the Mask of Wellness initiative and guidelines with both hospitals and if a business signs up to participate in the program and is willing to follow the guidelines, they would receive supplies in the form of a start-up kit. For non-restaurant businesses, the kit would include 12 custom branded MedQ masks, a box of disposable masks, laminated signage, stickers, window clings and self-screening forms. For restaurants it would include disposable placemats with their menu and information about Mask of Wellness and the MedQ in addition to the other items. Wasta said the underlying message of Mask of Wellness is to provide a safe environment to come back to and for consumers to spend money in a safe and healthy environment. Wasta said there are 25 restaurant/retail/service businesses that would be able to participate and he has reached out to all 8 local restaurants in the district and 2 have already registered for Mask of Wellness and 2 had some other questions.

Wasta said there would be a 3-month launch of Mask of Wellness and the campaign costs include:

- Non-restaurant business kits - \$100 each x 14 + Restaurant business kits - \$150 each x 9
- Social media - \$4k
- Print advertising - \$2k
- Other/misc. – 10%
- Approximate Total - \$9,750

Wasta asked for approval for \$10k for the branding and implementation of Mask of Wellness and the funds would be taken from unused revenues from FY'21. Rice moved approval of the \$10k expenditure with Wickenkamp seconding. The motion was unanimously approved.

Other Ways the MedQ Should/Could Help

Wasta asked commissioners if there are other areas or ideas that the MedQuarter can help businesses. Albert said receiving informative e-mails have been helpful but also following up if anything changes. Wasta said the Downtown Dollars app is not open or tested at this point but is still holding out hope that it could be something the MedQuarter can partner with once it gets off the ground.

Executive Director's Update

In addition to his written report, Wasta said he spoke to the contractor for the 1st Ave construction project and they will be starting Monday, June 15th after they had to do some reshuffling. The contractor assured Wasta they will still be able to stick to the original timeline.

Other Business

Wasta said the Economic Alliance has created a community spirit campaign called Rally C.A.P. (champion and protect) and it will be promoted on TV, newspaper, CBJ, social media and radio. The intent of the campaign is similar to the post-2008 flood efforts, brining the community together and bring attention to the importance of buying local and is intended to be a long running campaign.

Wasta said the Faith & Medicine Task Force, focusing on community mental health, has partnered with the Make It OK campaign with Iowa's Healthiest State effort which is being headed up by Lori Weih at UnityPoint. 4 members of the Task Force have joined a subcommittee with Make It Ok members to come up with virtual sessions for the community and the first one is around mental health and COVID impacts. Mercy, St. Luke's and Tanager mental health groups are behind the Make It Ok program and efforts.

Rice said he believes there is some business confusion for following CDC and Linn County Public Health guidelines and there have been some mixed messages around what businesses should be doing, what phase we are in and how best to re-open.

Adjourn

Albert moved to adjourn the meeting with McGrane-Hop seconding. The meeting was adjourned at 8:52 a.m.