

Medical SSMID Commission Meeting Minutes

May 7, 2014

8:00 a.m. – 9:30 a.m.

Tallgrass Business Resources

Present: John Albert, Richard Cooley, Michelle Jensen, Kathy McCauley, Mary Meisterling, Julie Sterling, Mike Sundall, Julianne Thomas, Ted Townsend, Phil Wasta, Marcie Watson

Guests: Gordon Epping, Jason Willis, Richard Pankey

Economic Alliance Staff: Sarika Bhakta, Doug Neumann, Kelly Slaughter, Marcia Parman

Welcome & Introductions

Townsend called the meeting to order at 8:00 am.

Consent Agenda

Meisterling moved approval of the Consent Agenda, seconded by Thomas, the Commission unanimously approved.

MedQuarter Budget

Neumann indicated that there had been several changes to the budget format and that the projected numbers are more precise. He reminded the Commission that the budget covers July 1, 2014 through June 30, 2015. The voluntary contribution budget of \$255,750 includes the contributions from both hospitals plus what has been received from non-profits to date. The new tax rate will need to be set by the Commission no later than January, preferably in November or December. The City has no input on the rate amount; it is solely up to the Commission. The current tax rate is \$3.75 per \$1,000 of taxable value. Wasta moved approval of the 2015 projected budget, seconded by Meisterling, the Commission unanimously approved.

Committee Updates, Next Steps, and Timeline

Branding/Marketing

Dr. Thomas reported that a portion of district logo decals had been distributed and she planned to mail additional decals to MedQuarter businesses. The banner RFP is in the City's hands. She indicated that Pat Shey had provided the City's regulations regarding façade banners. Dr. Thomas spoke about having brochures created that would be distributed in numerous ways. Much discussion followed with the consensus being to table the brochures at this time, as a broader, bigger picture communications plan is developed.

Time is of the essence to get the District's message out, and partners can be leveraged to begin that process. Sundall explained that PCI is including the MedQuarter logo in their publications and encouraged other businesses to do the same thus resulting in no marketing costs to the Commission. Billboards were also discussed and tabled at the present time. Thomas identified other marketing options that are being investigated: an introductory video to put on website, virtual tour of district, informational DVD, a Facebook page. The Commission wants the committee to be able to proceed with minor decisions but to build other items into a more comprehensive branding/marketing plan. Sundall moved approval of \$1,000 spending limit for the Branding/Marketing Committee without prior Commission approval, seconded by Sterling, the Commission unanimously approved.

District Services

Cooley stated that Day of Caring volunteers would be working in the District this week. Wasta informed that the benches do not require yearly maintenance.

Master Development Plan

Albert presented the final draft Master Development Plan. He urged review of the plan to ensure nothing has been omitted. He also informed the Commission that a link to the plan would be available on the website shortly. Albert will take the plan before the City's development committee and then the full city council. Neumann explained that there is no requirement to do so, but approval may help ensure the City supports the plan even through leadership changes.

Albert stated the City's only Paving-for-Progress project in the District this year would be resurfacing 4th Avenue between 6th and 19th Streets. He indicated that if the District wanted to fund bump-outs or crosswalks that it would be most cost effective to have it done in conjunction with the resurfacing. Neumann indicated that the City would be able to provide the Commission with costs of doing, for a minimal design fee from the Commission. After design is completed, the Commission could decide if it wanted to move forward with the bump-outs, at Commission expense. Wasta moved approval of the design at Commission cost, seconded by Thomas, the Commission unanimously approved.

Meisterling reported that Alliant's overhead to underground process would be underway soon in the District. She also informed that the poles used for communication support would remain due to franchise agreements between the City and other utilities. A discussion followed regarding a resolution from the District to the City asking if other utilities could be put underground at City expense in critical areas where franchise agreements prevent the City from forcing utilities to cover the cost. Thomas moved approval of sending a letter to the City, seconded by Sterling, the Commission unanimously approved.

10th Street Plantings

Neumann outlined a four-phase proposal to remove drop-seed grasses on 10th Street between 1st and 3rd avenues and to replace the grasses with low-maintenance, perennial plants. Phase I - removal of grasses, replacement with mulch in most of the beds between the sidewalks and curb line. Phase II - removal of grasses, replacement with mulch along the sidewalk on the building-side of the sidewalk. Phase III – no specific proposal for now, until coordination can occur with Firestone folks for the areas adjacent to its property. Phase IV – PCI entrance areas, which PCI wants to be responsible for.

Thomas moved approval to proceed with Phase I, seconded by Cooley, the Commission unanimously approved. Further discussion followed. Cooley moved approval to proceed with Phase I and Phase II, seconded by McCauley, the Commission unanimously approved.

Other Business

Slaughter informed the Commission about Wellmark's upcoming health care start-up weekend. Bhakta will disseminate the information through the District's networks.

Sterling stated that there will be 4,000 Juvenile Diabetes walkers this weekend in the NewBo District. MedQ's business owners would like to know about these events so they could stay open if they choose to do so.

Operational/Implementation Committee Discussion

Townsend began a discussion of leadership for 2015. Townsend and Albert excused themselves from the meeting. Economic Alliance staff and guests also left as the commission went into an executive session. After the executive session, the remainder of the commission voted unanimously to reappoint Townsend as chair and Albert as vice-chair. Going forward the Chair and Vice-Chair will be selected annually with one from the medical sector and the other from the business sector.

Adjourn

The meeting adjourned at 9:40 a.m.