

# Cedar Rapids Medical SSMID Commission

## Meeting Agenda

**March 13, 2019 | 8:00 a.m. – 9:30 a.m.**

*First Avenue Executive Suites – 1233 First Avenue SE*

- |   |                      |
|---|----------------------|
| 1. Welcome & Call to Order  | Jensen               |
| 2. Presentation by City Regarding Spring Flood Preparations                           | City Representatives |
| 3. Consent Agenda   | Jensen               |
| a. January Meeting Minutes (pages 2-3)  |                      |
| b. January and February Financials (pages 4-16)                                       |                      |
| 4. Discussion/Approval of 10 <sup>th</sup> Street Construction Bid (Handout)          | Wasta                |
| 5. Discuss Funding Allocations for FY'21-'23 (page 17)                                | Epping/Wasta         |
| 6. Discussion/Approval of Support for Cedar Rapids Bike Share Program                 | Wasta                |
| 7. Address Expiring Terms, Reappointments and Vacancy on Commission for 7/1/19        | Jensen               |
| 8. Discuss Formation of a Mural Sub-committee for MedQ Park on 3 <sup>rd</sup>        | Jensen               |
| 9. Update on Potential Residential Development on 4 <sup>th</sup> Avenue              | Wasta                |
| 10. Discussion Regarding 24/7 Daycare Being Recruited to the District                 | Wasta                |
| 11. Discussion Regarding Ongoing Maintenance for 10 <sup>th</sup> Street Improvements | Albert               |
| 12. Committee Updates*  | Committee Chairs     |
| - Branding & Marketing- Jensen (page 18)  |                      |
| - Economic Development- Charles (page 19)   |                      |
| - Finance & Operations- Epping (page 20)  |                      |
| - Standards- Albert (page 21)   |                      |
| 13. Executive Director's Report* (pages 22-23)  | Wasta                |
| 14. Executive Director's Updates  | Wasta                |
| - Potential revised approach to Parkway Improvement Priorities 2-5                    |                      |
| - Synchronist Main Street Surveys for 2019 (pages 24-27)                              |                      |
| - Request for additional stories for 'People of the MedQuarter' marketing initiative  |                      |
| 15. Other Business  | Jensen               |
| 16. Adjourn   | Jensen               |

**\* The Committee Chair reports and Executive Director's reports are submitted in writing and included in the agenda packet for your review prior to the meeting.**

### Reading Materials

- **Downtown SSMID (pages 28-29)**
- **CVNB SSMID (pages 30-32)**

*Anyone who requires an auxiliary aid or service for effective communication, or a modification of policies or procedures to participate in this City activity, should contact Phil Wasta at 319-361-8620 or email [phil@themedquarter.com](mailto:phil@themedquarter.com) as soon as possible but no later than 48 hours before the event.*

### NEXT COMMISSION MEETING

May 8, 2019, 8:00 – 9:30am

First Avenue Executive Suites – 1233 First Avenue SE



## **Medical SSMID Commission Meeting Minutes**

**January 9, 2019**

**8:00 a.m. – 9:30 a.m.**

**First Avenue Executive Suites**

**Present:** John Albert, Tim Charles, Michelle Jensen, Kathy McCauley, Mary Meisterling, Michelle Niermann, Okpara Rice, Karen Smith, Julie Sterling, Sarah Wickenkamp

**Absent:** Gordon Epping, Mike Sundall

**Guests:** Amy Jordan – new owner of Kathy's Pies, Pastor Steve Knutson

**Staff:** Jessica Komisar, Phil Wasta

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

Jensen welcomed everybody and called the meeting to order at 8:01 a.m.

### **Consent Agenda**

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

### **Faith & Medicine Task Force**

Knutson stated the Faith and Medicine Task Force was created 3-4 years ago and an identified goal of the initiative is how to increase the rate at which people develop advance care directives and how to create a community to help facilitate those directives. Knutson added the coordination of individuals who represent legal, social work, doctors and hospitals still needs to be done to help carry the directives out. Knutson stated at this point, there is larger work that needs to be done in terms of the system becoming embraced by our community. Wasta added the efforts that the commission has put forth in the last 2 years including the Speak Up series and Advance Care Directive Workshops have been a great way to build the network to draw from for this initiative, so it wouldn't be starting from scratch when it comes time to find individuals to become involved. Wasta added the MedQuarter will not own this initiative but will be able to assist with the networking. Respecting Choices, which is a person-centered care organization, has created a one-day leadership engagement meeting to gather leaders of the community in order to gain an understanding of the process as well as a potential path forward. The cost for this meeting would be \$6k, would include all expenses, and facilitators will design the day so it's a successful event. Wasta stated this cost would be taken out of the MedQ, Inc. funds that are dedicated to the Speak Up initiative. Meisterling asked what the timeline would be to secure a date for the meeting. Wasta stated it will take 2-3 months to get a date set with the appropriate players.

Charles moved for approval of spending \$6k to cover the fee of the meeting with McCauley seconding. The motion was unanimously approved.

### **Levy Rate for City**

Wasta stated the commission needs to approve the levy rate for the City. The maximum rate is \$3.75 and MedQuarter is currently set at \$3.25. Meisterling moved for approval of keeping the rate at \$3.25 with Albert seconding. The motion was unanimously approved.

### **Maintenance MOA with City**

Albert stated the City has modernized their zoning. Because of this update, the commission had decided to rename the DRTAC committee to the Design Review Committee. This committee will continue to function the same way as DRTAC, it will just be under a new name.

Wasta stated the construction plans on 10<sup>th</sup> Street from 5<sup>th</sup>-8<sup>th</sup> Ave is drawn up at 90% and will go out to bid in the next month. Wasta added Charles and staff at Mercy have been extremely helpful on making sure decisions have been made along the parkway in front of Hall-Perrine.

The new district maintenance MOA with the City was modeled after the Downtown SSMID but district specific changes were made to reflect the MedQuarter's specific needs. The MOA states that, "The MedQuarter District will be responsible for maintaining and providing any services beyond the standard services the City provides including maintaining all projects and improvements referenced and resulting from the MedQuarter District Master Parkway Improvement Plan." Wasta clarified that the MOA is only for areas that the SSMID has improved, which at this point is 10<sup>th</sup> Street from 1<sup>st</sup> to 5<sup>th</sup> Avenue with 5<sup>th</sup> to 8<sup>th</sup> Avenue coming in 2019. Albert provided maintenance examples that the MedQuarter will be responsible for including cleaning trashcans, extra snow removal and paving of alleys. Wasta added that the MOA is flexible and can be changed when needed by either party. Once it is approved by the commission and the City, it will go to the City Council for adoption. Albert clarified that we would be an extra eye for items such as alerting traffic engineering when lights are out or solid waste on trash cans missed during routine emptying. In regard to the new mulch and landscaping beds, Albert stated it is currently up to the property owners to maintain but at what point do we step in to make sure it is maintained to our district standards? The Standards Committee was convened to discuss the issue and further information is needed. Wasta is researching what the cost would be to replenish mulch each year and how other districts handle this issue. Sterling expressed concern that her business will not directly see these upgrades. Albert stated we do not have enough funds to upgrade every area and that experts picked areas that will have the most district impact as outlined in the Master Parkway Improvement Plan. A decision was not made at this time on whether the MedQuarter will have more control over landscaping but will be discussed when research has been complete.

Meisterling moved for approval of the MOA with Rice seconding. The MOA was unanimously approved.

#### **Committee Updates**

Branding and Marketing – Jensen shared that we will be going more with digital campaigns including a campaign telling stories about people in the district. Jensen added spending is within the budget and leaves funds for other MedQ events such as musical performances in the MedQ Park on 3<sup>rd</sup>, etc.

Finance and Operations – Wasta stated that Ted Townsend had expressed our spending should be done in thirds – 1/3 for operations, 1/3 for economic development and 1/3 for district improvement. Wasta added we are out of balance on that breakdown due to the upcoming investment in parkway improvements on 10<sup>th</sup> Street from 5<sup>th</sup> to 8<sup>th</sup> Avenue. Epping is reviewing the financials to consider ways to re-balance these expenditures.

#### **Executive Director's Report**

Wasta stated goals from 2018 are either complete, in process or ongoing and feels good about what was accomplished. Jensen stated Wasta's performance review survey will be sent out to the commission this week by Survey Monkey. Charles asked Wasta what he has envisioned for the commission for the next couple of months. Wasta stated a lot of what's on the horizon is based on the new marketing plan and Spring construction for 10<sup>th</sup> Street. Charles stated a major decision that will need to be made, preferably sooner rather than later, is if we want to bond or not for future construction projects and urged the importance of educating ourselves on that topic and begin working into some discussion and outside presentations at upcoming meetings.

Wasta stated he was asked to sit on the Regional Vision Strategy Action Team and he is continuing to do so. This strategy is being driven by ICR IOWA and the action team includes individuals from North and South ends of the region.

#### **Adjourn**

Wickenkamp moved to adjourn the meeting with Albert seconding. The meeting was adjourned at 8:55 a.m.

