



## **Cedar Rapids Medical SSMID Commission**

### **March Information Packet**

1. February Meeting Minutes (pages 2-4)
2. February Financials (pages 5-9)
3. Committee Updates
  - Branding & Marketing- Thomas (page 10)
  - Economic Development- Charles (page 11)
  - Operations- Epping (page 12)
  - Standards- Albert (page 13)
5. Executive Director's Report (pages 14-15)

#### **Reading Materials**

- Downtown SSMID January Minutes (pages 16-18)
- CVNB SSMID January Minutes (page 19)

#### **NEXT COMMISSION MEETING**

April 12, 2017, 8:00 – 9:30am

Tallgrass Business Resources- 1239 First Avenue SE



## **Medical SSMID Commission Meeting Minutes**

**February 8, 2017**

**8:00 a.m. – 9:30 a.m.**

### **Tallgrass Business Resources**

**Present:** John Albert, Tim Charles, Richard Cooley, Gordon Epping, Michelle Jensen, Mary Meisterling, Julie Sterling, Karen Smith, Julie Thomas

**Absent:** Kathy McCauley, Mike Sundall, Ted Townsend

**Guests:** Mike Easley, Pr. Steve Knudson, Tim Goody

**Staff:** Sherokee Eder, Phil Wasta

### **Welcome & Call to Order**

Charles welcomed everyone and called the meeting to order at 8:02 a.m.

### **Consent Agenda**

Meisterling moved approval of the consent agenda with Thomas seconding. The consent agenda was unanimously approved.

### **View & Critique Business Development Video**

Commission Members watched the new Business Development Video. Meisterling voiced that she received the recruitment message, but thought the economic development message was lacking. Meisterling inquired about the statistic regarding 65,000 sq. ft. of space. Wasta clarified that it was accumulated space. Meisterling would have liked to see more details. Charles voiced he felt the statistic prompts the viewer to ask the next question, allowing for conversation. The idea of showing the video to an uninformed audience was discussed. Wasta will look into showing the video to the Innovation Councils at the Economic Alliance. Commission Members agreed that this version of the video would be used, unless powerful enough feedback was provided to suggest change.

### **Review Website Updates**

Wasta provided a preview of the website updates. Thomas informed Commission Members that the front page included more statistics and a tab at the top for jobs. Wasta noted the events calendar will rotate dates off once passed. About 30 businesses have already submitted their business web page information. Jensen asked if Wasta needed assistance in reaching the remaining 50 businesses for the website. Wasta said he was still following up with his contacts at the respective businesses and that he and Thomas planned to follow up in the coming week.

### **Review Video ads for US Cellular Center 2017 Advertising**

Thomas informed the Commission that visitors who come for medical purposes and leisure purposes differ. Information gleaned from the 2016 GO Cedar Rapids Market Research Study reinforce that medical visitors do utilize the US Cellular Center. The contract with the US Cellular Center has been renewed, but the message needs reviewing. Commission Members watched the video advertisement. Meisterling inquired about the price. Wasta clarified that for 2017, the cost was \$8,000, about \$500 more than 2016. Meisterling asked if there would be any value in putting the video at the Eastern Iowa Airport. Charles and Thomas both thought this was a good idea. Wasta will look into this.

### **Discussion/Action – Approve Revolving Loan Fund with ECICOG**

Wasta reported he took the draft to the Economic Development Committee and is now proposing the final draft. The revolving loan fund will be available for up to four loans this year from \$10,000-\$50,000 per entity, at a 3.5% interest rate. Loan applications would filter through the MedQuarter before going to ECICOG for review. The money would be non-public funds, an earmark of \$200,000. Wasta reported that the MedQuarter would like to get first position on the loans, although that typically goes to the bank. There is a clause in the agreement that would allow the MedQuarter to have first position if the funding was used for a specific asset purchase. Charles reminded the Commission that the interest rate could be changed as needed.

Meisterling moved approval of the revolving loan fund with ECICOG with Epping seconding. The revolving loan fund with ECICOG was unanimously approved.

### **Committee Updates**

Albert reported that the Standards Committee met with the Lakota Group on February 7<sup>th</sup>. Initiatives and priorities were brainstormed and the scope on the project was confirmed. The Committee will bring this to the Commission for thoughts. The Lakota group has an aggressive goal of completion in April. Albert provided a handout with Lakota's proposed project timeline. Albert said they expressed they were impressed with what the Commission has done.

Epping provided an update for the Operations Committee, reporting that the issue with the IRS has been resolved. The Committee is in the process of finalizing Wasta's incentive for 2016.

Charles reported that the Economic Development Committee looked at a proposal from Ady Advantage for an Economic Development Strategic Plan. Charles noted that the two key take aways were that spending \$75,000 on another consultant didn't seem prudent, and that the MedQuarter is far enough along to understand who we are and what the audience is. Wasta will go back through the proposal to answer questions. Wasta clarified that what the MedQuarter is trying to accomplish won't be starting from zero. A link to the Greater Des Moines Partnership video that Townsend mentioned to the Committee.

