

Cedar Rapids Medical SSMID Commission

Meeting Agenda

May 8, 2019 | 8:00 a.m. – 9:30 a.m.

First Avenue Executive Suites – 1233 First Avenue SE

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| 1. Welcome & Call to Order | Jensen |
| 2. Presentation by Zack Kucharski and Quinn Pettifer re: 2019 Gazette Ideas Conference | Wasta |
| 3. Presentation by David Connolly, Economic Development Specialist, City of Cedar Rapids, re: District Development | Wasta |
| 4. Consent Agenda | Jensen |
| a. March Meeting Minutes (pages 2-4) | |
| b. March and April Financials (pages 5-16) | |
| 5. Slate of officers effective July 1, 2019 | Jensen |
| - Kathy McCauley's resignation – thank you for your efforts! | |
| - Suzy McGrane-Hop, Owner, Gilded Pear Gallery, appointment for 3-year term | |
| - John Albert, re-appointment for additional 3-year term | |
| - Tim Charles, re-appointment for additional 3-year term | |
| - Okpara Rice, re-appointment for additional 3-year term | |
| - Karen Smith, appointment to Chair for 2-year term | |
| - Okpara Rice, appointment to Vice-Chair for 2-year term | |
| 6. Synchronist Main Street surveys for 2019 (pages 17-21) | Wasta |
| 7. Request for additional stories for 'People of the MedQuarter' marketing initiative | Wasta |
| 8. <i>Summer in the Q</i> 2019 District Events (pages 22-25) | Wasta |
| 9. Core District Summit on 4/17/19 (pages 26-27) | Jensen |
| 10. Committee Updates* | Committee Chairs |
| - Branding & Marketing- Jensen (page 28) | |
| - Economic Development- Charles (page 29) | |
| - Finance & Operations- Epping (page 30) | |
| - Standards- Albert (page 31) | |
| 11. Executive Director's Updates | Wasta |
| - 24/7 Child Care RFP (page 32) | |
| - Bike Share Program Launch on 5/13 | |
| - Faith & Medicine Task Force – Leadership Engagement Event update | |
| - 10 th Street Construction Project update | |
| - Mural Sub-committee update | |
| 12. Other Business | Jensen |
| 13. 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 33-35)**
- **CVNB SSMID (pages 36-37)**

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 as soon as possible but no later than 48 hours before the event.

NEXT COMMISSION MEETING

July 10, 2019, 8:00 – 9:30am

First Avenue Executive Suites – 1233 First Avenue SE

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 places 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.

Cedar Rapids Medical Self-Supported Municipal Improvement

Statement of Net Assets

04/17/19

As of March 31, 2019

Accrual Basis

	<u>Mar 31, 19</u>
ASSETS	
Current Assets	
Checking/Savings	
Checking - CRB&T	-2,431.42
CRBT Sweep account	69,403.79
Total Checking/Savings	<u>66,972.37</u>
Accounts Receivable	
Accounts Receivable	96,822.23
Total Accounts Receivable	<u>96,822.23</u>
Other Current Assets	
Prepaid Expenses	151,548.78
Total Other Current Assets	<u>151,548.78</u>
Total Current Assets	<u>315,343.38</u>
Other Assets	
Required Reserve Funds	280,569.70
Trust Agency Account #C675	172,044.76
Total Other Assets	<u>452,614.46</u>
TOTAL ASSETS	<u><u>767,957.84</u></u>
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
Accounts Payable	10,135.40
Total Accounts Payable	<u>10,135.40</u>
Total Current Liabilities	<u>10,135.40</u>
Total Liabilities	<u>10,135.40</u>
Equity	
Opening Balance Equity	7,010.57
Unrestricted Net Assets	621,394.33
Net Income	129,417.54
Total Equity	<u>757,822.44</u>
TOTAL LIABILITIES & EQUITY	<u><u>767,957.84</u></u>