## Cedar Rapids Medical Self-Supported Municipal Improvement

02/11/19

## Statement of Net Assets

Accrual Basis

As of January 31, 2019

	Jan 31, 19
<b>ASSETS</b>	
<b>Current Assets</b>	
Checking/Savings	
CRBT Sweep account	116,926.77
<b>Total Checking/Savings</b>	116,926.77
Accounts Receivable	
Accounts Receivable	38,153.27
<b>Total Accounts Receivable</b>	38,153.27
<b>Other Current Assets</b>	
Prepaid Expenses	152,892.00
<b>Total Other Current Assets</b>	152,892.00
<b>Total Current Assets</b>	307,972.04
<b>Other Assets</b>	
Required Reserve Funds	280,568.56
Trust Agency Account #C675	168,029.82
<b>Total Other Assets</b>	448,598.38
<b>TOTAL ASSETS</b>	<b>756,570.42</b>
<b>LIABILITIES &amp; EQUITY</b>	
<b>Liabilities</b>	
<b>Current Liabilities</b>	
Accounts Payable	
Accounts Payable	26,169.07
<b>Total Accounts Payable</b>	26,169.07
<b>Total Current Liabilities</b>	26,169.07
<b>Total Liabilities</b>	26,169.07
<b>Equity</b>	
Opening Balance Equity	7,010.57
Unrestricted Net Assets	621,394.33
Net Income	101,996.45
<b>Total Equity</b>	730,401.35
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<b>756,570.42</b>

# Cedar Rapids Medical Self-Supported Municipal Improvement Statement of Operations vs. Prior Year January 2019

	Jan 19	Jan 18	Jul '18 - Jan 19
<b>Ordinary Income/Expense</b>			
Income			
Property Tax Revenue	29,759.00	18,670.00	208,313.00
TIF Transfer	2,492.92	8,000.00	17,450.44
<b>Total Income</b>	<b>32,251.92</b>	<b>26,670.00</b>	<b>225,763.44</b>
<b>Expense</b>			
Advertising and Promotion	9,538.28	2,318.80	35,508.03
Bank Service Charges	68.06	0.00	504.92
Banner Project	0.00	0.00	735.00
District Services	317.00	0.00	430.75
Executive Director	9,785.04	17,526.84	68,495.28
Facade Improvement Program	0.00	0.00	5,343.75
Greenspace and Maintenance	0.00	386.35	0.00
Holiday Decor/Events	0.00	5,053.91	382.91
Insurance	517.00	0.00	925.00
Management Fees (EA)	1,213.50	1,213.50	8,494.50
Meals and Entertainment	31.90	79.78	967.62
Office Expense	43.45	0.00	43.45
Other Programs	0.00	0.00	665.16
Park, green/parkway maintenance	888.58	0.00	3,386.20
Parkway Improvements	0.00	0.00	285.00
Signage/wayfinding/banner study	0.00	252.00	0.00
Streetscape Project	0.00	4,771.13	539.13
Travel & Training Expense	392.67	70.72	1,846.50
Website Services	1,445.00	88.00	1,967.00
<b>Total Expense</b>	<b>24,240.48</b>	<b>31,761.03</b>	<b>130,520.20</b>
<b>Net Ordinary Income</b>	<b>8,011.44</b>	<b>-5,091.03</b>	<b>95,243.24</b>
<b>Other Income/Expense</b>			
Other Income			
Interest Income	1,002.31	97.11	8,256.36
Unrealized gain/loss on investm	3,999.55	0.00	-1,503.15
<b>Total Other Income</b>	<b>5,001.86</b>	<b>97.11</b>	<b>6,753.21</b>
<b>Net Other Income</b>	<b>5,001.86</b>	<b>97.11</b>	<b>6,753.21</b>
<b>Net Income</b>	<b>13,013.30</b>	<b>-4,993.92</b>	<b>101,996.45</b>

# Cedar Rapids Medical Self-Supported Municipal Improvement Statement of Operations vs Budget January 2019

	Jan 19	Budget	\$ Over Budget	Jul '18 - Jan 19	YTD Budget	\$ Over Budget	Annual Budget
Ordinary Income/Expense							
Income							
Property Tax Revenue	29,759.00	29,759.00	0.00	208,313.00	208,313.00	0.00	357,104.00
TIF Transfer	2,492.92	2,493.00	-0.08	17,450.44	17,451.00	-0.56	29,915.00
Total Income	32,251.92	32,252.00	-0.08	225,763.44	225,764.00	-0.56	387,019.00
Expense							
Advertising and Promotion	9,538.28	3,075.00	6,463.28	35,508.03	29,850.00	5,658.03	45,000.00
Bank Service Charges	68.06	0.00	68.06	504.92	0.00	504.92	0.00
Banner Project	0.00	4,175.00	-4,175.00	735.00	9,100.00	-8,365.00	30,000.00
Bike Share Program	0.00	0.00	0.00	0.00	0.00	0.00	5,000.00
Comprehensive Gateways	0.00	10,000.00	-10,000.00	0.00	10,000.00	-10,000.00	60,000.00
District Services	317.00	265.00	52.00	430.75	655.00	-224.25	2,000.00
Executive Director	9,785.04	10,750.00	-964.96	68,495.28	75,250.00	-6,754.72	129,000.00
Facade Improvement Program	0.00	2,800.00	-2,800.00	5,343.75	10,950.00	-5,606.25	25,000.00
Greenspace and Maintenance	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Holiday Decor/Events	0.00	0.00	0.00	382.91	0.00	382.91	0.00
Insurance	517.00	0.00	517.00	925.00	400.00	525.00	1,500.00
Management Fees (EA)	1,213.50	1,292.00	-78.50	8,494.50	9,044.00	-549.50	15,500.00
Master Plan Fees	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Meals and Entertainment	31.90	175.00	-143.10	967.62	1,125.00	-157.38	2,000.00
Office Expense	43.45	285.00	-241.55	43.45	570.00	-526.55	2,000.00
Other Programs	0.00	0.00	0.00	665.16	0.00	665.16	0.00
Park, green/parkway maintenance	888.58	800.00	88.58	3,386.20	3,125.00	261.20	7,500.00
Parkway Improvements	0.00	4,700.00	-4,700.00	285.00	5,000.00	-4,715.00	30,000.00
Professional Services	0.00	0.00	0.00	0.00	0.00	0.00	2,500.00
Signage/wayfinding/banner study	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Speak Up/Conv Cafe	0.00	2,000.00	-2,000.00	0.00	2,000.00	-2,000.00	10,000.00
Street Sign Toppers	0.00	0.00	0.00	0.00	0.00	0.00	500.00
Streetscape Project	0.00	0.00	0.00	539.13	0.00	539.13	0.00
Travel & Training Expense	392.67	375.00	17.67	1,846.50	2,050.00	-203.50	4,000.00
Unspecified-not yet identified	0.00	0.00	0.00	0.00	0.00	0.00	10,000.00
Website Services	1,445.00	100.00	1,345.00	1,967.00	700.00	1,267.00	2,000.00
Total Expense	24,240.48	40,792.00	-16,551.52	130,520.20	159,819.00	-29,298.80	383,500.00
Net Ordinary Income	8,011.44	-8,540.00	16,551.44	95,243.24	65,945.00	29,298.24	3,519.00
Other Income/Expense							
Other Income							
Gain (loss) on Sale of Investme	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Interest Income	1,002.31	125.00	877.31	8,256.36	875.00	7,381.36	1,500.00
Unrealized gain/loss on investm	3,999.55	0.00	3,999.55	-1,503.15	0.00	-1,503.15	0.00
Total Other Income	5,001.86	125.00	4,876.86	6,753.21	875.00	5,878.21	1,500.00
Net Other Income	5,001.86	125.00	4,876.86	6,753.21	875.00	5,878.21	1,500.00

# Cedar Rapids Medical Self-Supported Municipal Improvement Statement of Operations vs Budget

January 2019

	Jan 19	Budget	\$ Over Budget	Jul '18 - Jan 19	YTD Budget	\$ Over Budget	Annual Budget
Net Income	13,013.30	-8,415.00	21,428.30	101,996.45	66,820.00	35,176.45	5,019.00

**MedQuarter, Inc. (2.0)**  
**Statement of Net Assets**  
**As of January 31, 2019**

	Jan 31, 19
<b>ASSETS</b>	
<b>Current Assets</b>	
Checking/Savings	
CRBT Sweep Account	142,400.32
<b>Total Checking/Savings</b>	142,400.32
Accounts Receivable	
Accounts Receivable	62,500.00
<b>Total Accounts Receivable</b>	62,500.00
<b>Total Current Assets</b>	204,900.32
<b>Fixed Assets</b>	
722 Fourth Avenue SE	101,982.13
800 Third Avenue SE	178,021.48
<b>Total Fixed Assets</b>	280,003.61
<b>Other Assets</b>	
Required Reserve Funds	501,015.29
Trust Agency #C674	633,534.75
<b>Total Other Assets</b>	1,134,550.04
<b>TOTAL ASSETS</b>	<b>1,619,453.97</b>
<b>LIABILITIES &amp; EQUITY</b>	
<b>Liabilities</b>	
<b>Current Liabilities</b>	
Accounts Payable	
Accounts Payable	3,490.00
<b>Total Accounts Payable</b>	3,490.00
<b>Total Current Liabilities</b>	3,490.00
<b>Total Liabilities</b>	3,490.00
<b>Equity</b>	
Unrestricted Net Assets	1,448,834.95
Net Income	167,129.02
<b>Total Equity</b>	1,615,963.97
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<b>1,619,453.97</b>