The Branding and Marketing Committee update was presented in the agenda packet.

**Executive Director's Report**

Wasta invited Pr. Knudson to provide an update on the Faith & Medicine Task Force meeting on February 3<sup>rd</sup>. The topic that the Task Force is pursuing is End of Life. He touched on three perspectives: of doctors; of families; of the faith community. Pr. Knudson informed the Commission that more Physicians were needed for the Task Force. Thomas said she was working on recruitment.

Commission Members discussed bringing in a nationally recognized speaker. The Commission encouraged the Task Force to aim high and not rule out this type of spokesperson.

Wasta asked if any Commission Members had been approached by the Gazette for Iowa Ideas Conference. Charles thinks this is something to track. Wasta will find out more information.

**Other Business**

Charles reported that next month will be the first metrics report by Wasta. Key take aways from the meeting included Wasta following up with GO Cedar Rapids on their summer event, the video is approved subject to additional feedback, Wasta will inquire about advertising in the Eastern Iowa Airport, the approval of allocation of \$200,000 to ECICOG for the revolving loan fund, and Wasta will bring back more information about the Economic Development Strategic Plan.

**Adjourn**

The meeting was adjourned at 9:01 a.m.

## Cedar Rapids Medical Self-Supported Municipal Improvement

## Statement of Net Assets

03/03/17

Accrual Basis

As of February 28, 2017

	Feb 28, 17
<b>ASSETS</b>	
<b>Current Assets</b>	
Checking/Savings	
Checking	188,280.58
Non-Public MM Advantage	754,933.71
Tax Operations MM Advantage	528,775.35
<b>Total Checking/Savings</b>	<b>1,471,989.64</b>
Accounts Receivable	
Accounts Receivable	202,143.01
<b>Total Accounts Receivable</b>	<b>202,143.01</b>
Other Current Assets	
Prepaid Expenses	7,753.70
<b>Total Other Current Assets</b>	<b>7,753.70</b>
<b>Total Current Assets</b>	<b>1,681,886.35</b>
<b>TOTAL ASSETS</b>	<b>1,681,886.35</b>
<b>LIABILITIES &amp; EQUITY</b>	
<b>Liabilities</b>	
Current Liabilities	
Accounts Payable	
Accounts Payable	81,836.63
<b>Total Accounts Payable</b>	<b>81,836.63</b>
<b>Total Current Liabilities</b>	<b>81,836.63</b>
<b>Total Liabilities</b>	<b>81,836.63</b>
<b>Equity</b>	
Opening Balance Equity	7,010.57
Unrestricted Net Assets	1,584,424.42
Net Income	8,614.73
<b>Total Equity</b>	<b>1,600,049.72</b>
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<b>1,681,886.35</b>