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

	Mar 19	Mar 18	Jul '18 - Mar 19
Ordinary Income/Expense			
Income			
Property Tax Revenue	29,759.00	18,670.00	267,831.00
TIF Transfer	2,492.92	8,000.00	22,436.28
Total Income	32,251.92	26,670.00	290,267.28
Expense			
Advertising and Promotion	1,468.53	3,405.11	42,508.22
Bank Service Charges	70.90	0.00	645.83
Banner Project	0.00	0.00	735.00
District Services	0.00	0.00	430.75
Executive Director	10,134.36	9,785.04	98,449.64
Facade Improvement Program	0.00	0.00	5,343.75
Greenspace and Maintenance	0.00	709.40	0.00
Holiday Decor/Events	0.00	22.12	382.91
Insurance	0.00	0.00	925.00
Management Fees (EA)	1,213.50	1,213.50	10,921.50
Meals and Entertainment	135.57	61.90	1,193.43
Office Expense	184.58	0.00	442.61
Other Programs	0.00	0.00	665.16
Park, green/parkway maintenance	492.06	0.00	5,014.52
Parkway Improvements	0.00	0.00	285.00
Streetscape Project	0.00	0.00	539.13
Travel & Training Expense	365.70	0.00	2,383.89
Website Services	356.67	87.00	1,119.47
Total Expense	14,421.87	15,284.07	171,985.81
Net Ordinary Income	17,830.05	11,385.93	118,281.47
Other Income/Expense			
Other Income			
Interest Income	1,387.76	97.15	10,491.98
Realized gain/loss on Investmen	0.00	0.00	50.79
Unrealized gain/loss on investm	718.38	0.00	593.30
Total Other Income	2,106.14	97.15	11,136.07
Net Other Income	2,106.14	97.15	11,136.07
Net Income	19,936.19	11,483.08	129,417.54

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

	Mar 19	Budget	\$ Over Budget	Jul '18 - Mar 19	YTD Budget	\$ Over Budget	Annual Budget
Ordinary Income/Expense							
Income							
Property Tax Revenue	29,759.00	29,759.00	0.00	267,831.00	267,831.00	0.00	357,104.00
TIF Transfer	2,492.92	2,493.00	-0.08	22,436.28	22,437.00	-0.72	29,915.00
Total Income	32,251.92	32,252.00	-0.08	290,267.28	290,268.00	-0.72	387,019.00
Expense							
Advertising and Promotion	1,468.53	3,075.00	-1,606.47	42,508.22	36,000.00	6,508.22	45,000.00
Bank Service Charges	70.90	0.00	70.90	645.83	0.00	645.83	0.00
Banner Project	0.00	4,175.00	-4,175.00	735.00	17,450.00	-16,715.00	30,000.00
Bike Share Program	0.00	1,000.00	-1,000.00	0.00	2,000.00	-2,000.00	5,000.00
Comprehensive Gateways	0.00	10,000.00	-10,000.00	0.00	30,000.00	-30,000.00	60,000.00
District Services	0.00	265.00	-265.00	430.75	1,185.00	-754.25	2,000.00
Executive Director	10,134.36	10,750.00	-615.64	98,449.64	96,750.00	1,699.64	129,000.00
Facade Improvement Program	0.00	2,800.00	-2,800.00	5,343.75	16,550.00	-11,206.25	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	10,921.50	11,628.00	-706.50	15,500.00
Meals and Entertainment	135.57	175.00	-39.43	1,193.43	1,475.00	-281.57	2,000.00
Office Expense	184.58	285.00	-100.42	442.61	1,140.00	-697.39	2,000.00
Other Programs	0.00	0.00	0.00	665.16	0.00	665.16	0.00
Park, green/parkway maintenance	492.06	800.00	-307.94	5,014.52	4,725.00	289.52	7,500.00
Parkway Improvements	0.00	5,000.00	-5,000.00	285.00	15,000.00	-14,715.00	30,000.00
Professional Services	0.00	500.00	-500.00	0.00	1,000.00	-1,000.00	2,500.00
Speak Up/Conv Cafe	0.00	2,000.00	-2,000.00	0.00	6,000.00	-6,000.00	10,000.00
Street Sign Toppers	0.00	250.00	-250.00	0.00	250.00	-250.00	500.00
Travel & Training Expense	365.70	375.00	-9.30	2,383.89	2,800.00	-416.11	4,000.00
Unspecified-not yet identified	0.00	2,000.00	-2,000.00	0.00	4,000.00	-4,000.00	10,000.00
Website Services	356.67	400.00	-43.33	1,119.47	1,200.00	-80.53	2,000.00
Total Expense	14,421.87	45,142.00	-30,720.13	171,446.68	249,553.00	-78,106.32	383,500.00
Net Ordinary Income	17,830.05	-12,890.00	30,720.05	118,820.60	40,715.00	78,105.60	3,519.00
Other Income/Expense							
Other Income							
Interest Income	1,387.76	125.00	1,262.76	10,491.98	1,125.00	9,366.98	1,500.00
Realized gain/loss on investment	0.00	0.00	0.00	50.79	0.00	50.79	0.00
Unrealized gain/loss on investm	718.38	0.00	718.38	593.30	0.00	593.30	0.00
Total Other Income	2,106.14	125.00	1,981.14	11,136.07	1,125.00	10,011.07	1,500.00
Net Other Income	2,106.14	125.00	1,981.14	11,136.07	1,125.00	10,011.07	1,500.00
Net Income	19,936.19	-12,765.00	32,701.19	129,956.67	41,840.00	88,116.67	5,019.00

