

**Medical SSMID Commission Meeting Minutes**

**March 11, 2015**

**8:00 a.m. – 9:30 a.m.**

**Tallgrass Business Resources**

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

**Absent:** Mike Sundall

**Steering Committee/Guests:** Gordon Epping, Kris Gulick, Richard Pankey, Seth Gunnerson, Doug Wilson

**Economic Alliance Staff:** Sarika Bhakta, Doug Neumann and Wendy O'Brien

**Welcome & Call to Order**

Townsend called the meeting to order at 8:02 a.m.

**Consent Agenda**

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

**Committee Updates, Next Steps and Timeline**

**Branding/Marketing**

Thomas presented the new co-branded pop-up banner design. It allows for co-marketing logo and photo—within the “Q” graphic. Cost of the pop-up banner is \$400. Sarika will put details on the website portal for district partners. Thomas shared that the committee will be meeting tomorrow to review the mock-up of the marketing brochure as well as a project kick-off meeting for the gateway monument signs with Shive-Hattery.

Discussions have begun with Mercy's Especially For You event coordinators. The plan is to have a tent and table top and promote district businesses. The route will start at Hall-Perrine on 10<sup>th</sup> St and end in NewBo. Thomas wants banners to be featured in photos that day. It was noted that 10<sup>th</sup> St has limited number of poles for banners, but any portion of the route touching the district should have banners prominently displayed that day.

**Operations**

Meisterling noted the committee will meet again when the gateway monument sign project picks up.

**Standards**

Wasta gave an update from the recent public open house for the proposed Overlay District Ordinance held on 2/26/15. There were 24 attendees in addition to seven commission members in attendance. Wasta was pleased with attendance and the broad range of attendees. The Wellington Height's Neighborhood Association representative indicated he would be interested in learning more and having someone present at one of their upcoming meetings. Materials presented at the meeting are posted to the MedQuarter website: <http://www.themedquarter.com/Content/About-MedQ/Economic-Development/Proposed-Overlay-District-Ordinance.aspx>. Gunnerson was asked to share next steps for the proposed Overlay District Ordinance. It will first go in front of the City's Planning Commission on 4/9/15 and then to City Council on 4/28/15 (which will include a public hearing and first reading). Wasta or a representative from the Standards Committee will attend. There will be 2 more readings before a final vote. Pankey recommended ensuring City Planning Commission is up to speed on the Overlay District ahead of the meetings.

There was a question about the district boundary and if a business owner can petition to be included. Neumann noted that there is a means to amend the district boundary, if it's at the request of the property owner.

Wasta noted that Standards Committee will convene to review potential for a façade improvement program. They will review the downtown district's program and consider funding amount for the program.

### **FY 2016 Budget Process**

The Commission discussed and determined process for setting FY2016 budget. Neumann shared that the Commission can determine the level of specificity for the budget and noted that last year's budget was very broad (using the Master Development Plan as a guideline). It was determined for the 2016 budget, that each committee will pull together budget numbers for their scope of expenses. The revenue number will come from the Economic Alliance based on assessment information from the City. The Operations Committee will pull together the committee budget recommendations for the Executive Committee and Commission to review.

### **United Way's Day of Caring**

Sarika shared that the United Way's Day of Caring will be May 14-15, 2015. There will be several projects to freshen up districts in the Cedar Rapids area. One of the projects submitted for this year is to re-mulch on 10<sup>th</sup> Street. Another project is to address a property owner's concern on 1<sup>st</sup> Ave of removing unsightly bushes (replacing with mulch) near MedLab. Let Sarika know if you have project ideas for next year's Day of Caring. United Way is coordinating volunteers. For more information, go to [http://unitedwayofeastcentraliowa.org/day-of-caring\\_company/](http://unitedwayofeastcentraliowa.org/day-of-caring_company/).

### **8<sup>th</sup> Street and Other Street Discussion**

Doug Wilson, Capital Improvement Project Manager with Cedar Rapid's shared an update on street projects. Bids will be in May 7<sup>th</sup> for the 7<sup>th</sup> Street and 8<sup>th</sup> Street work being done this summer.