# Cedar Rapids Medical Self-Supported Municipal Improvement Public Statement of Operations vs. Budget February 2017

	Feb 17	Budget	\$ Over Budget	Jul '16 - Feb 17	YTD Budget	\$ Over Budget	Annual Budget
<b>Ordinary Income/Expense</b>							
Income							
Property Tax Revenue	18,078.00	18,078.00	0.00	144,624.00	144,624.00	0.00	216,939.00
TIF Transfer	7,938.17	7,938.00	0.17	63,505.36	63,504.00	1.36	95,258.00
<b>Total Income</b>	<b>26,016.17</b>	<b>26,016.00</b>	<b>0.17</b>	<b>208,129.36</b>	<b>208,128.00</b>	<b>1.36</b>	<b>312,197.00</b>
<b>Expense</b>							
Advertising and Promotion	17,673.30	6,935.00	10,738.30	29,090.24	18,610.00	10,480.24	50,000.00
Banner Project	0.00	7,800.00	-7,800.00	690.00	8,500.00	-7,810.00	40,000.00
Comprehensive Gateways	0.00	12,720.00	-12,720.00	0.00	12,720.00	-12,720.00	64,000.00
Contract Labor	17,316.20	10,250.00	7,066.20	84,532.97	82,000.00	2,532.97	123,000.00
District Materials & Supplies	0.00	0.00	0.00	0.00	0.00	0.00	0.00
District Services	0.00	0.00	0.00	271.25	0.00	271.25	0.00
Facade Improvement Program	0.00	3,600.00	-3,600.00	6,165.00	9,800.00	-3,635.00	25,000.00
Insurance	517.00	0.00	517.00	925.00	1,000.00	-75.00	1,000.00
Management Fees	1,087.00	1,400.00	-313.00	8,696.00	9,322.00	-626.00	15,000.00
Master Plan Implementation	0.00	5,000.00	-5,000.00	0.00	5,000.00	-5,000.00	25,000.00
Meals and Entertainment	468.05	100.00	368.05	927.20	600.00	327.20	1,000.00
Open Space/Greenway/PFP	0.00	8,000.00	-8,000.00	0.00	8,000.00	-8,000.00	40,000.00
Other Programs	0.00	3,000.00	-3,000.00	0.00	3,000.00	-3,000.00	15,000.00
Professional Services	0.00	5,000.00	-5,000.00	0.00	5,000.00	-5,000.00	25,000.00
Regional Vision Strategy	0.00	0.00	0.00	10,000.00	10,000.00	0.00	10,000.00
Seasonal lights	17.89	45,675.11	-45,657.11	4,215.91	49,900.00	-45,684.09	50,000.00
Signage/wayfinding/banner study	23,326.22	10,000.00	13,326.22	24,360.72	11,050.00	13,310.72	50,000.00
Street Sign Toppers	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Streetscape Project	10,000.00	10,600.00	-600.00	22,519.13	23,100.00	-580.87	64,000.00
Travel & Training Expense	94.92	1,000.00	-905.08	1,739.54	2,250.00	-510.46	5,000.00
Unspecified-not yet identified	0.00	12,500.00	-12,500.00	0.00	12,500.00	-12,500.00	57,500.00
Website Services	870.80	200.00	670.80	1,226.80	1,600.00	-373.20	2,500.00
<b>Total Expense</b>	<b>71,371.38</b>	<b>143,780.00</b>	<b>-72,408.62</b>	<b>195,359.76</b>	<b>273,952.00</b>	<b>-78,592.24</b>	<b>663,000.00</b>
<b>Net Ordinary Income</b>	<b>-45,355.21</b>	<b>-117,764.00</b>	<b>72,408.79</b>	<b>12,769.60</b>	<b>-65,824.00</b>	<b>78,593.60</b>	<b>-350,803.00</b>
<b>Other Income/Expense</b>							
Other Income	100.00	120.00	-20.00	1,025.77	960.00	65.77	1,440.00
Interest Income	100.00	120.00	-20.00	1,025.77	960.00	65.77	1,440.00
<b>Total Other Income</b>	<b>100.00</b>	<b>120.00</b>	<b>-20.00</b>	<b>1,025.77</b>	<b>960.00</b>	<b>65.77</b>	<b>1,440.00</b>
<b>Net Other Income</b>	<b>100.00</b>	<b>120.00</b>	<b>-20.00</b>	<b>1,025.77</b>	<b>960.00</b>	<b>65.77</b>	<b>1,440.00</b>
<b>Net Income</b>	<b>-45,255.21</b>	<b>-117,644.00</b>	<b>72,388.79</b>	<b>13,795.37</b>	<b>-64,864.00</b>	<b>78,659.37</b>	<b>-349,363.00</b>

**Cedar Rapids Medical Self-Supported Municipal Improvement  
Public Statement of Operations vs. Prior Year  
February 2017**

	<u>Feb 17</u>	<u>Feb 16</u>	<u>Jul '16 - Feb 17</u>
<b>Ordinary Income/Expense</b>			
Income			
Property Tax Revenue	18,078.00	0.00	144,624.00
TIF Transfer	7,938.17	0.00	63,505.36
<b>Total Income</b>	<b>26,016.17</b>	<b>0.00</b>	<b>208,129.36</b>
Expense			
Advertising and Promotion	17,673.30	0.00	29,090.24
Banner Project	0.00	0.00	690.00
Contract Labor	17,316.20	9,386.68	84,532.97
District Services	0.00	0.00	271.25
Facade Improvement Program	0.00	0.00	6,165.00
Insurance	517.00	0.00	925.00
Management Fees	1,087.00	1,087.00	8,696.00
Meals and Entertainment	468.05	0.00	927.20
Regional Vision Strategy	0.00	0.00	10,000.00
Seasonal lights	17.89	21.52	4,215.91
Signage/wayfinding/banner study	23,326.22	0.00	24,360.72
Streetscape Project	10,000.00	0.00	22,519.13
Travel & Training Expense	94.92	0.00	1,739.54
Website Services	870.80	0.00	1,226.80
<b>Total Expense</b>	<b>71,371.38</b>	<b>10,495.20</b>	<b>195,359.76</b>
<b>Net Ordinary Income</b>	<b>-45,355.21</b>	<b>-10,495.20</b>	<b>12,769.60</b>
<b>Other Income/Expense</b>			
Other Income			
Interest Income	100.00	98.15	1,025.77
<b>Total Other Income</b>	<b>100.00</b>	<b>98.15</b>	<b>1,025.77</b>
<b>Net Other Income</b>	<b>100.00</b>	<b>98.15</b>	<b>1,025.77</b>
<b>Net Income</b>	<b>-45,255.21</b>	<b>-10,397.05</b>	<b>13,795.37</b>