# MedQuarter, Inc. (2.0)

## Statement of Operations vs Budget

### January 2019

	Jan 19	Budget	\$ Over Budget	Jul '18 - Jan 19	YTD Budget	\$ Over Budget	Annual Budget
Ordinary Income/Expense							
Income							
Voluntary Property Tax Revenue	62,500.00	62,500.00	0.00	187,500.00	187,500.00	0.00	250,000.00
Total Income	62,500.00	62,500.00	0.00	187,500.00	187,500.00	0.00	250,000.00
Gross Profit	62,500.00	62,500.00	0.00	187,500.00	187,500.00	0.00	250,000.00
Expense							
Bank Service Charges	258.31	0.00	258.31	2,562.73	0.00	2,562.73	0.00
Economic Dev Committee	0.00	575.00	-575.00	0.00	1,150.00	-1,150.00	4,000.00
ED/Workforce Initiative	0.00	5,425.00	-5,425.00	0.00	10,850.00	-10,850.00	38,000.00
Holiday Decor/Events	0.00	0.00	0.00	19,800.00	20,000.00	-200.00	20,000.00
Insurance	0.00	500.00	-500.00	383.00	1,000.00	-617.00	1,000.00
Legal Fees	240.00	425.00	-185.00	240.00	850.00	-610.00	3,000.00
Marketing and Promotion	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Parkway Improvements	0.00	0.00	0.00	0.00	0.00	0.00	120,000.00
Professional Services	250.00	0.00	250.00	4,550.00	3,000.00	1,550.00	3,000.00
Property Taxes	0.00	0.00	0.00	1,771.94	2,750.00	-978.06	5,500.00
Public Relations	0.00	1,000.00	-1,000.00	435.23	2,400.00	-1,964.77	5,000.00
Sponsorships and Events	3,000.00	2,000.00	1,000.00	3,000.00	4,000.00	-1,000.00	15,000.00
Total Expense	3,748.31	9,925.00	-6,176.69	32,742.90	46,000.00	-13,257.10	214,500.00
Net Ordinary Income	58,751.69	52,575.00	6,176.69	154,757.10	141,500.00	13,257.10	35,500.00
Other Income/Expense							
Other Income							
Interest Income	2,456.57	165.00	2,291.57	17,708.55	1,155.00	16,553.55	2,000.00
Unrealized gain/loss on investm	11,630.69	0.00	11,630.69	-5,336.63	0.00	-5,336.63	0.00
Total Other Income	14,087.26	165.00	13,922.26	12,371.92	1,155.00	11,216.92	2,000.00
Net Other Income	14,087.26	165.00	13,922.26	12,371.92	1,155.00	11,216.92	2,000.00
Net Income	72,838.95	52,740.00	20,098.95	167,129.02	142,655.00	24,474.02	37,500.00

**MedQuarter, Inc. (2.0)**  
**Statement of Operations vs. Prior Year**  
**January 2019**

	Jan 19	Jan 18	Jul '18 - Jan 19
Ordinary Income/Expense			
Income			
Voluntary Property Tax Revenue	62,500.00	62,500.00	187,500.00
Total Income	62,500.00	62,500.00	187,500.00
Gross Profit	62,500.00	62,500.00	187,500.00
Expense			
Bank Service Charges	258.31	0.00	2,562.73
Holiday Decor/Events	0.00	0.00	19,800.00
Insurance	0.00	0.00	383.00
Legal Fees	240.00	0.00	240.00
Meals and Entertainment	0.00	64.68	0.00
Professional Services	250.00	0.00	4,550.00
Property Taxes	0.00	0.00	1,771.94
Public Relations	0.00	0.00	435.23
Sponsorships and Events	3,000.00	0.00	3,000.00
Total Expense	3,748.31	64.68	32,742.90
Net Ordinary Income	58,751.69	62,435.32	154,757.10
Other Income/Expense			
Other Income			
Interest Income	2,456.57	278.89	17,708.55
Unrealized gain/loss on investm	11,630.69	0.00	-5,336.63
Total Other Income	14,087.26	278.89	12,371.92
Net Other Income	14,087.26	278.89	12,371.92
Net Income	72,838.95	62,714.21	167,129.02

**Cedar Rapids Medical Self-Supported Municipal Improvement**  
**Statement of Net Assets**  
As of February 28, 2019

	Feb 28, 19
<b>ASSETS</b>	
Current Assets	
Checking/Savings	
Checking - CRB&T	-30,520.09
CRBT Sweep account	116,870.06
Total Checking/Savings	86,349.97
Accounts Receivable	
Accounts Receivable	70,405.19
Total Accounts Receivable	70,405.19
Other Current Assets	
Prepaid Expenses	152,882.70
Total Other Current Assets	152,882.70
Total Current Assets	309,637.86
Other Assets	
Required Reserve Funds	280,519.59
Trust Agency Account #C675	170,160.90
Total Other Assets	450,680.49
<b>TOTAL ASSETS</b>	<b>760,318.35</b>
<b>LIABILITIES &amp; EQUITY</b>	
Liabilities	
Current Liabilities	
Accounts Payable	
Accounts Payable	22,432.10
Total Accounts Payable	22,432.10
Total Current Liabilities	22,432.10
Total Liabilities	22,432.10
Equity	
Opening Balance Equity	7,010.57
Unrestricted Net Assets	621,394.33
Net Income	109,481.35
Total Equity	737,886.25
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<b>760,318.35</b>

# Cedar Rapids Medical Self-Supported Municipal Improvement Statement of Operations vs. Prior Year February 2019

	Feb 19	Feb 18	Jul '18 - Feb 19
<b>Ordinary Income/Expense</b>			
Income			
Property Tax Revenue	29,759.00	18,670.00	238,072.00
TIF Transfer	2,492.92	8,000.00	19,943.36
<b>Total Income</b>	<b>32,251.92</b>	<b>26,670.00</b>	<b>258,015.36</b>
<b>Expense</b>			
Advertising and Promotion	5,531.66	4,565.00	41,039.69
Bank Service Charges	70.01	0.00	574.93
Banner Project	0.00	0.00	735.00
District Services	0.00	0.00	430.75
Executive Director	19,820.00	9,785.04	88,315.28
Facade Improvement Program	0.00	0.00	5,343.75
Greenspace and Maintenance	0.00	298.80	0.00
Holiday Decor/Events	0.00	8,160.36	382.91
Insurance	0.00	0.00	925.00
Management Fees (EA)	1,213.50	1,213.50	9,708.00
Meals and Entertainment	90.24	93.03	1,057.86
Office Expense	214.58	114.40	258.03
Other Programs	0.00	0.00	665.16
Park, green/parkway maintenance	1,136.26	0.00	4,522.46
Parkway Improvements	0.00	0.00	285.00
Streetscape Project	0.00	0.00	539.13
Travel & Training Expense	171.69	0.00	2,018.19
Website Services	120.42	87.00	762.80
<b>Total Expense</b>	<b>28,368.36</b>	<b>24,317.13</b>	<b>157,563.94</b>
<b>Net Ordinary Income</b>	<b>3,883.56</b>	<b>2,352.87</b>	<b>100,451.42</b>
<b>Other Income/Expense</b>			
Other Income			
Interest Income	847.86	87.73	9,104.22
Realized gain/loss on Investmen	50.79	0.00	50.79
Unrealized gain/loss on investm	1,378.07	0.00	-125.08
<b>Total Other Income</b>	<b>2,276.72</b>	<b>87.73</b>	<b>9,029.93</b>
<b>Net Other Income</b>	<b>2,276.72</b>	<b>87.73</b>	<b>9,029.93</b>
<b>Net Income</b>	<b>6,160.28</b>	<b>2,440.60</b>	<b>109,481.35</b>

