



Medical SSMID Commission Meeting Minutes

March 13, 2019

8:00 a.m. – 9:30 a.m.

First Avenue Executive Suites

Present: John Albert, Gordon Epping, Michelle Jensen, Mary Meisterling, Michelle Niermann, Okpara Rice, Karen Smith, Julie Sterling, Sarah Wickenkamp

Absent: Tim Charles, Kathy McCauley, Mike Sundall

Guests: Sandi Fowler – City of Cedar Rapids Liaison, Justin Koller – Sewer Operations Manager for City of Cedar Rapids, Steve Drake – Mercy Medical Center

Staff: Jessica Komisar, Phil Wasta

Welcome & Call to Order

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

Spring Flood Preparation Presentation

Koller stated as of right now there is no expected flooding that will directly affect the district. Once the river reaches 22 feet, that is when the MedQuarter could be somewhat impacted. There is a new pump station and detention basin near NewBo which will help prevent back-up of the system that could affect parts of Mercy. Koller stated they haven't made improvements to the backside of St. Luke's or the Cedar Lake area as that will be covered in the Flood Control System and if those areas did get flooded, it would be classified as catastrophic flooding which has a low likelihood of happening.

Consent Agenda

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

10th Street Construction Bid

Wasta shared a breakdown of the 10th Street Construction Bid prepared by the City related to the low bid submitted by contractor Pirc-Tobin. There are three columns of data that include portions for the following entities:

- City of Cedar Rapids – pedestrian crossing, sewer, paving, striping – totaling \$1,699,652.55 with a construction contingency of \$128,979.90
- Cedar Rapids School District – sidewalk repair in front of McKinley Middle School – totaling \$6,113.03 with a construction contingency of \$555.73
- MedQuarter – pavers, tree pits, beautification, landscaping – totaling \$736,769.86 with a construction contingency of \$41,581.94

Our budget for this project was approved at \$750k so the commission was pleased to see the lower amount on the bid. Wickenkamp moved to approve Pirc-Tobin as the contractor with Epping seconding. The motion was unanimously approved.

FY '21-'23 Funding Allocations

Wasta reminded the Commission that the FY '19 & '20 budgets were already approved and that this information was being provided as a continuation of the discussions from the November and January meetings. Ted Townsend had previously expressed that the SSMID and MedQ, Inc. funds should be used in a manner where our budget is utilized with 1/3 of the total for Economic Development, Operations and District Improvements respectively – as a guideline. The allocations for FY '21-'23 have been categorized into one of the three buckets. Once all line items were allocated, the total amount spent and percentage for each bucket for each year is listed. Downtown SSMID allocations were also listed in order to get a perspective of how much they have spent in each area over the past three years. Wasta stated with the amount MedQ, Inc. has in reserves and with accumulating a higher rate of cash, he can see our Economic Development percentages change as projects become available. Epping added this is a projection

right now and line items can change but this gives us a good roadmap of where and how we will spend our money. Wasta stated we do not need to approve this right now but would like commission members to review how the line items were allocated among the three buckets and if they have any questions on those or the percentages for each bucket.

Bike Share Program

Wasta stated there is \$5k in the budget allocated to the Bike Share Program. Since approving the budget, the direction, funding and implementation of the program has changed and Wasta asked the commission for approval for how the \$5k will be used. There will no longer be branding of the bike racks because they have moved to a system-wide sponsor. That sponsor has yet to be released. Funds raised by the MedQuarter, Downtown, NewBo and the Linn County Trails Association will now be used for branded bike helmets at launch events, production of informational videos made by IowaBIG, social media and instructional signage for bike stations. MedQuarter would get recognition in the credits of the video, on the instructional signage and on the helmets. These funds will also be leveraged by the City to attract matching funds from Wellmark.

Rice moved the motion of using the one-time \$5k spend to support the Bike Share initiatives described with Wickenkamp seconding. The motion was unanimously approved.

Expiring Terms, Reappointments and Vacancy on Commission

Jensen stated Charles, Rice and Albert's terms are expiring on 6/30/19 and all have agreed to serve another 3-year term. Wasta will send them reappointment forms that need to be submitted by April 30th. Wasta added that Rice has also agreed to become Vice Chair when Smith takes over as Chair in July.

Meisterling moved to approve Charles' reappointment with Albert seconding. The motion was unanimously approved.

Smith moved to approve Albert's reappointment with Sterling seconding. The motion was unanimously approved.

Wickenkamp moved to approve Rice's reappointment with Niermann seconding. The motion was unanimously approved.

McCauley's term is listed to end in 2020 but she will be rolling off in June of 2019. Wasta stated Amy Jordan, new owner of Kathy's Pies, might eventually take McCauley's position but others have expressed interest such as Larry Lee with Coe College and Suzy McGrane-Hop with Gilded Pear. Albert reminded the commission needs to have a gender balance, non-medical and medical professions, and small and large organizations. Wasta clarified that the remaining seat will need to be voted on at the May meeting since the commission will not meet in June and the terms are effective 7/1/2019.