**Cedar Rapids Medical Self-Supported Municipal Improvement  
MedQ, Inc. Statement of Operations vs. Budget  
February 2017**

	Feb 17	Budget	\$ Over Budget	Jul '16 - Feb 17	YTD Budget	\$ Over Budget	Annual Budget
Ordinary Income/Expense							
Income							
Voluntary Property Tax Revenue	0.00	0.00	0.00	0.00	0.00	0.00	250,000.00
Total Income	0.00	0.00	0.00	0.00	0.00	0.00	250,000.00
Expense							
NP-Economic Dev Committee	0.00	2,000.00	-2,000.00	0.00	2,000.00	-2,000.00	10,000.00
NP-Innovation Summit	0.00	0.00	0.00	0.00	0.00	0.00	0.00
NP-Legal Fees	0.00	1,000.00	-1,000.00	3,071.00	4,265.00	-1,194.00	5,000.00
NP-Marketing and Promotion	1,033.71	1,000.00	33.71	1,033.71	1,000.00	33.71	5,000.00
NP-Public Relations	114.98	1,000.00	-885.02	270.77	1,150.00	-879.23	5,150.00
NP-Sponsorships and Events	0.00	4,000.00	-4,000.00	2,166.66	4,000.00	-1,833.34	20,000.00
Total Expense	1,148.69	9,000.00	-7,851.31	6,542.14	12,415.00	-5,872.86	45,150.00
Net Ordinary Income	-1,148.69	-9,000.00	7,851.31	-6,542.14	-12,415.00	5,872.86	204,850.00
Other Income/Expense							
Other Income							
Interest Income	165.00	150.00	15.00	1,361.50	1,200.00	161.50	1,800.00
Total Other Income	165.00	150.00	15.00	1,361.50	1,200.00	161.50	1,800.00
Net Other Income	165.00	150.00	15.00	1,361.50	1,200.00	161.50	1,800.00
Net Income	-983.69	-8,850.00	7,866.31	-5,180.64	-11,215.00	6,034.36	206,650.00



**Cedar Rapids Medical Self-Supported Municipal Improvement  
MedQ, Inc. Statement of Operations vs. Prior Year  
February 2017**

	<u>Feb 17</u>	<u>Feb 16</u>	<u>Jul '16 - Feb 17</u>
<b>Ordinary Income/Expense</b>			
<b>Expense</b>			
NP-Legal Fees	0.00	0.00	3,071.00
NP-Marketing and Promotion	1,033.71	0.00	1,033.71
NP-Public Relations	114.98	121.13	270.77
NP-Sponsorships and Events	0.00	0.00	2,166.66
<b>Total Expense</b>	<u>1,148.69</u>	<u>121.13</u>	<u>6,542.14</u>
<b>Net Ordinary Income</b>	<u>-1,148.69</u>	<u>-121.13</u>	<u>-6,542.14</u>
<b>Other Income/Expense</b>			
<b>Other Income</b>			
Interest Income	165.00	161.04	1,361.50
<b>Total Other Income</b>	<u>165.00</u>	<u>161.04</u>	<u>1,361.50</u>
<b>Net Other Income</b>	<u>165.00</u>	<u>161.04</u>	<u>1,361.50</u>
<b>Net Income</b>	<u><u>-983.69</u></u>	<u><u>39.91</u></u>	<u><u>-5,180.64</u></u>

### **3.8.17 Branding & Marketing Committee Report**

The MedQuarter Marketing and Branding Committee met on March 2<sup>nd</sup>. Drake, Nichols, Pankey, Rainey, Thomas and Wasta were in attendance as well as Jim Infelt, Kaitlyn Behnken and Hannah Welch from Amperage. The following items were discussed:

1. The bulk of the meeting was spent reviewing the recently launched revised MedQuarter website with new Business Facebook page and cross-serve ads for District businesses. Amperage reviewed the status of the site and the continuing progress on categories for search in the Medical Community section. While there were adjustments made up to the time of the committee meeting, there is still much to be done as the medical searches are complicated. It was decided that Dr. Thomas will meet with Amperage to help to establish logical searches in this area. It was recommended that the broad browse categories be similar to those used on the MedQuarter brochure. It was also recommended that the businesses featured in the pop up ads that have not yet provided Business Page information will be withheld from the website until that information is obtained. There is still some information that was not transferred from the previous site and corrections that need to be made to outdated information that was carried over from the previous site (ex: current commission members' positions). The initial Facebook entries have been done with Economic Alliance staff. The committee strongly recommended that money be spent on social media as a priority of the current goals. The Economic Alliance has limited staff and the contract for their support of the MedQuarter is also limited, so the option of using Amperage for posting Facebook entries was discussed and will be reviewed with costs at the next meeting. It was recommended that the new MedQuarter video be posted on the website under the economic development area. The event schedule was also discussed and need to give site information early in message.
2. The 2017 Marketing Goals, Strategies and Tactics were discussed again and approved although format changes were recommended and it was stated that this is a working document, not set in stone. Another suggestion was to include budget and timeline information to assist with the decision making by the committee.
3. The Gazette proposal to the MedQuarter for Bronze level sponsorship (\$8,500.) of the Health Care track for their 'Iowa Ideas' series was discussed. The committee recommended that the MedQuarter spend dollars on Facebook and other regional marketing as the scope of the geographic area and the subjects were beyond that of our goals and priorities.
4. The committee viewed the final version of the MedQuarter business development/recruitment video and were very pleased with it. They agreed with the commission's recommendation to show it to some economic development groups starting with the City of Cedar Rapids to get input on whether the message is coming through clearly.
5. Opportunities to advertise the MedQuarter at the Paramount Theatre were discussed briefly as that venue is second only to the US Cellular Center as a destination for medical visitors to Cedar Rapids. Options and prices from the Paramount were provided to the committee as well as separate prices for advertising in Overture, the Orchestra Iowa program. Further information on the Orchestra Iowa demographics will be obtained and the subject reviewed again at the next meeting.

The next meeting of the Branding & Marketing Committee is set for Thursday, April 6<sup>th</sup> at 1:00pm.

Julianne Thomas  
Committee Chair

### **3.8.17 Economic Development Committee Update**

The committee has not met since the last Commission meeting.

The committee will be meeting on March 16<sup>th</sup> to address the following agenda:

1. In pursuit of 2017 Action Strategy “Become active, engaged participants in innovation”, Wasta wants to discuss developing a plan for what the MedQuarter has to offer startup/entrepreneur audiences to pique interest.
2. In pursuit of 2017 Action Strategy “Coordinate with GO Cedar Rapids’ marketing efforts”, Wasta wants to discuss how the MedQuarter and GO Cedar Rapids can work together in some way on economic development initiatives.

Tim Charles  
Committee Chair

### **March 2017 Operations Committee Report**

The committee has not met since the last commission meeting.

Updates on current projects underway:

1. MedQuarter, Inc. (2.0) – Wasta has received notification from the IRS that 501 (c) (6) status has been granted. Wasta is working with Bank of the West to split the accounts and working with Mercy and St. Luke's to finalize funds.
2. Monument signs – This is contingent upon the establishment of MedQuarter, Inc. (2.0).

Gordon Epping  
Committee Chair

## **March Standards Committee Report**

### **MedQuarter Façade Improvement**

No request or activity since the last commission meeting

### **MedQ Overlay District**

No request since last Commission meeting

### **MedQ Master Parkway Improvement Plan**

**February 7, 2017** Standards Committee met with the Lakota team. Initiatives and priorities were brainstormed and the project scope confirmed.

**March 2, 2017** Standards Committee met with the Lakota team. A review of district existing conditions and current 10<sup>th</sup> St. MedQ streetscape/ parkway improvements ensued. Preliminary levels of parkway improvements, concepts for district aesthetics and secondary signage were presented and discussed.

#### **Next steps**

1. Standards Committee will further discuss electronically the presented ideas and concepts.
2. The Committee will hold another meeting with the Lakota team, to further the thoughts that came from our March 2, 2017 meeting, and then solidify the selected district improvement ideas and concepts. Meeting to be held late March.
3. Present to the MedQ's April Commission meeting parkway improvement vetted ideas and concepts for the Commission's review and input.
4. Hold an Open House for MedQ district members (property owners, renters, employees..) to present the 1<sup>st</sup> draft MedQ Master Improvement Plan. Hold when feasible, post Commission meeting.
5. Draft the final plan. Completion targeted for end of May 2017.

John Albert  
Committee Chair

## **February, 2017 Executive Director's Report – Activities in support of 2017 Action Strategy**

**Working with the Commission Chairs, Committee Chairs, Commission Members and Stakeholders – here are the highlights of my activities for the month:**

### **Planning Initiatives**

#### **Signage plan design development**

- Met with Sheri Dye, Sign Pro, to set plan for spring roll-over of banners.
- Coordinated and facilitated all meetings and district tours by Corbin Design on 2/13-15 for Wayfinding initiative.
- Worked with Wayfinding Core Team to set communication plan and develop survey for stakeholders.

#### **Open space improvements (ongoing)**

- Met with Matt Myers to discuss placement of additional truck route signs on 7<sup>th</sup> and 8<sup>th</sup> Streets and plan for spring information 'blitz' to truckers.

#### **Parkway design development**

- Coordinated all meetings between Lakota Group and key stakeholders for Master Parkway Improvement Plan kick-off on 2/6-7.