# Cedar Rapids Medical Self-Supported Municipal Improvement Statement of Operations vs Budget February 2019

	Feb 19	Budget	\$ Over Budget	Jul '18 - Feb 19	YTD Budget	\$ Over Budget	Annual Budget
<b>Ordinary Income/Expense</b>							
Income							
Property Tax Revenue	29,759.00	29,759.00	0.00	238,072.00	238,072.00	0.00	357,104.00
TIF Transfer	2,492.92	2,493.00	-0.08	19,943.36	19,944.00	-0.64	29,915.00
<b>Total Income</b>	<b>32,251.92</b>	<b>32,252.00</b>	<b>-0.08</b>	<b>258,015.36</b>	<b>258,016.00</b>	<b>-0.64</b>	<b>387,019.00</b>
<b>Expense</b>							
Advertising and Promotion	5,531.66	3,075.00	2,456.66	41,039.69	32,925.00	8,114.69	45,000.00
Bank Service Charges	70.01	0.00	70.01	574.93	0.00	574.93	0.00
Banner Project	0.00	4,175.00	-4,175.00	735.00	13,275.00	-12,540.00	30,000.00
Bike Share Program	0.00	1,000.00	-1,000.00	0.00	1,000.00	-1,000.00	5,000.00
Comprehensive Gateways	0.00	10,000.00	-10,000.00	0.00	20,000.00	-20,000.00	60,000.00
District Services	0.00	265.00	-265.00	430.75	920.00	-489.25	2,000.00
Executive Director	19,820.00	10,750.00	9,070.00	88,315.28	86,000.00	2,315.28	129,000.00
Facade Improvement Program	0.00	2,800.00	-2,800.00	5,343.75	13,750.00	-8,406.25	25,000.00
Holiday Decor/Events	0.00	0.00	0.00	382.91	0.00	382.91	0.00
Insurance	0.00	0.00	0.00	925.00	400.00	525.00	1,500.00
Management Fees (EA)	1,213.50	1,292.00	-78.50	9,708.00	10,336.00	-628.00	15,500.00
Meals and Entertainment	90.24	175.00	-84.76	1,057.86	1,300.00	-242.14	2,000.00
Office Expense	214.58	285.00	-70.42	258.03	855.00	-596.97	2,000.00
Other Programs	0.00	0.00	0.00	665.16	0.00	665.16	0.00
Park, green/parkway maintenance	1,136.26	800.00	336.26	4,522.46	3,925.00	597.46	7,500.00
Parkway Improvements	0.00	5,000.00	-5,000.00	285.00	10,000.00	-9,715.00	30,000.00
Professional Services	0.00	500.00	-500.00	0.00	500.00	-500.00	2,500.00
Speak Up/Conv Cafe	0.00	2,000.00	-2,000.00	0.00	4,000.00	-4,000.00	10,000.00
Street Sign Toppers	0.00	0.00	0.00	0.00	0.00	0.00	500.00
Travel & Training Expense	171.69	375.00	-203.31	2,018.19	2,425.00	-406.81	4,000.00
Unspecified-not yet identified	0.00	2,000.00	-2,000.00	0.00	2,000.00	-2,000.00	10,000.00
Website Services	120.42	100.00	20.42	762.80	800.00	-37.20	2,000.00
<b>Total Expense</b>	<b>28,368.36</b>	<b>44,592.00</b>	<b>-16,223.64</b>	<b>157,024.81</b>	<b>204,411.00</b>	<b>-47,386.19</b>	<b>383,500.00</b>
<b>Net Ordinary Income</b>	<b>3,883.56</b>	<b>-12,340.00</b>	<b>16,223.56</b>	<b>100,990.55</b>	<b>53,605.00</b>	<b>47,385.55</b>	<b>3,519.00</b>
<b>Other Income/Expense</b>							
Other Income							
Interest Income	847.86	125.00	722.86	9,104.22	1,000.00	8,104.22	1,500.00
Realized gain/loss on Investmen	50.79	0.00	50.79	50.79	0.00	50.79	0.00
Unrealized gain/loss on investm	1,378.07	0.00	1,378.07	-125.08	0.00	-125.08	0.00
<b>Total Other Income</b>	<b>2,276.72</b>	<b>125.00</b>	<b>2,151.72</b>	<b>9,029.93</b>	<b>1,000.00</b>	<b>8,029.93</b>	<b>1,500.00</b>
<b>Net Other Income</b>	<b>2,276.72</b>	<b>125.00</b>	<b>2,151.72</b>	<b>9,029.93</b>	<b>1,000.00</b>	<b>8,029.93</b>	<b>1,500.00</b>
<b>Net Income</b>	<b>6,160.28</b>	<b>-12,215.00</b>	<b>18,375.28</b>	<b>110,020.48</b>	<b>54,605.00</b>	<b>55,415.48</b>	<b>5,019.00</b>

**MedQuarter, Inc. (2.0)**  
**Statement of Net Assets**  
**As of February 28, 2019**

	Feb 28, 19
<b>ASSETS</b>	
<b>Current Assets</b>	
Checking/Savings	
Checking - CRB&T	-5,540.50
CRBT Sweep Account	142,545.82
<b>Total Checking/Savings</b>	137,005.32
Accounts Receivable	
Accounts Receivable	62,500.00
<b>Total Accounts Receivable</b>	62,500.00
<b>Total Current Assets</b>	199,505.32
<b>Fixed Assets</b>	
722 Fourth Avenue SE	101,982.13
800 Third Avenue SE	178,021.48
<b>Total Fixed Assets</b>	280,003.61
<b>Other Assets</b>	
Required Reserve Funds	500,927.84
Trust Agency #C674	639,997.80
<b>Total Other Assets</b>	1,140,925.64
<b>TOTAL ASSETS</b>	<b>1,620,434.57</b>
<b>LIABILITIES &amp; EQUITY</b>	
<b>Liabilities</b>	
<b>Current Liabilities</b>	
Accounts Payable	
Accounts Payable	-1,744.00
<b>Total Accounts Payable</b>	-1,744.00
<b>Total Current Liabilities</b>	-1,744.00
<b>Total Liabilities</b>	-1,744.00
<b>Equity</b>	
Unrestricted Net Assets	1,448,834.95
Net Income	173,343.62
<b>Total Equity</b>	1,622,178.57
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<b>1,620,434.57</b>

**MedQuarter, Inc. (2.0)**  
**Statement of Operations vs. Prior Year**  
**February 2019**

	Feb 19	Feb 18	Jul '18 - Feb 19
Ordinary Income/Expense			
Income			
Voluntary Property Tax Revenue	0.00	0.00	187,500.00
Total Income	0.00	0.00	187,500.00
Gross Profit	0.00	0.00	187,500.00
Expense			
Bank Service Charges	263.97	0.00	2,826.70
Holiday Decor/Events	0.00	0.00	19,800.00
Insurance	0.00	0.00	383.00
Legal Fees	306.50	150.00	546.50
Professional Services	0.00	0.00	4,550.00
Property Taxes	0.00	0.00	1,771.94
Public Relations	6.41	0.00	441.64
Sponsorships and Events	0.00	0.00	3,000.00
Total Expense	576.88	150.00	33,319.78
Net Ordinary Income	-576.88	-150.00	154,180.22
Other Income/Expense			
Other Income			
Interest Income	2,851.59	251.96	20,570.14
Realized gain/loss on Investmen	186.70	0.00	186.70
Unrealized gain/loss on investm	3,743.19	0.00	-1,593.44
Total Other Income	6,791.48	251.96	19,163.40
Net Other Income	6,791.48	251.96	19,163.40
Net Income	6,214.60	101.96	173,343.62

**MedQuarter, Inc. (2.0)**  
**Statement of Operations vs Budget**  
**February 2019**

	Feb 19	Budget	\$ Over Budget	Jul '18 - Feb 19	YTD Budget	\$ Over Budget	Annual Budget
<b>Ordinary Income/Expense</b>							
Income							
Voluntary Property Tax Revenue	0.00	0.00	0.00	187,500.00	187,500.00	0.00	250,000.00
Total Income	0.00	0.00	0.00	187,500.00	187,500.00	0.00	250,000.00
Gross Profit	0.00	0.00	0.00	187,500.00	187,500.00	0.00	250,000.00
<b>Expense</b>							
Bank Service Charges	263.97	0.00	263.97	2,826.70	0.00	2,826.70	0.00
Economic Dev Committee	0.00	575.00	-575.00	0.00	1,725.00	-1,725.00	4,000.00
ED/Workforce Initiative	0.00	5,425.00	-5,425.00	0.00	16,275.00	-16,275.00	38,000.00
Holiday Decor/Events	0.00	0.00	0.00	19,800.00	20,000.00	-200.00	20,000.00
Insurance	0.00	0.00	0.00	383.00	1,000.00	-617.00	1,000.00
Legal Fees	306.50	425.00	-118.50	546.50	1,275.00	-728.50	3,000.00
Marketing and Promotion	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Parkway Improvements	0.00	24,000.00	-24,000.00	0.00	24,000.00	-24,000.00	120,000.00
Professional Services	0.00	0.00	0.00	4,550.00	3,000.00	1,550.00	3,000.00
Property Taxes	0.00	0.00	0.00	1,771.94	2,750.00	-978.06	5,500.00
Public Relations	6.41	450.00	-443.59	441.64	2,850.00	-2,408.36	5,000.00
Sponsorships and Events	0.00	2,000.00	-2,000.00	3,000.00	6,000.00	-3,000.00	15,000.00
Total Expense	576.88	32,875.00	-32,298.12	33,319.78	78,875.00	-45,555.22	214,500.00
Net Ordinary Income	-576.88	-32,875.00	32,298.12	154,180.22	108,625.00	45,555.22	35,500.00
<b>Other Income/Expense</b>							
Other Income							
Interest Income	2,861.59	165.00	2,696.59	20,570.14	1,320.00	19,250.14	2,000.00
Realized gain/loss on Investment	186.70	0.00	186.70	186.70	0.00	186.70	0.00
Unrealized gain/loss on Investment	3,743.19	0.00	3,743.19	-1,593.44	0.00	-1,593.44	0.00
Total Other Income	6,791.48	165.00	6,626.48	19,163.40	1,320.00	17,843.40	2,000.00
Net Other Income	6,791.48	165.00	6,626.48	19,163.40	1,320.00	17,843.40	2,000.00
Net Income	6,214.60	-32,710.00	38,924.60	173,343.62	109,945.00	63,398.62	37,500.00