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

	Mar 31, 19
ASSETS	
Current Assets	
Checking/Savings	
CRBT Sweep Account	199,723.44
Total Checking/Savings	199,723.44
Total Current Assets	199,723.44
Fixed Assets	
722 Fourth Avenue SE	101,982.13
800 Third Avenue SE	178,021.48
Total Fixed Assets	280,003.61
Other Assets	
Required Reserve Funds	501,017.32
Trust Agency #C674	643,832.11
Total Other Assets	1,144,849.43
TOTAL ASSETS	1,624,576.48
LIABILITIES & EQUITY	
Equity	
Unrestricted Net Assets	1,448,834.95
Net Income	175,741.53
Total Equity	1,624,576.48
TOTAL LIABILITIES & EQUITY	1,624,576.48

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

	Mar 19	Mar 18	Jul '18 - Mar 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	266.67	0.00	3,093.37
Economic Dev Committee	0.00	2,216.41	0.00
Holiday Decor/Events	0.00	0.00	19,800.00
Insurance	0.00	0.00	383.00
Legal Fees	0.00	0.00	546.50
Professional Services	0.00	0.00	4,550.00
Property Taxes	1,744.00	0.00	3,515.94
Public Relations	0.00	116.10	441.64
Sponsorships and Events	0.00	0.00	3,000.00
Total Expense	2,010.67	2,332.51	35,330.45
Net Ordinary Income	-2,010.67	-2,332.51	152,169.55
Other Income/Expense			
Other Income			
Interest Income	2,840.08	279.02	23,410.22
Realized gain/loss on Investment	7.50	0.00	194.20
Unrealized gain/loss on investm	1,561.00	0.00	-32.44
Total Other Income	4,408.58	279.02	23,571.98
Net Other Income	4,408.58	279.02	23,571.98
Net Income	<u>2,397.91</u>	<u>-2,053.49</u>	<u>175,741.53</u>