### **Study & Design Work / Summer 2015**

*Expected to be on agenda for the City Council's meeting April 28.*

- 10<sup>th</sup> Street SE: Traffic study for 10<sup>th</sup> Street (Summer 2015) to be included in professional services agreement with Anderson Bogert for conceptual design of 10<sup>th</sup> Street between 4<sup>th</sup> & 8<sup>th</sup> Avenue and final design for 4<sup>th</sup> to 5<sup>th</sup> Avenue portion. (Wilson expects it to be on agenda for City Council's April 28 meeting.) *Note: funding for final design and construction of 5<sup>th</sup> to 8<sup>th</sup> Avenue is not in place and will be developed upon completion of conceptual design with Mercy and School District.*

### **Summer 2015 Construction Season**

- 7<sup>th</sup> Street SE / A to 4<sup>th</sup> Avenue: Asphalt rehabilitation & curb work. Will remain one-way for highway interchange access.
- 8<sup>th</sup> Street SE/ 3<sup>rd</sup> to 8<sup>th</sup> Avenue: Asphalt rehabilitation & curb work.
- 8<sup>th</sup> Street SE/ 4<sup>th</sup> to 12<sup>th</sup> Avenue: Conversion from one-way to two-way.

### **Summer 2016 Construction Season**

- 7<sup>th</sup> Street SE / 4<sup>th</sup> to 8<sup>th</sup> Avenue: Asphalt rehabilitation & curb work.
- 7<sup>th</sup> Street SE / 4<sup>th</sup> to 12<sup>th</sup> Avenue: Conversion from one-way to two-way.
- 10<sup>th</sup> Street SE/ 4<sup>th</sup> to 5<sup>th</sup> Avenue: Construction of streetscape.

Commission asked if they want to have truck traffic re-routed off of 10<sup>th</sup> Street, is it too late—with construction happening on 8<sup>th</sup> Street this summer. Wilson said that 7<sup>th</sup> & 8<sup>th</sup> streets will be truck-traffic quality, so should not prevent truck re-routing if it is determined with the traffic study this summer. The Commission noted that there was a traffic study done by Anderson Bogert when previous work was done on 10<sup>th</sup> Street.

Gulick asked where the DOT is on configuration of the interchange. Gunnerson said they've looked at concepts, but Wilson said there's nothing budgeted at this time.

The Commission wants to make sure their voice is heard regarding 7<sup>th</sup>, 8<sup>th</sup> and 10<sup>th</sup> Street projects and discussed how they can stay engaged with recent Public Works department changes:

- City Public Works department: keep Doug Wilson informed
- Infrastructure Committee: Reach out to committee chair. (Scott Olson, Chair; Other City Council Members on the committee: Ann Poe and Ralph Russell.)
- Engineering Consultants: Anytime a consultant is hired for work on these projects the Commission should reach out to work that relationship immediately.
- Sandi Fowler, Assistant City Manager: Townsend & Meisterling plan to call or email to remind her of the MedQuarter's direction/concerns on street projects within the district.

### **Professional Services**

Meisterling gave an update on the Executive Director search. The posting ran for three Sundays. They have selected 7 candidates. Two have been interviewed so far, with other to be interviewed in the next couple weeks. Thomas shared a list of questions by skill area which were assigned a weighted value. These questions have been shared ahead of time with the candidates.

### **Other Business**

Wasta mentioned correspondence he was sent suggesting the pedestrian walkway bridge over Mt. Vernon Road/8<sup>th</sup> Ave SE making an ideal 'gateway' to the MedQuarter—suggesting freshening up the walkway with MedQuarter branding and nicer fencing. Neumann thought it may be owned by the city and recalls that the long-term plan may be to remove it since it is seldom used. The Commission thought that, to the degree that it will stay for a while, the idea should be considered unless the structure is considered unsafe.

Wasta and Meisterling mentioned that they received an email from the City regarding a developer who is interested in doing a 2-3 acre housing complex in the MedQuarter. Townsend is willing to host a meeting with them at his office.

Tanager place has purchased the old Kirkwood building. They will be invited to the April meeting to share what their plans are for the new location.

Meisterling mentioned that Trees Forever is doing work in Cedar Rapids. Commission agreed to invite them to the April meeting to discuss the plantings that will start soon.

Townsend did not have any new information from the City's Long Range Planning Committee meeting, but will put it on the agenda each month to share any reports.

The next SSMID Commission meeting is April 8, 8:00 a.m.

The Commission adjourned at 9:19 a.m.