#### **Develop a productive/structural approach to Economic Development**

- Attended 'Creating Development Incentives for Our Communities' presentation on 2/9.
- Met with Jonathan Daniels with Miron Construction to discuss MedQuarter goals and future opportunities.
- Attended South Side Development Corp. meeting on 2/15.
- Toured area developer through MedQuarter to discuss potential development opportunities.
- Met with Julie Stow, GO Cedar Rapids, to discuss potential collaboration on Economic Development opportunities.
- Met with Robyn Jacobson, ECICOG, and Melissa McCarville, EA, to plan public roll-out of Revolving Loan Fund. It was decided that we will launch the MedQuarter Revolving Loan Fund on Monday, April 3<sup>rd</sup>.

#### **Become active, engaged participants in innovation**

- Gathered information on EntreFEST event content and sponsorship opportunities. Set meeting with Jill Wilkins and Kaitlyn Byers to discuss ideas for MedQuarter involvement.
- Conversation with Bill Micheel regarding the potential Bike Share program.

### **Marketing & Management Initiatives**

#### **Brand expansion**

- Monitored and added events for website calendar.
- Attended Leadership for Five Seasons Executive Program's Orientation Dinner to meet 2017 class participants.
- Attended CBJ Health Care Summit with Dr. Thomas.
- Met with Gazette staff members to gather information on 'Iowa Ideas Series' to report back to the Branding & Marketing Committee.
- Continued meetings with de Novo to finalize the Business Development video.
- Toured Paramount Theatre with Dr. Thomas to review advertising opportunities.

#### **Development of site marketing and promotion**

- Met with Bank of the West representatives to determine if their Bank at Work program will sync with the Employee Discount Card Program.

#### **Upgrade website to better engage visitors, developers and business members**

- Met with Amperage to review multiple aspects of the new website design.
- Visited 18 MedQuarter businesses to deliver materials and ask that they complete their Business Web Page information prior to website launch.

#### **Administration of overlay district**

- No activity.

#### **Governance of Façade Improvement Program**

- No activity.

#### **Development / execution of MedQuarter Signature Event**

- Initiative has been suspended.

#### **Development / execution of Faith Community Forums**

- Coordinated and helped facilitate the first and second meetings of the MedQuarter Faith & Medicine Task Force on 2/3 and 2/23.
- Distributed communication to expand task force involvement and move the selected initiatives forward.

### **Construction Initiatives**

#### **Gateway and signage construction**

#### **Parkway improvements**

### **Notes**

Since we won't be meeting in March I am including the following to provide you some additional insights into the current initiatives, over and above the Committee Reports that are included:

- The 10<sup>th</sup> Street improvements from 4<sup>th</sup> to 5<sup>th</sup> Avenues SE have been put out to bid by the City. Bids are due 3/22.
- The MedQuarter's Overalls All Over statue will be ready to be located in a host facility as of Monday, April 3<sup>rd</sup>. I will contact prospective hosts to assess their suggested locations.
- The MedQuarter is a sponsor of the CBJ's 2017 Commercial Real Estate Trends Luncheon on 3/8. I have attached a copy of the insert that will be provided to all attendees that highlights the available space in the District. Dr. Thomas and I will be attending.
- The MedQuarter Faith & Medicine Task Force has selected End of Life Planning as its topic for its first public forum. All details are currently being worked out. The next meeting of the Task Force is scheduled for March 28<sup>th</sup>.

**MedQUARTER**  
Regional Medical District

**FOR 65,000 SQ. FT.  
AVAILABLE FOR  
IMMEDIATE OCCUPANCY!**

**For Lease**

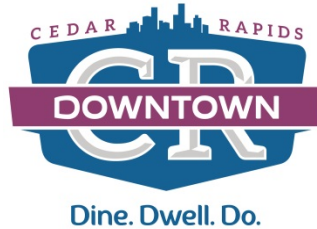
**OVER 65,000 SQ. FT.  
AVAILABLE FOR  
IMMEDIATE OCCUPANCY!**

## For Lease

700 1st Ave. NE	4 Suites	8,000 sq. ft.	Van Miller, GLD Commercial, 319.731.3435
111 13th St. SE	Office space	1,250 sq. ft.	Chris Huber, Owner, 319.848.4606
1239 1st Ave. SE	Suite C	150 sq. ft.	Phil Wasta, Owner, 319.361.8620
1111 1st Ave. SE	1st & 2nd Floor	6,720 sq. ft.	Mike Easley, St. Luke's, 319.369.7168
1246 2nd Ave. SE	Former church	10,862 sq. ft.	Aric Engel, GLD Commercial, 319.731.3403
1216 2nd Ave. SE	Historic Cottage	798 sq. ft.	Aric Engel, GLD Commercial, 319.731.3403
1214 2nd Ave. SE	Historic Cottage	768 sq. ft.	Aric Engel, GLD Commercial, 319.731.3403
1200 2nd Ave. SE	Lower Level	3,000 sq. ft.	Aric Engel, GLD Commercial, 319.731.3403
1030 5th Ave. SE	6 Suites	13,170 sq. ft.	Brad Thatcher, Tanager Place, 319.365.9165 x 394
411 10th St. SE	3 Suites	6,200 sq. ft.	Brian Rosteck, Skogman Commercial Realty, 319.350.8450
1120 2nd Ave. SE	10 Offices	5,000 sq. ft.	Aric Engel, GLD Commercial, 319.731.3403