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

	Mar 19	Budget	\$ Over Budget	Jul '18 - Mar 19	YTD Budget	\$ Over Budget	Annual Budget
Ordinary Income/Expense							
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
Expense							
Bank Service Charges	266.67	0.00	266.67	3,093.37	0.00	3,093.37	0.00
Economic Dev Committee	0.00	575.00	-575.00	0.00	2,300.00	-2,300.00	4,000.00
ED/Workforce Initiative	0.00	5,425.00	-5,425.00	0.00	21,700.00	-21,700.00	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	0.00	425.00	-425.00	546.50	1,700.00	-1,153.50	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	48,000.00	-48,000.00	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	1,744.00	2,750.00	-1,006.00	3,515.94	5,500.00	-1,984.06	5,500.00
Public Relations	0.00	450.00	-450.00	441.64	3,300.00	-2,858.36	5,000.00
Sponsorships and Events	0.00	2,000.00	-2,000.00	3,000.00	8,000.00	-5,000.00	15,000.00
Total Expense	2,010.67	35,625.00	-33,614.33	35,330.45	114,500.00	-79,169.55	214,500.00
Net Ordinary Income	-2,010.67	-35,625.00	33,614.33	152,169.55	73,000.00	79,169.55	35,500.00
Other Income/Expense							
Other Income							
Interest Income	2,840.08	165.00	2,675.08	23,410.22	1,485.00	21,925.22	2,000.00
Realized gain/loss on Investmen	7.50	0.00	7.50	194.20	0.00	194.20	0.00
Unrealized gain/loss on investm	1,561.00	0.00	1,561.00	-32.44	0.00	-32.44	0.00
Total Other Income	4,408.58	165.00	4,243.58	23,571.98	1,485.00	22,086.98	2,000.00
Net Other Income	4,408.58	165.00	4,243.58	23,571.98	1,485.00	22,086.98	2,000.00
Net Income	2,397.91	-35,460.00	37,857.91	175,741.53	74,485.00	101,256.53	37,500.00

Cedar Rapids Medical Self-Supported Municipal Improvement

Statement of Net Assets

As of April 30, 2019

	Apr 30, 19
ASSETS	
Current Assets	
Checking/Savings	
Checking - CRB&T	-288.12
CRBT Sweep account	70,525.57
Total Checking/Savings	70,237.45
Accounts Receivable	
Accounts Receivable	125,340.08
Total Accounts Receivable	125,340.08
Other Current Assets	
Prepaid Expenses	156,355.36
Total Other Current Assets	156,355.36
Total Current Assets	351,932.89
Other Assets	
Required Reserve Funds	280,549.34
Trust Agency Account #C675	174,656.43
Total Other Assets	455,205.77
TOTAL ASSETS	807,138.66
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
Accounts Payable	39,014.34
Total Accounts Payable	39,014.34
Total Current Liabilities	39,014.34
Total Liabilities	39,014.34
Equity	
Opening Balance Equity	7,010.57
Unrestricted Net Assets	621,394.33
Net Income	139,719.42
Total Equity	768,124.32
TOTAL LIABILITIES & EQUITY	807,138.66