	2020			2021			2022			2023			
	SSMID	MedQ	Combined	SSMID	MedQ	Combined	SSMID	MedQ	Combined	SSMID	MedQ	Combined	
Ordinary Income/Expense													
Income													
Property Tax Revenue	366,031.60	250,000.00	616,031.60	375,182.39	250,000.00	625,182.39	434,561.95	250,000.00	684,561.95	444,176.00	250,000.00	694,176.00	
TIF Transfer	30,662.88	0.00	30,662.88	31,429.45	0.00	31,429.45	32,215.18	0.00	32,215.18	33,020.56	0.00	33,020.56	
Total Income	396,694.48	250,000.00	646,694.48	406,611.84	250,000.00	656,611.84	466,777.13	250,000.00	716,777.13	477,196.56	250,000.00	727,196.56	
Expense													
Advertising and Promotion	45,000.00	0.00	45,000.00	45,000.00	0.00	45,000.00	45,000.00	0.00	45,000.00	45,000.00	0.00	45,000.00	
Bank Service Charges	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
Banner Project	30,000.00	0.00	30,000.00	30,000.00	0.00	30,000.00	30,000.00	0.00	30,000.00	30,000.00	0.00	30,000.00	
Bike Share Program	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
Bond Payment Allowance	0.00	0.00	0.00	175,000.00	0.00	175,000.00	175,000.00	0.00	175,000.00	175,000.00	0.00	175,000.00	
Comprehensive Gateways	60,000.00	0.00	60,000.00	60,000.00	0.00	60,000.00	60,000.00	0.00	60,000.00	60,000.00	0.00	60,000.00	
District Services	2,045.00	0.00	2,045.00	2,091.01	0.00	2,091.01	2,138.06	0.00	2,138.06	2,186.17	0.00	2,186.17	
Economic Development Committee	0.00	4,000.00	4,000.00	0.00	4,000.00	4,000.00	0.00	4,000.00	4,000.00	0.00	4,000.00	4,000.00	
ED/Workforce Initiative	0.00	38,000.00	38,000.00	0.00	38,000.00	38,000.00	0.00	38,000.00	38,000.00	0.00	38,000.00	38,000.00	
Executive Director	131,902.50	0.00	131,902.50	134,870.31	0.00	134,870.31	137,904.89	0.00	137,904.89	141,007.75	0.00	141,007.75	
Facade Improv Program	25,000.00	0.00	25,000.00	25,000.00	0.00	25,000.00	25,000.00	0.00	25,000.00	25,000.00	0.00	25,000.00	
Holiday Decor/Events	0.00	25,000.00	25,000.00	0.00	25,000.00	25,000.00	0.00	25,000.00	25,000.00	0.00	25,000.00	25,000.00	
Insurance	1,650.00	1,100.00	2,750.00	1,815.00	1,210.00	3,025.00	1,996.50	1,331.00	3,327.50	2,196.15	1,464.10	3,660.25	
Legal Fees	0.00	3,000.00	3,000.00	0.00	3,000.00	3,000.00	0.00	3,000.00	3,000.00	0.00	3,000.00	3,000.00	
Management Fees (EA)	15,848.75	0.00	15,848.75	16,205.35	0.00	16,205.35	16,569.97	0.00	16,569.97	16,942.79	0.00	16,942.79	
Meals and Entertainment	2,045.00	0.00	2,045.00	2,091.01	0.00	2,091.01	2,138.06	0.00	2,138.06	2,186.17	0.00	2,186.17	
Office Expense	2,045.00	0.00	2,045.00	2,091.01	0.00	2,091.01	2,138.06	0.00	2,138.06	2,186.17	0.00	2,186.17	
Other Programs	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
Park, green/parkway mtce	7,668.75	0.00	7,668.75	7,841.30	0.00	7,841.30	8,017.73	0.00	8,017.73	8,198.12	0.00	8,198.12	
Parkway improvements	0.00	600,000.00	600,000.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
Professional Services	2,556.25	3,000.00	5,556.25	2,613.77	3,000.00	5,613.77	2,672.58	3,000.00	5,672.58	2,732.71	3,000.00	5,732.71	
Property Taxes	0.00	5,665.00	5,665.00	0.00	5,834.95	5,834.95	0.00	6,010.00	6,010.00	0.00	6,190.30	6,190.30	
Public Relations	0.00	5,000.00	5,000.00	0.00	5,000.00	5,000.00	0.00	5,000.00	5,000.00	0.00	5,000.00	5,000.00	
Signage, etc. study	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
Speak Up/Conv Café	10,000.00	0.00	10,000.00	10,000.00	0.00	10,000.00	10,000.00	0.00	10,000.00	10,000.00	0.00	10,000.00	
Sponsorships and Events	0.00	15,000.00	15,000.00	0.00	15,000.00	15,000.00	0.00	15,000.00	15,000.00	0.00	15,000.00	15,000.00	
Street Sign Toppers	500.00	0.00	500.00	500.00	0.00	500.00	500.00	0.00	500.00	500.00	0.00	500.00	
Travel & Training Expense	4,090.00	0.00	4,090.00	4,182.03	0.00	4,182.03	4,276.12	0.00	4,276.12	4,372.33	0.00	4,372.33	
Unspec-not yet identified	10,000.00	0.00	10,000.00	10,000.00	0.00	10,000.00	10,000.00	0.00	10,000.00	10,000.00	0.00	10,000.00	
Website Services	2,045.00	0.00	2,045.00	2,091.01	0.00	2,091.01	2,138.06	0.00	2,138.06	2,186.17	0.00	2,186.17	
Total Expense	352,396.25	699,765.00	1,052,161.25	531,391.80	100,044.95	631,436.75	535,490.03	100,341.00	635,831.03	539,694.53	100,654.40	640,348.93	
Net Ordinary Income	44,298.23	-449,765.00	-405,466.77	-124,779.96	149,955.05	25,175.09	-68,712.90	149,659.00	80,946.10	-62,497.97	149,345.60	86,847.63	
Other Income/Expense													
Other Income													
Interest Income	1,500.00	2,000.00	3,500.00	1,500.00	2,000.00	3,500.00	1,500.00	2,000.00	3,500.00	1,500.00	2,000.00	3,500.00	
Total Other Income	1,500.00	2,000.00	3,500.00	1,500.00	2,000.00	3,500.00	1,500.00	2,000.00	3,500.00	1,500.00	2,000.00	3,500.00	
Net Other Income	1,500.00	2,000.00	3,500.00	1,500.00	2,000.00	3,500.00	1,500.00	2,000.00	3,500.00	1,500.00	2,000.00	3,500.00	
Net Income	45,798.23	-447,765.00	-401,966.77	-123,279.96	151,955.05	28,675.09	-67,212.90	151,659.00	84,446.10	-60,997.97	151,345.60	90,347.63	
Operations			248,327.50	24%		252,260.50	40%		256,303.30	41%		260,460.51	41%
Economic Development			72,665.00	7%		72,834.95	12%		73,010.00	12%		73,190.30	11%
District Improvement			727,668.75	69%		302,841.30	48%		303,017.73	48%		303,198.12	48%
			1,048,661.25			627,936.75			632,331.03			636,848.93	

\*\*Does not include required reserve funds (SSMID = \$280,000 / MedQ = \$500,000)

Downtown SSMID Historical	2018		2017		2016	
Operations	678,010.89	73%	465,296.71	55%	374,207.94	54%
Economic Development	62,977.28	7%	108,733.06	13%	129,500.00	19%
District Improvement	185,552.41	20%	277,137.21	33%	191,288.35	28%
	926,540.58		851,166.98		694,996.29	

### **3.13.19 Branding & Marketing Committee Update**

The MedQuarter Branding and Marketing Committee met on February 15<sup>th</sup> at the Economic Alliance. Attending were committee members Chris Nichols, Steve Drake and Laura Rainey; Melissa McCarville and Ellen Bardsley from the Economic Alliance; Jessica Petersen and Mark Mathis from Amperage and Phil Wasta.

