



Medical SSMID Commission Meeting Minutes

March 21, 2018

8:00 a.m. – 9:30 a.m.

Tallgrass Business Resources

Present: John Albert, Tim Charles, Gordon Epping, Michelle Jensen, Kathy McCauley, Mary Meisterling, Karen Smith, Julianne Thomas, Ted Townsend

Absent: Okpara Rice, Julie Sterling, Mike Sundall

Guests: Pr. Steve Knudson, City Council Member Dale Todd

Staff: Sherokee Eder, Phil Wasta

Welcome & Call to Order

Jensen welcomed everyone and called the meeting to order at 8:01am. Commission Members introduced themselves to City Council Member, Dale Todd.

Consent Agenda

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

Update from Faith & Medicine Task Force

The handout Pr. Knudson provided at the January Commission meeting was referred to. Thomas noted that people come to the Speak Up events with two basic questions: Am I on target, and How do I get started? Thomas highlighted success from the events, adding that the participant surveys indicated a great deal of interest. Wasta showed a preliminary version of the Speak Up Landing Page. The Landing Page with event registration for the April 16th event will be launched March 21 at Noon. Commission Members discussed advanced care directives, and the lack of knowledge around them.

Discussion/Action – Property Acquisition

Wasta reviewed the information provided on Page 17 of the packet and showed Google Earth images showing property location, the street view, and an image of what the area could look like someday with row houses. The property faces 4th Avenue, but does not have alley access. It was reiterated that the idea was to purchase the property, demolish the building, clear the lot, install a privacy fence, and convert to a simple green space. The property would be owned by MedQuarter, Inc. and all improvements to the lot and ongoing maintenance would be the responsibility of the SSMID. The offer of \$55k was accepted. The cost to take care of asbestos was deducted from the purchase price. Commission Members reviewed the options for privacy fencing for the property on Page 18 of the packet. The Commission agreed to go with Option #1. Charles moved approval for Wasta to proceed with the acquisition as outlined with Epping seconding. The motion was unanimously approved.

Discussion/Action – Recommendation For New Banking Relationship

At the request of the Committee Chairs, Wasta met with Epping to create criteria by which several banks would be assessed. The banks considered were Bankers Trust, Cedar Rapids Bank & Trust, Hills Bank and US Bank. Wasta and Epping met with all four to learn about their respective offerings and costs. Epping said it was his recommendation to use Cedar Rapids Bank & Trust. Wasta noted that Cedar Rapids Bank & Trust is also a property owner in the district. Meisterling moved approval of the new banking relationship with Cedar Rapids Bank & Trust with Thomas seconding. The motion was unanimously approved.

Discussion/Action – Procurement of Wayfinding Signage for MedQuarter

Wasta provided a visual of the signage array. The recent discussion has been if the MedQuarter pays upfront for the signage, if the City will then reimburse the cost. Commission Members went over a copy of the email exchange between Wasta and Casey Drew. Drew indicated the cost would be reimbursed with the exception of the pedestrian kiosks. Wasta made note that he would be meeting with Sandi Fowler the following Monday, and that he asked Corbin Design to break out hard and soft costs. The cost for 21 signs, including 18 vehicular, and 3 kiosks was about 195k. Commission Members discussed the cost of the kiosks, and the possibility of splitting those costs between the districts. Meisterling and Thomas voiced they felt the kiosks should be interactive because it didn't make sense to invest in old technology. Todd recommended doing all the work internally and coming to the city with one-line item. Wasta noted it would need to be an MOU between the SSMID and City. Townsend moved that the Medical SSMID Commission authorize Wasta to work with the City to create and execute a Memorandum of Understanding which will clarify the roles, responsibilities and costs to procure eighteen vehicular signs for the MedQuarter as designed by Corbin Design through a City bid process which will be paid for with SSMID funds in 2018 and reimbursed by the City in 2019. Charles seconded the motion. The motion passed unanimously.