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

	Apr 19	Budget	\$ Over Budget	Jul '18 - Apr 19	YTD Budget	\$ Over Budget	Annual Budget
Ordinary Income/Expense							
Income							
Property Tax Revenue	29,759.00	29,759.00	0.00	297,590.00	297,590.00	0.00	357,104.00
TIF Transfer	2,492.92	2,493.00	-0.08	24,929.20	24,930.00	-0.80	29,915.00
Total Income	32,251.92	32,252.00	-0.08	322,519.20	322,520.00	-0.80	387,019.00
Expense							
Advertising and Promotion	1,651.45	3,075.00	-1,423.55	44,159.67	39,075.00	5,084.67	45,000.00
Bank Service Charges	71.69	0.00	71.69	717.52	0.00	717.52	0.00
Banner Project	0.00	4,175.00	-4,175.00	735.00	21,625.00	-20,890.00	30,000.00
Bike Share Program	5,000.00	3,000.00	2,000.00	5,000.00	5,000.00	0.00	5,000.00
Comprehensive Gateways	0.00	10,000.00	-10,000.00	0.00	40,000.00	-40,000.00	60,000.00
District Services	317.00	265.00	52.00	747.75	1,450.00	-702.25	2,000.00
Executive Director	10,134.60	10,750.00	-615.40	108,584.24	107,500.00	1,084.24	129,000.00
Facade Improvement Program	2,500.00	2,800.00	-300.00	7,843.75	19,350.00	-11,506.25	25,000.00
Holiday Decor/Events	0.00	0.00	0.00	382.91	0.00	382.91	0.00
Insurance	0.00	1,100.00	-1,100.00	925.00	1,500.00	-575.00	1,500.00
Management Fees (EA)	1,213.50	1,292.00	-78.50	12,135.00	12,920.00	-785.00	15,500.00
Meals and Entertainment	76.41	175.00	-98.59	1,269.84	1,650.00	-380.16	2,000.00
Office Expense	693.00	285.00	408.00	1,135.61	1,425.00	-289.39	2,000.00
Other Programs	0.00	0.00	0.00	665.16	0.00	665.16	0.00
Park, green/parkway maintenance	2,413.16	2,775.00	-361.84	7,427.68	7,500.00	-72.32	7,500.00
Parkway Improvements	0.00	5,000.00	-5,000.00	285.00	20,000.00	-19,715.00	30,000.00
Professional Services	0.00	500.00	-500.00	0.00	1,500.00	-1,500.00	2,500.00
Speak Up/Conv Cafe	0.00	2,000.00	-2,000.00	0.00	8,000.00	-8,000.00	10,000.00
Street Sign Toppers	0.00	250.00	-250.00	0.00	500.00	-500.00	500.00
Travel & Training Expense	500.00	375.00	125.00	2,883.89	3,175.00	-291.11	4,000.00
Unspecified-not yet identified	0.00	2,000.00	-2,000.00	0.00	6,000.00	-6,000.00	10,000.00
Website Services	120.42	275.00	-154.58	1,239.89	1,475.00	-235.11	2,000.00
Total Expense	24,691.23	50,092.00	-25,400.77	196,137.91	299,645.00	-103,507.09	383,500.00
Net Ordinary Income	7,560.69	-17,840.00	25,400.69	126,381.29	22,875.00	103,506.29	3,519.00
Other Income/Expense							
Other Income							
Interest Income	841.50	125.00	716.50	11,333.48	1,250.00	10,083.48	1,500.00
Realized gain/loss on Investmen	0.00	0.00	0.00	50.79	0.00	50.79	0.00
Unrealized gain/loss on investm	1,899.69	0.00	1,899.69	2,492.99	0.00	2,492.99	0.00
Total Other Income	2,741.19	125.00	2,616.19	13,877.26	1,250.00	12,627.26	1,500.00
Net Other Income	2,741.19	125.00	2,616.19	13,877.26	1,250.00	12,627.26	1,500.00
Net Income	10,301.88	-17,715.00	28,016.88	140,258.55	24,125.00	116,133.55	5,019.00

