



## **Medical SSMID Commission Meeting Minutes**

**March 6, 2013**

**8:00 a.m.**

### **Tallgrass Business Resources**

#### **Present**

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

#### **Absent**

Mary Meisterling      Melanie O'Donnell Olson

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

Gordon Epping      Richard Pankey      Pat Shey

#### **Economic Alliance Staff**

Allison Antes      Sarika Bhakta      Jody Bowers      Dennis Jordan      Doug Neumann

#### **Welcome & Introductions**

Townsend called the meeting to order at 8:01 a.m. Dennis Jordan and Allison Antes, staff members of the Economic Alliance, introduced themselves.

Townsend introduced the Consent Agenda, which includes the minutes from the prior meeting, the Professional Services Progress Report, monthly financials and payables. Wasta moved approval of the Consent Agenda. Dr. Thomas seconded, and the Commission unanimously approved.

### **Committee Updates**

#### **Master Development Plan**

Albert reported on the Master Development Plan Committee's progress. The Committee drafted a list of standard reference questions and reached out to five firms for references on the Lakota Group, all of which were extremely positive and fully endorsed the Lakota Group. The Committee then reached out to the Lakota Group and asked them to restructure their proposal to address three concerns identified during their final interview as well as provide any revisions to the timeline and budget if applicable. The restructured proposal now includes the engagement of local firm Anderson Bogert, diminished involvement of BSA Lifestructures and the addition of a market and economic analysis consultant in place of the financial consultant originally proposed. The revised proposal's project budget was \$245,024 which was a slight decrease from the original \$249,436.

After some discussion, Charles moved that the Master Development Plan Committee be empowered to negotiate and finalize a contract, with Lakota, pending legal review. Wasta seconded, and the Commission unanimously approved.

### **Branding/Marketing**

Dr. Thomas provided an update on the progress with Informatics and the MedQuarter web site. They have held their first planning meeting, reviewing all of the ideas that Informatics initially brought to the table. Dr. Thomas reviewed the proposed features of the new web site including rotating banners, interactive maps, etc. They are working on assembling a spreadsheet with information of businesses in the district that will be used to populate the online directory. She also informed the Commission that the new web site will most likely not be up and running in time to collect the feedback and community outreach needed for the master development planning process.

### **District Services**

Cooley reported that there are impending personnel changes within the City and contract negotiations are on hold until the new personnel is in place. The Committee has already prioritized the services and identified them as occurring in phase 1, 2 or 3. Bhakta indicated the next steps are to follow-up with Anderson Bogert and the City to inquire about the timeline that these streetscape elements will be placed in the district to coordinate appropriate services. Wasta reported that the 10<sup>th</sup> Street streetscaping is still in flux and waiting on the City's RFQ to be released, originally intended to be released mid-February, but still not released. Tom Wilson at the City is leading the acquisition efforts.

Epping shared that he has been conversing with Meisterling about the needed replacement of wooden street poles in front of First Lutheran Church.

### **Automobile Row Historic District**

Townsend reviewed the overlay map as well as a draft of the letter that will be sent to the State Historic Preservation Office. The letter requests the delay of the historical designation until the Master Development Plan is completed. The City's public meeting was delayed due to snow and the filing for the historic designation was delayed for three to four months as well. The Commission will decide how to proceed once the meeting with the City is held.

Neumann reported on the Downtown SSMD's discussion of the potential historical district. They have asked for a one-page white paper with more information on the issue be drafted for review at their next meeting.

### **Economic Alliance Economic Development Services**

Neumann provided a brief summary on the structure of the Economic Alliance and its efforts on behalf of members in the core functions of Business Support, Community Development, Economic Development and Public Policy. He highlighted Public Policy efforts in the area of property tax reform, transportation infrastructure and workforce education reform.

Antes and Jordan summarized their efforts in the Economic Alliance core function of Economic Development. They provided information on the Economic Alliance's target industries for economic development work and the workforce share for each of these industries, which lists healthcare as the second largest in the market. They also provided examples of businesses in each target industry.

Antes reviewed the Economic Alliance's economic development project services which include negotiating financial assistance from the City, County or State; coordinating client meetings, identifying & gathering information on available land and/or buildings for development or relocation; and providing data on workforce & working with area colleges and universities on recruitment and training. Albert asked if there is a fee for companies that utilize these project services. Jordan answered that economic development work is currently supported through five-year pledges from investors to the Priorities 2015 campaign. Moving forward, the model has been changed from campaign pledges to the new Economic Alliance investment structure.

### **Economic Alliance Professional Services**

Albert reported on the taskforce meeting held to discuss the Economic Alliance's Professional Services Contract. The contract is up on March 31<sup>st</sup>, but is set to auto renew for six-month periods after that. He reported that the contract currently includes compensation of \$5,000 per month for professional services. Albert reported on the current scope of work, and the committee's feeling that the Economic Alliance services on contract work, committee work and public policy either were already or soon would be well beyond the scope of the original contract.

The taskforce's recommendation was to increase the Economic Alliance Professional Services Contract to \$6,500 per month and extend the contract renewal term from six months to nine months to sync it with the calendar year. Neumann noted that the revised professional services agreement would specify that services would always include at least 75 hours of work per month. Epping commented that \$87 per hour is an extremely reasonable rate for a professional services consultant. Cooley agreed that the Economic Alliance has been very responsive so far. Townsend also pointed out that, to date, all services have been performed on an accounts receivable basis.

### **Non-Profit Inventory to Determine Voluntary Contributions**

Townsend reviewed the list and map of non-profits within the district. Discussion ensued about the options for requesting voluntary contributions from those non-profits and how the hospitals' contribution percentage will play into this request. When asked about the intended process for making these requests, Townsend responded that it was decided previously to have standardized letters hand-delivered by commission members, who would also provide a brief history of the district as well as outline benefits the non-profit may be receiving as a part of the district. A Commission member suggested that Epping take it to the First Lutheran Board and get approval to contribute, at whatever amount they decide, then use their support as a testimonial when approaching the other non-profits in the district. Consensus was to table the issue until the hospital's voluntary contributions are finalized. Townsend requested that Epping proceed in asking the First Lutheran Board to approve a voluntary contribution that can then be used as a testimonial with the other non-profits.

### **Other Business**

Townsend reported that three Commission members' terms should technically be up in June. Albert, Charles and Cooley were all one-year terms. Neumann's recommendation is to ask permission to reappoint those members rolling off. The Commission's consensus was to follow that course of action.

Sundall announced that PCI takes possession of their building next week. They still have some parking logistics to work out with neighbors, but their dedication is set for Friday, April 5<sup>th</sup> and the community open house on the 6<sup>th</sup>. They won't be officially moving in until April, 14<sup>th</sup>-16<sup>th</sup>. He reported that security has been great, with no theft at all during construction. They are 90% leased out and already booking their rental facilities into 2014.

### **Executive Session**

Economic Alliance staff left the room to allow for a closed, executive session of the Commission. The executive session resulted in the approval of the professional services taskforce's recommendation to increase the Economic Alliance Professional Services Contract to \$6,500 per month and extend the contract renewal term from six months to nine months.

### **Adjourn**

The meeting adjourned at 9:28 a.m.

Respectfully Submitted by Jody Bowers