The following agenda was addressed:

**1. Website home page banners were reviewed and approved**

**2. People of the MedQuarter stories:**

The committee reviewed the 'People of the MedQuarter' stories that were submitted by Mercy, PCI and St. Luke's. We discussed and decided on two specific story angles for each organization: patient story and staff story. Two were selected from each:

Mercy

- Story on Dr. Kashif Chaudhry (staff story)
- Story on cancer patient from Williamsburg (patient story)

UnityPoint

- Jenny Haverly/Jan Smith (patient story)
- Namiro Romero (staff story)

PCI

- Mike (patient story)
- Needing one additional story centered around a provider or staff member for PCI

Petersen will follow up to confirm that the individuals are willing to be used in a marketing campaign and then will coordinate interviews and photos. Wasta will reach out to the SSMID Commission to solicit more stories from other practices/businesses.

**3. DVRT videos:**

- The first video will be geared toward reputation – pointing out important accolades about the MedQ. If you have specific facts, bullet points, etc. that you believe should be included, in addition to those that we have already discussed, please pass those along ASAP. Also, in order to format the video like the sample Iowa's Creative Corridor video, we could use your existing high resolution aerial photos and/or exterior building shots to build off of. Please let me know what you have available.
- The second video will be geared towards recruitment – why come to the MedQ; what draws people here? This will be shot in the spring.

**4. Events:**

- There was good discussion about the list of considerations. It was agreed that several of the items could be combined in order to have more robust events. Many of the ideas are not expensive, just need to be organized and communicated. The events that were agreed upon to pursue:
  - MedQ Mile – Walking contest on social media with prizes and 'sightings along the MedQ Mile'.
  - MedQ Park on 3<sup>rd</sup> – Scheduled food truck dates; combine yoga in the park and coffee in the park; music in the park; appreciation cookout to benefit community.
  - Align with Historic Preservation Showcase, PCI Art Sale, Especially For You Race
  - Look in to promoting Museum Walk, History Hub
  - Continue holiday performances with Orchestra Iowa for 2019

All of this work is in the interest of us providing enough content to build a 2019 campaign calendar which will allow Amperage to kick off the campaign on March 11<sup>th</sup>.

*Phil Wasta*  
Executive Director

### **3.13.19 Economic Development Committee Update**

The committee has not met since the last Commission meeting.

Charles and Wasta continue to work on several Economic Development initiatives:

1. Wasta continues to pursue additional property acquisition and development opportunities.
2. Charles and Wasta met in January and discussed potential Economic Development initiatives for 2019. It was agreed that a meeting with the City Economic Development Department and the Economic Alliance would be appropriate.
3. Charles and Wasta met with Jasmine Almoayyed and Ron Corbett to discuss how the MedQuarter can better position itself for future development. Several ideas were discussed. The City will make a presentation to Medical SSMID Commission at the May 8<sup>th</sup> meeting.

*Timothy Charles*  
Committee Chair

### **3.13.19 Finance & Operations Committee Update**

The committee has not met since the last Commission meeting.

1. In response to the Commission's request, Epping and Wasta reviewed the FY'20 – '23 projections in order to assess whether the general guideline of using 1/3 of the budget for operations, 1/3 of the budget for district improvements, and 1/3 of the budget for economic development is being followed. A revised spreadsheet has been created to provide the Commission insights on how the Medical SSMID and MedQuarter, Inc. funds are being allocated.

*Gordon Epping*  
Committee Chair

### **3.13.19 Standards Committee Update**

#### **MedQuarter Façade Improvement**

No new applications have been received.

#### **MedQ Design Review Committee**

No activity or new projects.

#### **MedQ Master Parkway Improvement Plan - Construction**

Wasta continues to work with City representatives, project engineers and property owners on all aspects of the 2019 10<sup>th</sup> Street construction project. Bid opening has been moved back to 3/6/19 at which time Wasta will report out on total cost versus budget.

#### **MedQ Master Parkway Improvement Plan – District Maintenance Agreement**

Wasta is gathering quotes from providers to determine a sense of magnitude in cost, of performing spring and fall maintenance along the improved portions of 10<sup>th</sup> Street. This is for informational purposes only at this time.

Albert and Wasta met with Sundall to review possible approaches to ongoing maintenance and their respective costs. Sundall is in favor of leaving maintenance to the property owners with the possibility of group purchasing the spring mulch for their respective properties.

Wasta is to draft a list of benefits for property owners/tenants that reside within the district, then visit property owners that are affected by MedQ parkway improvements along 10<sup>th</sup> Street. The meeting is to share the district benefits and discuss the MedQ parkway improvements goal of maintaining a consistent look across 10<sup>th</sup> St., leaving a brief maintenance specifications document for the property owner/tenant to refer to.

*John Albert*

Committee Chair

## **February, 2019 Executive Director's Report – Activities in support of 2019 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

- No activity.

Open space improvements (ongoing)

- Initiated communications with Murals and More regarding possible mural for MedQ Park on 3<sup>rd</sup>.
- Coordinated and attended meeting with Michelle Jensen, Alexis Dagit and Suzy McGrane-Hop to discuss process to procure mural.

Work with City to implement required aspects of District maintenance under new Memorandum of Agreement

- Continued meetings with Albert to develop options for ongoing parkway maintenance along 10<sup>th</sup> Street for presentation to property owners.

Develop a productive/structural approach to Economic Development

- Attended monthly meetings with Sandi Fowler and City Staff.
- Multiple meetings with realtor and developer regarding potential development for 700 block of 4<sup>th</sup> Avenue SE. Developer is generating a pro-forma for consideration by all parties.
- Coordinated and attended meeting with Tim Charles, Jasmine Almoayyed and Ron Corbett to discuss development opportunities in the District.
- Attended EA's Joint Innovation Council Meeting at NCSML on 2/7.
- Attended CBJ 2019 Health Care Summit on 2/8.
- Attended 'Strategic Doing Session' on Regional Vision Strategy with Action Team on 2/8.
- Continued communications with Tim Carty, ICR Iowa, regarding how the MedQuarter can be integrated into ICR Iowa's regional/national workforce attraction campaign.
- Met with City to discuss District support for Bike Share program.
- Continued communications with Eric Engelmann, NewBoCo, to develop proposal for 2019 ISA Mentor Network.
- Attended Kick-off Reception for C-SPAN Cities Tour at CRPL on 2/19.
- Attended State of the City luncheon on 2/20.
- Participated in Synchronist Survey meeting with David Connolly at AAVIN Private Equity on 2/21.
- Attended ICR Iowa Technical Team meeting in Van Horne on 2/27.

Implement Digital Workforce Attraction Initiative

- Initiative was not approved by Commission.

### **Marketing & Management Initiatives**

Brand expansion

- Ongoing implementation of social media campaign.
- Organized and hosted 2/15 Branding & Marketing Committee meeting – 2019 Marketing and Activity Calendar.
- Follow-up on action items to procure all elements needed by Amperage for digital campaign launch.

Perpetuate website marketing and promotion

- Monitored and added events for website calendar.
- Ongoing work with Amperage and EA to refine MedQuarter website content.

Phase 3 banner rotation and maintenance

- Waiting for weather that will allow installation of Phase 3 banner plan.

Continue to enhance website to better engage visitors, developers and business members

- Ongoing communication with EA and Amperage to address website corrections and updates.
- Worked with EA to update all LOIS listings on website.

Administration of Design Review Process

- No activity.

Governance of Façade Improvement Program

- No activity.

Execution of Medical & Faith Community Forums

- Assisted Dr. Julianne Thomas in preparing for presentation on The Conversation Project's Community Call webinar promoting National Healthcare Decisions Day.
- Coordinated and assisted with meeting of the Faith & Medicine Task Force on 2/5.
- Researched availability of venues and key individuals for Leadership Engagement Event.

Engage with District Stakeholders

- Further refine WebLink master list of District stakeholders with Jessica.
- Met with Okpara Rice to discuss Tanager's community events in February as well as his interest in serving as Vice Chair of the Commission.
- Introductory meeting with Heather Croskrey, Ronald McDonald House Charities / Ronald McDonald Family Room at St. Luke's.
- Touched base with owner of Moniker 86 Social club. Opening has been pushed back again to March.
- Introductory meeting with Zach Schultz, new manager at Recover Health.
- Introductory Meeting with Frank Weinstein, owner of Weinstein Insurance. New to the District at 700 1<sup>st</sup> Avenue NE.
- Ongoing communications to finalize plans for 2019 LFS Exec. Program for Healthcare Day on 3/14.

### **Financing Initiatives**

Funding alternatives for parkway improvements

- Met with Deb Gulick, EA, to create spreadsheet that provides Commission insights on FY'21-'23 budgets.
- Presented allocation spreadsheet to Chairs at 2/28 Planning Meeting. Revisions requested.

## **Construction Initiatives**

### Gateway and signage construction

- No activity.

### Parkway improvements

- Met with City and Anderson Bogert to review full set of 100% plans for 2019 10<sup>th</sup> Street construction to determine what can be done to reduce the overall project costs. Also discussed timing of bid, addendum, final approval schedule to sync with Medical SSMID Commission meeting for final approval.
- Multiple meetings and phone calls to determine if Addendum to RFQ can be submitted to allow Alliant to provide lighting materials and installation under a separate contract. Addendum was released 2/28/19.



