



Medical SSMID Commission Meeting Minutes

May 1, 2013

8:00 a.m.

Tallgrass Business Resources

Present

John Albert	Tim Charles	Michelle Jensen	Julie Sterling
Mike Sundall	Julianne Thomas	Ted Townsend	Phil Wasta
Marcie Watson			

Absent

Richard Cooley	Mary Meisterling	Melanie O'Donnell Olson
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Steering Committee / Guests

Gordon Epping	Kris Gulick	Richard Pankey
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Economic Alliance Staff

Sarika Bhakta	Pam Hinman
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Welcome & Introductions

Townsend called the meeting to order at 8:04 a.m.

Consent Agenda

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

Committee Updates

Master Development Plan

Albert provided an update on the project kickoff meeting with The Lakota Group (Lakota) that occurred on April 18th and April 19th. They provided an overview of the process, begin collecting information, toured the district and met with City Staff. Next steps involve identifying a broad list of stakeholders for Lakota to schedule individual and group interviews: SSMID Commission, Master Development Plan Steering Committee, City Council, medical community in district, businesses, adjoining neighborhoods, faith-based organizations, developers, Downtown SMMID, Czech Village/New Bo, Uptown District, Coe College, community school district, etc. Lakota is inquiring into any existing data that may be available pertaining to patients and employees working in the district as to their experience in the district, their wants and needs, etc. Or if there are any patient and employee groups that they can meet with to gather this data. Charles, Sundall and Townsend all have patient advisory groups which they will help Lakota connect with. The question was posed as to whether or not Lakota prefers to meet with employees and patients separately. Additionally, it was requested to further define the data that they are seeking as it related to patients and employees.

May 23rd is the first community open house. Lakota will be communicating how the master plan will develop and gather input from stakeholders and the community at large. The open house will be held at PCI's Community Room from 6:30pm to 8pm and will be publicized via press release, website and flyers.

Branding/Marketing

Thomas provided an update on the progress with Informatics and the MedQuarter web site as they are extremely busy at this time. The Committee had to identify the main navigation tabs on the homepage which would include a primary heading followed by sub-headings:

- Medical Community
 - Healthcare Professionals & Services
- Business Community
 - Dining, Retail & Amenities
 - Some listings could fit under Business Community and Medical Communities – which is encouraged
- Plan Your Visit
 - Information & Support
 - One of the individuals contacted was Julie Beckett with Family Voices to get a patient's perspective and she identified it would be helpful to have information pertaining to what to do between visits, etc.
 - Spiritual and Other Supportive Services
- About MedQ
 - Jobs, Housing & Development

Question was posed as to what the primary domain name should be. The Committee has reserved additional names and while this is still being contemplated some primary domain names for consideration are: mymedq.org, themedq.com or med-quarter.com, etc.

The MedQuarter graphic standards are already established. The question is who uses them, when and how. The web site development has taken up a lot of the Committee's time, thus they have not had the opportunity to completely explore this issue. In general, encouraging usage to get branding, image and identification out there is the premise. The Commission would like the ability to say no to inappropriate use. Additionally, the MedQ has been trademarked.

District Services

Bhakta provide an update on District Services and that a meeting has been scheduled by Cooley with the City for Friday, May 3rd with Shey and Gulick in attendance. At the meeting that took place last fall, the City said it wanted the list the SSMID provided to be prioritized so it was clearer what was happening now versus years from now and what items were most important to the SSMID Commission. With that assignment, the Committee went back and prioritized the entire list of district services into three tiers of priority: immediate, intermediate and future. This document was shared with the City in advance of the May 3rd meeting. Budget information as to where the SSMID is currently was also provided. Gulick indicated City will want to see the 2014 budget. Additionally, Gulick indicated that we realize what we put together today for MOA may change after the master planning. The Commission wants to ensure that items such as garbage pickup and anything with critical pathways get

dealt with so that unknowns don't lead to a bad first impression. It was reported that Doug Wilson from the City of Cedar Rapids Public Works Dept. expects streetscaping to be completed by late July and early August.

Non-Profit Voluntary Contributions

Bhakta begin the discussion of the process the Commission would like to take when requesting voluntary contributions from non-profit partners in the district. Bhakta inquired that since many non-profits are wrapping up their fiscal year in June is this annual ask for the Commission's next fiscal year? The Commission decided there was no need to make retroactive asks, thus the request would be for FY2014 (July 2013-June 2014). The Economic Alliance (EA) has been working with the City to identify a streamlined process, thus the EA may collect (not deposit) and send the funds over to the City's point of contact directly with a cover letter. This route may enable better tracking as to which non-profit partners have provided contributions as this will also identify what benefits they are eligible to receive on the MedQuater's web site for that particular year. The Commission deemed this was the route to go. Commission members were identified to make personal visits and Bhakta will work with Commission to coordinate getting personalized materials to them in advance of their meeting, but waiting on testimonial letter from First Lutheran Church to be included in this packet.

Non-Profit Partner (Familiar Name)	Deedholder	Commission Member Assigned	
Bethel African Methodist Church	BETHEL AFRICAN METHODIST CHURCH	Gordon Epping	
Grant Wood Studio	CEDAR RAPIDS MUSEUM OF ART	Melanie O'Donnell	
Margaret Bock Housing (Vacant Land Adjacent)	ECUMENICAL COMMUNITY CENTER	Mike Easley & Ted Townsend	
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First Lutheran Church	FIRST EVANGELICAL LUTHERAN	Gordon Epping	
Grand Lodge of Iowa	GRAND LODGE OF IA A F & A M	Richard Cooley	
Hawkeye Area Community Action Program Housing	HAWKEYE AREA COMMUNITY ACTION	Richard Pankey	
Catherine McAuley Center	IMMACULATE CONCEPTION CHURCH	Mercy Medical Center	
Immaculate Conception Church	IMMACULATE CONCEPTION CHURCH	Mercy Medical Center	
Carl & Mary Koehler History Center	LINN COUNTY HISTORICAL SOCIETY	Ted Townsend & Dr. Julianne Thomas	

Automobile Row Historic District

The Commission was informed that the City has decided not to forward the Automobile Row Historic District nomination on. The nomination has been diverted over to a different project related to Kirkwood training people on how to do historic preservation.

Commission Reappointment Update & Elections

Bhakta informed Commission that the Mayor reappointed Albert, Charles and Cooley for another 3-year term effective July 1, 2013 - June 30, 2016. Wasta moved the approval of establishing appointment of two-year appointment terms for leadership (Chair & Vice-Chair) and extending the term of the first year for the current leadership. Thomas seconded, and the Commission unanimously approved.

Adjourn

The meeting adjourned at 9:31 a.m.