Discussion/Action – Temporary Parking Option for District Businesses

Wasta shared that the PCI Phase II development will significantly reduce their field parking during construction of the second parking ramp, which will take approximately one year. PCI has been accommodating the Surgery Center, Ausadie Apartments, Firestone, First Lutheran Church, and Bimm Ridder by letting them use their parking lots. The owner of Bimm Ridder, Gary Ficken, has been in contact with Wasta on some of the challenges he is having finding replacement parking for his employees and business. Wasta outlined an idea to delay the installation of the pocket park on the 800 3rd Avenue SE property and instead convert it into a 20-space parking lot, with an overall cost of 15k, adding that it would be available to all MedQuarter businesses. Wasta clarified he was simply bringing up the idea in case the Commission would like to provide that accommodation until the second parking ramp is completed. Charles voiced he felt Ficken had probably not exhausted all of his options. Wasta added that he would help Ficken research other options. Wasta noted that the lot was already budgeted to be converted to a pocket park, and that he has been approached by GO Cedar Rapids to consider offering the lot to be used in conjunction with the NewBo Evolve Festival for landscapers designing custom gardens. Wasta added that it would give the Commission less control, but that it might be a good strategy to pull Newbo Evolve into the MedQuarter. Todd said that it would make a good argument for the greenspace being an actual pocket park in the City Assessor's eyes. After discussion it was decided that the Commission was not in favor delaying the pocket park and that the options of

converting it temporarily to a parking lot, or offering it to be used for the NewBo Evolve Festival would not be acted on.

Committee update

Epping asked for an update on what is happening to the hardscaping along 10th Street. Wasta reminded the Commission that this is the repair work which was voted on in December. Wasta clarified that the aluminum edging was being removed and replaced with galvanized angled steel, sand was being relayed, and the bricks were being relayed. Thomas noted Branding and Marketing updates were in the packet, but more details on the digital marketing by Amperage could be provided. Charles noted he would soon have further updates on work with NewBoCo. Albert distributed copies of the Lakota Group's final Master Parkway Improvement Plan Summary. Albert and Wasta are working with the City on proceeding with the first five Priority Areas, but clarified that doesn't mean there is funding for all of them at this time. Albert said he would like to confirm that the MedQuarter would hold a district open house to present the plan to the District stakeholders. Phase one of construction would begin in 2019. Albert noted he was in conversation with Lakota Group about maintenance costs but does not at this time have an estimate. Todd added that he would like to get a better handle on this and the timeline. Albert and Charles invited Todd to chat offline to bring him up to speed, and for Todd to attend committee meetings.

Executive Director's Report

Wasta noted that there were two monthly reports in the packets. Six Commission members are up for renewal. Of the six, Julianne Thomas will not renew, but recommends Sarah Wickenkamp apply for the position. Commission Members thanked Thomas for her hard work and dedication to the Commission, and for driving the Branding & Marketing Committee initiatives. Epping, Smith, Sterling, Sundall and Townsend have all agreed to serve another 3-year term, with Okpara Rice joining in May. Commission Members will need to submit a new financial disclosure form if there have been material changes since their previous submittal. Wasta will send application forms to the five who are serving another term.

Wasta reviewed the new LOIS listings on the MedQuarter website with the Commission.

Copies of the 2017 JLG Downtown Framework Plan were distributed. Wasta noted some areas had overlap with MedQuarter initiatives and that he felt the conversation of endorsement should be discussed. Charles voiced he felt the Commission Members should be talking about potential opportunities and consolidating resources. Todd encouraged Commission Members to read through the plan. Wasta said if necessary, a special meeting could be called to go over the plan in detail. Jensen added a note to discuss the plan at the next meeting of the Chairs.

Other Business

Todd thanked the Commission for extending the invitation to attend, and noted he was looking forward to being brought up to speed. Todd expressed crime and safety issues were also important to him, and for Commission Members to feel free to reach out regarding those issues.

Adjourn

The meeting was adjourned at 9:32am.