MedQ Park on 3rd Mural Sub-Committee

Jensen stated there has been discussion about installing a mural on the west side of the 808 3rd Avenue SE building which faces the MedQ Park on 3rd. Murals and More has been included in this discussion and the next step is to create a 5-6 person sub-committee to work on the design, bids and process. Individuals who have expressed interest in joining this sub-committee include Suzy McGrane-Hop with Gilded Pear, Alexis Dagit with Murals and More, Wasta and Charles. Jensen requested that commission members ask around at their organizations if anybody else would be interested. Rice expressed that Tanager Place would like to be involved as did Niermann for St. Luke's.

4th Ave Residential Development

Wasta presented information to the commission regarding a potential residential development on 4th Ave next to the Pocket Park. There needs to be further discussion with other property owners and the developer, no decision was needed by the commission at this time.

24/7 Daycare

Wasta stated the Economic Alliance's Public Policy Priorities includes support of affordable and accessible childcare. The childcare "Cliff Effect" restricts parents from entering the workforce due to expensive and un-accessible childcare options. In the Existing Industry Report, daycare rose to #1 on how to retain the quality of workforce for companies. Wasta added the Economic Development Committee is vetting this idea and is looking for feedback. A 24/7 daycare provider in the MedQuarter would be a great asset for retaining and attracting workforce to our district. Meisterling stated her daughter-in-law owns and operates a daycare in Cedar Rapids and would like to connect her to Wasta for further discussion. Wasta stated the first step would be a feasibility study to understand the demand. Wickenkamp added millennials are either having children at a later age or not having children at all but they do have pets and suggested a doggy daycare as well. The commission supported getting more information about the child care feasibility study and how much it would cost.

10th Street Improvements and Ongoing Maintenance

Albert stated the façade improvement program hasn't received applications over the past 2 months and there has been no design and review activity. As we improve the parkways in our district, we will have more areas that will need ongoing maintenance and the question is, how will we keep that consistent? Wasta will be putting together a packet that will review the benefits of being located in the MedQuarter and will discuss how property owners should maintain the enhancements. Albert stated the biggest concern with consistency is the mulch because there is a wide variety to choose from. Albert is hoping we have good stakeholders who take pride in their property and appreciate what's being done to enhance the district. For now, our role will be to let the property owners take the ownership of the maintenance and see how it goes. If the maintenance deteriorates over time, we will have other options to discuss.

Executive Director's Updates

Parkway Improvement Priorities 2-5

Wasta has researched the option of re-finishing the existing square steel light poles along portions of 1st Avenue and 2nd Avenue to match the new light poles that are being used along 10th Street SE instead of buying new light poles. Alliant will remove the current poles, deliver them to a paint contractor to be re-finished in a silver/gray color, then Alliant will pick up the light pole and upgrade the lamp to LED before re-installing the pole. The cost of a new pole is \$4,356. whereas the cost to re-finish an existing pole is \$985, so the potential savings is \$3,371 per pole. This, combined with the savings of utilizing the existing concrete bases and underground electrical wiring, will save significant money on Priorities 2-5. Wasta will verify the exact locations of the poles that can be utilized. According to the City, the first step that needs to take place is a light study to make sure the light-spread is correct as the spacing needs to meet the City requirement. Meisterling stated when you change to LED lights, it will reduce the number of poles by about 30%. Meisterling stated Alliant might be willing to assist with the light study as they have initiatives to enhance our local communities. Meisterling and Wasta will meet separately to discuss the light study. The commission approved moving forward with utilizing the existing square steel poles and re-finishing them as opposed to buying new poles to match those on 10th Street.

Synchronist Main Street Surveys

Wasta stated a goal of 2019 is to conduct interviews with 50 property or business owners. The main question has been what to use as a survey to collect data and how might the data be saved in order to be used in the future? The City of Cedar Rapids, the Economic Alliance, Iowa City Area Development and ICR IOWA have agreed to invest in Main Street which is a survey through Synchronist. This survey will be available to Wasta at no cost and can add 4-5 MedQuarter specific questions at the end of each survey to personalize it to our district. Meisterling asked who is responsible for training Wasta on the usage of this survey. Wasta stated Laura Thomas with the Economic Alliance has been trained by Blane Canada on the program and will be training him and others. Wasta added interviews will begin after the training but these interviews and feedback will be more valuable if it is formatted correctly and can go into a system along with other interviews from other districts.

'People of the MedQuarter' Stories

Wasta stated the digital campaign that is focusing on people who have either moved to Cedar Rapids or have lived here, moved elsewhere and have moved back currently has six stories from the MedQuarter (two from Mercy, two from St. Luke's and two from PCI). Wasta asked the commission members if they have an employee that fits the criteria and would be willing to do an interview and a photoshoot to pass their information along.

Other Business

Meisterling brought up the idea of providing free WiFi in the district similar to how it is provided to Downtown by ImOn. Wasta stated our district might not have the pedestrian density to justify it. Meisterling asked if he knows of the "tipping point" of when it would be justified. Wasta stated he does not know that number but can find out more information.

Adjourn

Epping moved to adjourn the meeting with Albert seconding. The meeting was adjourned at 9:24 a.m.