

MedQUARTER

Regional Medical District™

Medical SSMID Commission Meeting Minutes

May 9, 2018

8:00 a.m. – 9:30 a.m.

Tallgrass Business Resources

Present: Gordon Epping, Mary Meisterling, Julianne Thomas, Mike Sundall, Michelle Jensen, Ted Townsend, Karen Smith, Okpara Rice, John Albert, Kathy McCauley, Tim Charles, Julie Sterling

Guests: Gary Petersen, Dale Todd, Sandi Fowler, Sarah Wickenkamp, John Witt, Jon Bogert

Staff: Sherokee Eder, Phil Wasta

Welcome & Call to Order

8:00 am

Consent Agenda

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

Presentation by City Traffic Engineering re: 10th Street construction plans for 2019

City Traffic Engineers are currently working on the Master Parkway Improvement Plan's #1 priority, 10th Street from 5th Avenue to 8th Avenue. The target is to hit the 2019 construction season. The Professional Services Agreement will be presented at the May 22nd City Council Meeting. Petersen referenced the Complete Streets Policy and the need to cut speed in certain areas to make it more pedestrian friendly. Meisterling asked about the elevated crosswalk in the Medical District, to which Petersen said it was not part of the project. Todd asked if the 2019 funding was in the CIP, to which Fowler said it would be across two Fiscal years and that the MedQuarter was fronting the cost of the design. An open house on June 12 and 13 will display the Master Parkway Improvement Plan and 10th Street construction plan to Stakeholders. Epping noted he would like copies of the construction plans. Todd added that Confluence should put something together highlights the design of the parkways. Epping asked whether there is a plan for a round-a-bout at the 10th Street & 8th Avenue intersection, to which Petersen clarified it was yet to be determined.

Update from Faith & Medicine Task Force re: April 16th Event

Thomas shared that the April 16th Event was held in conjunction with National Healthcare Decisions Day with 130 people in attendance and 104 surveys returned making for an 80% return rate. Some of the feedback provided from the surveys indicated that advanced care directives were highly praised, and that there was still a desire to learn more. Thomas recommended doing the event twice a year, once in the spring in conjunction with National Healthcare Decisions Day, and once in the fall prior to the holidays. It was discussed that it would be good to have a virtual resource, a tool kit/tool box, and to put this on the landing page. Commission Members discussed creating a location for a 'discussion café' to provide more information about advance care directives. Charles said he felt it would fit perfectly in the Watts Library at Mercy. Thomas also suggested having various mini events.

Discussion/Action – Approval of Investment Policy Statement

Wasta distributed two documents, noting that they were the same policy, but different names. Wasta and Epping worked with Kevin Bruns with Cedar Rapids Bank and Trust as well as Mike Heinrich from St. Luke's to develop a minimum and maximum range for the two investment categories. Wasta clarified that his opinion was that the SSMID should have a no fee relationship, only professional fees for legal advice should be paid. Sundall moved approval of the Investment Policy Statement with Meisterling seconding. The motion was unanimously approved. Todd recommended another committee for financials, to which Wasta clarified that the Cedar Rapids Medical SSMID is tax funds and Charles clarified that MedQuarter, Inc. was voluntary private funds, making it a 501(c)(6). Charles added that the idea was to create transparency with the Commission.

Discussion/Action – Approval/ endorsement of 2017 Downtown Framework plan

Thomas pointed out that the JLG plan was frustrating from a branding standpoint because the MedQuarter name was not consistent in the writing. Wasta clarified that the feedback would be provided and that he thought there might be different writers for the different sections of the plan over time. Commission Members discussed that they felt it was a bad idea to move the Grant Wood Studio out of the MedQuarter. Epping moved approval to endorse the 2017 Downtown Framework plan with Meisterling seconding. The motion was unanimously approved.

Discussion/Action – Proposed sponsorship of History Center Grand Opening

Wasta went over a letter from Jason Wright about sponsorship of the History Center Grand Opening. Commission Members said they would like to see options for sponsorship other than \$20k and \$10k. Thomas said she felt it was important to see medical displays in the history center. Meisterling mentioned setting criteria for sponsorship/funding. Sundall voiced he would be supportive, but that the amount being asked was too high versus the attendance the event would yield. Townsend said he would like to be supportive of the History Center, but at a lesser amount. Townsend also added he would be willing to sponsor a medical exhibit to help the history center.

Review of selected Plan for 3rd Avenue Pocket Park

Three companies submitted proposals for the pocket park, one of which was thrown out due to being incomplete. A rendering of the selected plan was shared with the Commission. Commission Members discussed safety and security in the park and suggested that the design would allow officers to look into the park when driving by. Townsend said it might be beneficial to work with the owner of Phong Lan Vietnamese on lighting into the park for safety reasons. Wasta said it may be necessary to provide animal waste bags for pet owners, as well as receptacles for cigarette butts, and a “history happened here” sign showing a historic picture of the Sinclair station.

Discussion – General planning for June 12 & 13 MPIP/10th St. Const. Presentation Open Houses

The Lakota Group will be coming to the open houses to present. Wasta shared that on June 12th the time would be from 5:30-7:00 pm, and on the 13th would be 7:30-9:00 am at the 411 building. It was shared that if more than 6 Commission Members show up at one of the events that no SSMID related discussion should occur.

Committee Updates

Thomas noted that the Branding and Marketing Committee report was fully laid out in the packet, but that she wanted to emphasize the Phase 3 banners will be using a “Care” theme. If any Commission Members have pictures that are current to be used on the banners, they are encouraged to share them. Albert pointed out that a project under façade improvement requested additional funds but was ultimately denied because the committee did not want to set a precedence for future allocations.

Executive Director’s Report

Wasta shared that the two-way conversions communication should be getting to each Commission Member via Eblast. A report out on the PDI conference will be on the agenda for the July meeting. Wasta shared that Des Moines provided many ideas to him. All but one Commission Member that need to reapply for another term have done so. Wasta highlighted the fact that the PCI Phase II construction project is underway.

Other Business

Wasta recognized Dr. Thomas for all of her work on the Commission, noting that this was her last official meeting. Commission Members extended thanks. Sundall shared that June 16 would be the PCI Art Fair in conjunction with the Downtown Farmers’ Market. Sundall added that he would like to get the Economic Alliance to think about using 2nd Avenue in the venue to make and Eastern anchor. Todd recommended the Commission put a group of members in front of the City Council to get back in front of the signage and wayfinding initiative. Sundall added that PCI has two other upcoming events, including Halloween for kids. Epping informed the Commission that the construction project at First Lutheran Church has begun the bidding process and is projected to start after Easter, 2019.

Adjourn

The meeting was adjourned at 9:29 am.