# MAIN STREET QUICK INTERVIEW FORM

Information is confidential

COMPANY	CITY, STATE/ZIP
Date of Visit (MM/DD/YY)	Lead Interviewer
Contact Name	Assisted by
Appointment	Other Participants

## PRODUCTS/SERVICES

1. What type of businesses/products are your customers looking for that they are not finding in this community?

2. What percentage of your sales are outside your region/state:

\_\_\_ Under 5% \_\_\_ 5%-20% \_\_\_ 21%-35% \_\_\_ 36%-50% \_\_\_ Greater than 50%

3. What is the range of total company sales?

- ☐ Below \$100,000 ☐ \$100,000 - \$250,000 ☐ \$250,001 - \$500,000 ☐ \$500,001 - \$750,000 ☐ \$750,001 - \$1 million  
☐ \$1 million - \$2 million ☐ \$2 million - \$5 million ☐ More than \$5 million

Are total sales for your operations:

☐ Increasing ☐ Stable ☐ Decreasing

What is the primary influence?

4. Does the company plan to expand or renovate this facility in the next three years?

☐ Expand ☐ Renovate ☐ None

If yes, Estimated investment

\$ \_\_\_\_\_

Estimated percentage-aesthetic

\_\_\_\_\_ %

Estimated percentage-equipment/technology

\_\_\_\_\_ %

Estimated percentage-structural

\_\_\_\_\_ %

Estimated facility size increase (if any)

\_\_\_\_\_ sq./ft.

Estimated number of jobs added or lost (-)

\_\_\_\_\_ FTE

Approximate date of improvements

\_\_\_\_\_ (mm/yy)

FTE = Full Time  
Equivalent

Comments:



**MARKETING**

5. Is the company's advertising/promotion budget ☐ Increasing ☐ Stable ☐ Decreasing ☐ None

*Marketing Notes*

**MANAGEMENT**

6. In the past 18 months has the company's ownership or senior management changed or are changes expected?

Changed ownership/senior management ☐ Yes ☐ No      Planned Change ☐ Yes ☐ No

*Comments?*

Has the local manager changed or is a change expected? ☐ Yes ☐ No

*Comments?*

7. Is the owner or one of the owners involved in the day-to-day operations of the business? ☐ Yes ☐ No

*Management Notes*

**WORKFORCE**

	Low	1	2	3	4	5	6	7	High
8. How do you rate the availability of workers in this area:	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
How do you rate the quality of workforce in this area:	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
How do you rate the stability of workforce in this area:	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
As compared to other company facilities, how would you rate productivity in this facility:	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
9. Are projected employment needs for this facility:					<input type="checkbox"/> Increasing	<input type="checkbox"/> Stable	<input type="checkbox"/> Decreasing		
10. Is the number of unfilled positions:					<input type="checkbox"/> Increasing	<input type="checkbox"/> Stable	<input type="checkbox"/> Decreasing		
<p>Approximate number of unfilled positions today: _____</p> <p>What positions are most difficult to fill and why?</p> <p>Current employment: Full time _____ Part time _____ Leased _____</p>									
<i>Workforce Notes</i>									

**TECHNOLOGY**

11. Is the community's technology infrastructure adequate for your company's growth plan?

☐ Yes☐ No

Comments:

*Technology Notes***COMMUNITY BUSINESS CLIMATE**

12. What are the community's strengths as a place to do business?

13. Are there any barriers to growth in this community

☐ Yes☐ No

If yes, what?

14. Do you anticipate any federal, state, or local legislation changes that will adversely affect your business in the next five years:

☐ Yes☐ No

If yes, what changes? How will they affect the company?

15. Has your attitude toward doing business in community changed during the last two (2) years?

☐ Yes☐ No

If yes, how has your attitude changed?

Comments:

*[Interviewer (circle one): – Positive, Negative]***UTILITY SERVICES**

16. How is the consumption of the following utilities changing?

Type of Utility

I\*

S\*

D\*

Low

Please rate your satisfaction with your utility providers

1

2

3

4

5

6

7

High

A) Water

☐☐☐☐☐☐☐☐☐☐

B) Sewer

☐☐☐☐☐☐☐☐☐☐

C) Natural Gas

☐☐☐☐☐☐☐☐☐☐

D) Electric

☐☐☐☐☐☐☐☐☐☐

E) Telecom (voice)

☐☐☐☐☐☐☐☐☐☐

F) Cellular service

☐☐☐☐☐☐☐☐☐☐

G) Internet access

☐☐☐☐☐☐☐☐☐☐

H) Internet speed

☐☐☐☐☐☐☐☐☐☐

\* I = Increasing, S = Stable, D = Decreasing

Please comment on any utility services with low satisfaction (3 or lower) or high (5 or above):

*Utility Notes*

## COMMUNITY SERVICES

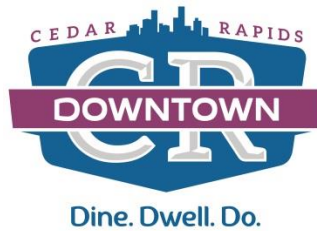
17. Please rate the quality of the following services provided by the community on a scale of 1 to 7, 7 being high.

	Low	1	2	3	4	5	6	7	High
A) Police protection		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	NA
B) Fire protection		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	NA
C) Ambulance paramedic service		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	NA
D) Streetscape		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	NA
E) Streets and roads (local)		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	NA
F) Highways (State & Federal)		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	NA
G) Traffic control		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	NA
H) Public transportation		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	NA
I) Airline passenger service		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	NA
J) Health care services		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	NA
K) Child care services		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	NA
L) Community college		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	NA
M) College(s) and university(ies)		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	NA
N) Housing		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	NA
O) School (K–12)		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	NA
P) Property tax assessment (fair & equitable)		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	NA
Q) Zoning changes and building permits		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	NA
R) Regulatory enforcement (fair & equitable)		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	NA
S) Sign regulations		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	NA
T) Community planning		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	NA
U) Chamber of Commerce or business association		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	NA
V) Downtown/Main Street organization		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	NA
W) Economic development organization		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	NA
X) Visitors bureau		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	NA

Please comment on any community services with low satisfaction (3 or lower) or high (5 or above):

*Community Notes*

**Thank you for your assistance.**



**Cedar Rapid Downtown SSMID Commission Minutes**  
**February 27<sup>th</sup>, 2019 | 4:00 p.m. – 5:30 p.m.**  
**Cedar Rapids Metro Economic Alliance**

**Present:** Dave Drown, Dawn Jaffray, Chris Lindell, Linda Mattes (via phone), Randy Rings, David Sorg, Craig Stephan, Fred Timko

**Absent:** Emily Ellingson, Darryl High, Matt Miller, Andrew Morf, Joe Terfler

**Staff:** Jessica Komisar, Doug Neumann, Jesse Thoeming

**Welcome, Introductions & Call to Order**

Lindell welcomed everyone and called the meeting to order at 4:02 p.m.

**Consent Agenda**

Timko moved approval of the consent agenda with Rings seconding. The consent agenda was unanimously approved.

**Downtown Re-Branding Update**

Thoeming stated the sub-committee has met several times since November's meeting in order to discuss what re-branding means and what the background context was for JLG. Rings stated the JLG plan identified re-branding Downtown as a number one priority in terms of time and relatively low effort. Once the committee spoke with JLG, they stated to not give up on the word "Downtown" as there is still value in it and that other communities who have gone away from the word "Downtown" have done so because of two reasons: 1) they are a small community or 2) the word has a negative connotation. Rings stated there still needs to be better connection between the districts and we need to better define our district's boundaries. Sorg added that our current tagline of "Dine Dwell Do" is not authentic, as that could be any community's tagline and we need to find out what makes Downtown Cedar Rapids unique. The sub-committee proposed to have an RFP created and released to local marketing firms for an approximate 6-month study on our Downtown, determine who our audience is, what is our story, what would a new logo and tagline look like based on that information, etc. This would cost the SSMID approximately \$25k to complete. Mattes stated this process can be viewed as two parts: 1) branding and 2) marketing. She added we need to think about how we will move forward once this study is done and how we will use our new brand to reach our audience. Rings moved approval of an RFP with a \$25k budget with Timko seconding and was unanimously approved.

**SSMID Guideline Approval**

The commission reviewed the Downtown SSMID Guidelines that were drafted by the Executive Committee. Sorg suggested adding attendance expectations for commission members. The commission agreed upon the expectation of having 50% or more attendance participation. Thoeming will amend the guidelines to reflect. Jaffray moved for approval with Rings seconding. The guidelines with the attendance amendment was unanimously approved.