## For Sale

1245 2nd Ave. SE	Office Building	8,024 sq. ft.	Adam Gibbs, GLD Commercial, 319.731.3415
625/627 1st Ave. SE	Office Building	5,788 sq. ft.	Scott Olson/Doug Laird, Skogman Comercial, 319.247.5000



## **Cedar Rapid Downtown SSMID Commission Minutes**

**January 25, 2017**

**4:00 p.m.**

**Cedar Rapids Metro Economic Alliance**

**Attendees:** Jasmine Almoayed, Jon Dusek, Dawn Jaffray, Nancy Kasperek, Chris Lindell, Linda Mattes, Andrew Morf, Joe Terfler, Fred Timko

**Absent:** Steve Dummermuth Jr, Trish Ellison, Marty Hoeger, Ann Lipsky, Jeff Pomeranz, Randy Rings

**Economic Alliance Staff:** Sherokee Eder, Melissa McCarville, Doug Neumann, Casey Prince

**City Staff:** Jasmine Almoayed, Casey Drew, Sandi Fowler, Bill Micheel

**Guests:** Jerry Paytas

### **Welcome & Call to Order**

Timko welcomed everyone and called the meeting to order at 4:02 pm

### **Guest Presentation- Fourth Economy**

Micheel introduced Paytas and explained that Fourth Economy was providing data analytics to the City related to the Envision CR plan to help make city services decisions and sustainable budgeting.

Paytas highlighted 2004-2014 data outlining population growth, change in jobs and employed residents in Linn County, the demographics behind the numbers, changes in commuter numbers, and posed the discussion questions "To what extent is Cedar Rapids losing development to the surrounding communities," "What growth should Cedar Rapids be targeting," and "What factors are helping or hurting?" Morf asked if the data was based off of school district, or township. Paytas clarified that it was based off of city boundaries.

Micheel indicated that he would leave his business card with Prince so that Commissioners could reach out with further questions and input. Jaffray asked if there were standards from other communities to match up with Cedar Rapids. Micheel said they are planning to identify communities for that purpose. Terfler said it would be interesting to see what other comparable communities have that Cedar Rapids doesn't.

### **Consent Agenda**

Kasperek moved approval of the consent agenda with Lindell seconding. The consent agenda was unanimously approved.



### **Approve 2017 Downtown SSMID Budget**

Lindell asked if the budget would span the whole year, or if it only covered through June. Timko clarified that it was for the whole year. Prince noted that the parking ramp debt service commitment has expired, but recommended continued support at some level that will be negotiated. Prince asked for an increase in the signage and wayfinding study contribution from \$15,000 to \$20,000. Jaffray asked for clarification on the signage and wayfinding study. Prince explained that the study was for both vehicular and pedestrian signage in all core districts. Lindell asked if any of the contribution went toward paying for the signs. Prince clarified that it was only for the study.

Commission Members discussed “wow” ideas. Dusek suggested a music festival. Mattes said that putting murals in the alleys would be nice. There were several ideas around outdoor festivals very similar to what’s already done with the Night Market and the Downtown Farmers Market.

Lindell asked if the budget could be approved before the SSMID is officially extended beyond June 30. Timko clarified that it could be conditionally approved if there was any concern about the action. Jaffray inquired about the ending cash balance vs the starting balance. Timko said the spirit is to put the funds to use and not to carry large balances, so having 2017 expenses that cut into part of the balance was intentional and recommended.

Timko said he would like to see streetscape and benches worked on. Mattes added that the benches should be low maintenance like the ones in NewBo. Commissioners discussed a survey to assess priorities. Jaffray brought up changes in how visitors find their way. A mobile application for signage and wayfinding was discussed. McCarville expressed that mobile responsive websites have typically been more successful because visitors tend to just “google” everything. Terfler asked if this budget would allow for implementation of new signage to start this year. Prince clarified that several line items could allow for it if the study is completed in 2017.

Lindell moved approval for the 2017 Downtown SSMID budget conditional on a new SSMID ordinance being effective July 1, 2017 with Kasperek seconding. The 2017 Downtown SSMID budget was unanimously approved.

### **Review 2016 Metrics Results & Approve 2017 Goals**

Prince referenced the 2016 metrics, adding that 2017 was very similar. The key changes were referenced as presented at the top of page 10 in the agenda packet.