**Downtown Grocery Recommendation**

Thoeming stated the executive committee met in January and discussed matching a federal grant for the Downtown grocer in the Paramount lot high-rise. This was part of the proposal from the developer. This match would be \$500k, and the first payment would occur the first month the store opens and then 2 subsequent payments after that. Jaffray stated that would be a large part of our budget to commit. Rings stated the grocery store would not only be a benefit to improve residential attractiveness, but also downtown employees and for employers recruiting employees. Mattes

added the JLG plan talked about the importance of a grocery store to attract the residential community which supplies employees to downtown businesses. This grocer would be Brother's Market and they have other locations in Iowa including Cascade, Denver, Grundy Center, Lisbon, Parkersburg, Sigourney and Williamsburg along with a couple in other Midwest states. Timko stated what gave him confidence about this project is the fact that they are located in smaller markets and cities. Jaffray stated her concern is the sustainability and success of this project. Drown agrees that \$500k from our SSMID is an awful lot of money, but he proposed the idea of owning the space and leasing it out that way we would have it as an asset. Mattes stated she feels the project is still important to Downtown and if the grocery store does go out of business, do we cap equity? Much of the discussion centered around the notion of whether the SSMID financially supports the grocer even if no federal grant money is awarded to the project. There was no decision made at this time as Jaffray and others stated they would like to see financial projections backed by financials from Brother's and what their long-term sustainability plan is. Thoeming will do more research and report back to the commission.

### **WOW Project Updates**

Thoeming stated the committee will have a presentation at the March commission meeting which will include light ceiling concepts.

### **Other Business**

The commission participated in a roundtable discussion on business updates:

- Stephan – beer label approval for past state lines
- Timko – 1<sup>st</sup> and 1<sup>st</sup> lot RFQ received 2 responses. Proposed master developer presented to selection committee on 2/26. Concept was comprised mostly of housing & rejected by the committee.
- Jaffray – ready for early May occupancy in their new building and their Worth It (distracted driving) campaign is going well
- Drown – GLD experienced their best year in 2018 and the 1<sup>st</sup> quarter of 2019 looks good
- Sorg – OPN celebrating their 40<sup>th</sup> anniversary
- Mattes – as of July 1<sup>st</sup>, John Larson will become new President and CEO at Alliant

### **Adjourn**

The meeting adjourned at 5:22 p.m.



### **Czech Village New Bohemia SSMID Meeting Minutes**

**February 21, 2019 | 8:30 – 10:00 a.m. | Alliant Energy Classroom at the National Czech & Slovak Museum & Library**

**Present:** Craig Byers, Lijun Chadima, Jessalyn Holdcraft, Stephanie Jelinek, Pam Lewis, Chad Pelley, Ana McClain, James Piersall, Bob Schaffer

**Absent:** Pam Lewis, Bob Schaffer

**Guests:** Scott Kruger, Kathi Nelsen

**Economic Alliance Staff:** Jessica Komisar, Melissa McCarville, Doug Neumann, Audrey Wheeler

#### **Welcome and Call to Order**

Byers welcomed everyone and called the meeting to order at 8:30 a.m.

#### **Approval of Consent Agenda**

Holdcraft moved approval of the December minutes with Piersall seconding. The December minutes were unanimously approved.

Holdcraft moved approval of the November financials with Piersall seconding. The November financials were unanimously approved.

#### **Communications Plan Update**

McCarville stated the Communications sub-committee met in January to discuss the details of the communication plan that was approved by the commission. This sub-committee consists of McClain, Holdcraft, Lewis and Chadima.

McCarville stated the sub-committee didn't change much but did decide on some details. Facebook will be the social media platform used with 1-2 posts per week. The creation and design of a new logo is a lower priority for the sub-committee and will revisit at a later time. The first priority project will be the 2018 Annual Report. This report will be sent out via mail to businesses and property owners in the district prior to them receiving their tax bill. Another communications project is to create the e-mail list for those who will be receiving electronic communications, which is being worked on by Komisar. McCarville explained that it's illegal to send mass emails without opt-in permission from the recipient, so we need a process to get people to agree to the emails. It is legal to get permission by sending an e-mail from a personal e-mail address or by sending a note from Craig when the Annual Report is mailed directing them to the opt-in page on the Economic Alliance website.

McCarville shared a rough draft of the 2018 Annual Report in order for the commission to get a feel for type of content, layout, color and size. Below are items to edit, remove, keep or add to the report, based on discussion and ideas of the Commission:

#### **Remove/Edit**

- Remove "Fiscal Year" from the front page
- Boundary map on the back is helpful but try to make it more prominent
- Tri-fold layout is nice but possibly go bigger than 8.5" x 11"

### Keep/Add

- Allocation of breakdowns in percentages
- Listing SSMID commission members
- Achievements and what to expect
- Testimonials/Quotes, specifically regarding the banner program
- Economic Alliance becoming the SSMID's fiscal agent
- Photos from 2018 – Pratt stated the City Communications Team would be happy to let us use any of their images

### **Connect CR Discussion**

Byers stated he is part of the steering committee for the Connect CR project and wanted to discuss with the commission if the SSMID would be willing to donate funds to the project. Byers initial thought was to give \$5k for the next 5 years. Holdcraft stated she is torn on this decision because there are possibly other projects in the district that would like funding from the SSMID, but they feel like they might not have the permission to request it and that it could set a dangerous precedent. Neumann asked what level of giving would get the SSMID name on the bridge because it could be an important list for the SSMID to be included on for purposes of understanding its role in the district. Byers stated he believes it is at \$15k. Neumann stated he doesn't believe that either of the other SSMIDS would be donating to this project but that the Downtown SSMID is looking at the connection between the two anchors which runs through Downtown, and possibly doing their own kind of project such as a mural or lighting. Pratt suggested hosting a fundraiser and invite property owners in the SSMID in coordination with the Connect CR steering committee. Piersall stated \$5k for 5 years does seem like a large percentage of our potential revenue. Pelley added he doesn't know if there are other projects on the horizon of this magnitude and believes it will be a bigger draw to more people than the locals. Pelley stated if we don't donate, it might reflect poorly on the district.

Byers stated he will find out what the different fundraising levels are in the meantime. No decision was made at this meeting regarding donating to the Connect CR project as Byers will do more research on what the fundraising levels look like and potentially bringing in a different steering committee member in order to remove himself from the discussion to avoid a conflict of interest.

### **Façade Improvement Program Potential**

Neumann said he and Byers received an email from Jasmine Almoayed with the City of Cedar Rapids who serves on the Downtown and MedQ SSMID Façade Improvement Committees. This program gives property owners who want to make visible, front-facing enhancements to their buildings grants in order to complete those projects. Examples of what's been done in the other two districts are signage, lighting, historic renovation and preservation. The grant amounts are at \$10k max and the City would match the SSMID's contribution. The application process has already been established and the rules could be identical to the other districts which would make this an easy program to get up and running. Neumann stated the SSMID's budget that has been set does not have this program included but by early Fall, we will be discussing next year's budget and what we want to be a priority.

McClain stated Mainstreet has a component of this same type of program. Kruger confirmed they do provide a building improvement grant which includes a committee with architects to do pre-designs. The maximum for these grants are around \$60k but the majority of the projects that have been completed have been closer to \$5k. Kruger added this could be a good opportunity for the SSMID to match what's already being matched by the City. Neumann stated this is a good topic of strategic conversation that should be brought back up late Summer/early Fall and have more discussion with Kruger on how we can work together.

### **Commission Terms**

The commission reviewed their current terms. The following individuals' first three-year term will be expiring in June of 2019: Byers, Jelinek, and McClain. It was determined that we need to amend our bylaws to state commission members will serve no more than two 3-year consecutive terms and to state the commission is to include 9 individuals. The only

exception made to the two 3-year terms is for those who's first term when the commission was created wasn't a full 3-years.

### **Other Business**

Neumann stated in order to forecast for future meetings and agendas, if you have big picture ideas and want to plan for guest speakers, presentations, etc. to send to Komisar. Chadima stated people ask if the SSMID is responsible for the snow removal in the district. Neumann stated the streetscape items the SSMID is in charge of is winter decorations in planters, watering of planters and the banner program. The Downtown SSMID has taken to funding the efforts of snow removal from the crosswalks in their district and this are conversations we could grow into.

Neumann stated there are ongoing conversations with Cargill and Ingredion. Ron Corbett with the Economic Alliance has taken some of the lead on the effort with Cargill on a weekly basis. Byers stated he was included on a meeting with Cargill and said it was good to listen to them on what their railyard project looks like. Byers added after their project hopefully gets approved, the SSMID can get some support from them.

Holdcraft discussed the ongoing safety concerns on 12<sup>th</sup> Street and how there are no plans between now and late 2019/2020 to make it safer for pedestrians to cross and navigate. The big push for this plan is to get a crosswalk installed this spring. The pop-up crosswalk from Mainstreet that connected NewBo Market and the Geonetric building did show some success as drivers were slowing down. Neumann wondered whether a four-way stop might be recommended there, as it has for numerous downtown intersections. Pratt stated she can follow-up with the traffic department in the interim on ways to improve this issue.

### **Mainstreet Exec search**

Kruger stated Mainstreet has received approximately 40 applicants for their open position and hopes to narrow that down to the top 5 or 6. Best case scenario is to have this process complete by mid-March.

### **Adjourn**

The meeting was adjourned at 9:53 a.m.