Kasperek suggested having a winter market at the Convention Center like those tried unsuccessfully back in the mid-2000s, believing they would work better this time around. Jaffray suggested having something outside such as ice carving or ice skating. Mattes suggested incorporating the “buy local” message into a restaurant crawl. Terfler said that it was important to put jobs on the radar for Downtown and asked if a metric or indicator could be developed.

Mattes moved approval of the 2017 goals with Jaffray seconding. The 2017 goals were unanimously approved.

### **Executive Director’s Report**

Prince shared highlights of current work with the Downtown Housing Working Group, City Public Works & Community Development Depts, and the Economic Alliance Operations Team. He also provided updates on holiday lighting, the parking system, façade improvement grants, wayfinding, the skywalk connection, the 10-year report for Downtown SSMID, complaints about loitering and littering downtown, the City's 8<sup>th</sup> Avenue bridge survey results, and he encouraged applications to boards and commissions at the local or state level. Lastly, he shared dates for the following meetings:

- Sustainable City Talk: Local Leaders Embracing Sustainability is on Tuesday, January 31<sup>st</sup> from 3:00-4:30 p.m. or from 6:00-7:30 p.m. in the Downtown Library's Whipple Auditorium.
- February 13th will be the Downtown Property Owners meeting at 4:00 p.m. at the Economic Alliance.
- February 15<sup>th</sup> will the Developers' Incentives forum from 11:45a.m. – 1:30 p.m. If anyone is interested, reach out to Prince to RSVP.
- March 6<sup>th</sup> is the next Downtown SSMID Meeting date
- Urban Living event is tentatively set for May 16<sup>th</sup> with hopes of holding it at Eastbank Venue and Lounge so that attendees may tour the Smulekoff's apartments upstairs

### **Adjournment**

The meeting was adjourned at 5:39 p.m.

# CZECH VILLAGE – NEW BOHEMIA SSMID COMMISSION MEETING

Monday January 30, 2017 **8:30am** – Geonetric (415 12<sup>th</sup> Ave SE)

**Members:** X Craig Byers X David Castelluccio E Lijun Chadima X Jessalyn Holdcraft  
X Stephanie Jelinek X Pamela Lewis E Ana McClain X James Piersall X Robert Schaffer  
X Jennifer Pruden, liaison    Jennifer Pratt, City Staff

<b>Agenda Item</b>	<b>Action</b>
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|---|--|
| <ul style="list-style-type: none"><li>• Called to Order by Craig Byers at 8:36am</li><li>• Consent Agenda<ul style="list-style-type: none"><li>○ November 21st Meeting Minutes – Motion by Dave, Second by Pam, MSP</li><li>○ December Financial Statement – Motion by Jessalyn, Second by Pam, MSP</li></ul></li><li>• Budget committee presented the FY17 budget - Motion to approve by Jessalyn, Second by Dave, MSP</li><li>• Non-Profit Requests: went through assignments and asked each commissioner to do a follow up reminder</li><li>• City Update – Jennifer Pratt not present</li><li>• Financial Request Process (Pam &amp; Dave) – Dave shared that MedQ does not have a formal process currently. They have a façade program and have not yet needed to address any ad hoc requests. Discussed status of AAMI banners. Recommended to use existing application form and send it when/if a request comes in. Volunteer committee was formed to review any applications that come in the future: Dave Castelluccio and Pam Lewis</li><li>• Announcements &amp; Directives –<ul style="list-style-type: none"><li>○ Discussed structure for brainstorming capital improvement projects<ul style="list-style-type: none"><li>▪ Craig proposed pursuing open container ordinance in the neighborhood. Stephanie shared results from previous outreach to City Staff. Change in leadership at NewBo City Market may have different focus, Stephanie will continue conversation with Scott Kruger.</li><li>▪ Stephanie brought up issue of truck traffic on 3<sup>rd</sup> street despite signage prohibiting it is a truck route. She suggested lights strung across 3<sup>rd</sup> St SE between 11<sup>th</sup> &amp; 12<sup>th</sup> Ave SE. Stephanie will start outreach to the City.</li><li>▪ Pam shared advertising opportunity for billboards on I-80. Approx. \$400-500/mo plus \$1,500 initial cost. Billboards would have a 3-5 yr. lifespan.</li></ul></li><li>○ Discussed sending an eNewsletter at year-end highlighting accomplishments</li><li>○</li></ul></li><li>• Adjourned by Craig Byers at 9:33am</li></ul> |  |
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## **Takeaway**

Next Commission Meeting (Date, Time, Place): February 20, 2017 , 8:30am @ Geonetric

*CVNB SSMID welcomes comments from guests regarding items on the agenda. Please keep your comments focused on the agenda topic. While we do not place a time limit on discussion, please be as brief as possible so that we can move through our agenda in a timely manner. For further information or suggestions for future agenda items, please contact any Commission Member or Jennifer Pruden at [crmainstreet@gmail.com](mailto:crmainstreet@gmail.com)*