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

	Apr 19	Apr 18	Jul '18 - Apr 19
Ordinary Income/Expense			
Income			
Property Tax Revenue	29,759.00	18,670.00	297,590.00
TIF Transfer	2,492.92	8,000.00	24,929.20
Total Income	32,251.92	26,670.00	322,519.20
Expense			
Advertising and Promotion	1,651.45	5,086.75	44,159.67
Bank Service Charges	71.69	0.00	717.52
Banner Project	0.00	0.00	735.00
Bike Share Program	5,000.00	0.00	5,000.00
District Services	317.00	0.00	747.75
Executive Director	10,134.60	9,785.04	108,584.24
Facade Improvement Program	2,500.00	0.00	7,843.75
Holiday Decor/Events	0.00	20.69	382.91
Insurance	0.00	0.00	925.00
Management Fees (EA)	1,213.50	1,213.50	12,135.00
Meals and Entertainment	76.41	166.73	1,269.84
Office Expense	693.00	176.95	1,135.61
Other Programs	0.00	0.00	665.16
Park, green/parkway maintenance	2,413.16	0.00	7,427.68
Parkway Improvements	0.00	0.00	285.00
Streetscape Project	0.00	0.00	539.13
Travel & Training Expense	500.00	437.88	2,863.89
Website Services	120.42	87.00	1,239.89
Total Expense	24,691.23	16,974.54	196,677.04
Net Ordinary Income	7,560.69	9,695.46	125,842.16
Other Income/Expense			
Other Income			
Interest Income	841.50	95.00	11,333.48
Realized gain/loss on Investmen	0.00	0.00	50.79
Unrealized gain/loss on investm	1,899.69	0.00	2,492.99
Total Other Income	2,741.19	95.00	13,877.26
Net Other Income	2,741.19	95.00	13,877.26
Net Income	10,301.88	9,790.46	139,719.42

MedQuarter, Inc. (2.0)
Statement of Net Assets
As of April 30, 2019

	<u>Apr 30, 19</u>
ASSETS	
Current Assets	
Checking/Savings	
CRBT Sweep Account	199,826.77
Total Checking/Savings	<u>199,826.77</u>
Accounts Receivable	
Accounts Receivable	63,500.00
Total Accounts Receivable	<u>63,500.00</u>
Total Current Assets	263,326.77
Fixed Assets	
722 Fourth Avenue SE	101,982.13
800 Third Avenue SE	178,021.48
Total Fixed Assets	<u>280,003.61</u>
Other Assets	
Required Reserve Funds	500,980.97
Trust Agency #C674	651,195.09
Total Other Assets	<u>1,152,176.06</u>
TOTAL ASSETS	<u><u>1,695,506.44</u></u>
LIABILITIES & EQUITY	
Equity	
Unrestricted Net Assets	1,448,834.95
Net Income	246,671.49
Total Equity	<u>1,695,506.44</u>
TOTAL LIABILITIES & EQUITY	<u><u>1,695,506.44</u></u>

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

	Apr 19	Budget	\$ Over Budget	Jul '18 - Apr 19	YTD Budget	\$ Over Budget	Annual Budget
Ordinary Income/Expense							
Income							
Voluntary Property Tax Revenue	63,500.00	62,500.00	1,000.00	251,000.00	250,000.00	1,000.00	250,000.00
Total Income	63,500.00	62,500.00	1,000.00	251,000.00	250,000.00	1,000.00	250,000.00
Gross Profit	63,500.00	62,500.00	1,000.00	251,000.00	250,000.00	1,000.00	250,000.00
Expense							
Bank Service Charges	475.73	0.00	475.73	3,569.10	0.00	3,569.10	0.00
Economic Dev Committee	0.00	575.00	-575.00	0.00	2,875.00	-2,875.00	4,000.00
ED/Workforce Initiative	0.00	5,425.00	-5,425.00	0.00	27,125.00	-27,125.00	38,000.00
Holiday Decorr/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	0.00	425.00	-425.00	546.50	2,125.00	-1,578.50	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	72,000.00	-72,000.00	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	3,515.94	5,500.00	-1,984.06	5,500.00
Public Relations	124.84	450.00	-325.16	566.48	3,750.00	-3,183.52	5,000.00
Sponsorships and Events	0.00	2,000.00	-2,000.00	3,000.00	10,000.00	-7,000.00	15,000.00
Total Expense	600.57	32,875.00	-32,274.43	35,931.02	147,375.00	-111,443.98	214,500.00
Net Ordinary Income	62,899.43	29,625.00	33,274.43	215,068.98	102,625.00	112,443.98	35,500.00
Other Income/Expense							
Other Income							
Interest Income	2,324.62	165.00	2,159.62	25,734.84	1,650.00	24,084.84	2,000.00
Realized gain/loss on Investmen	0.00	0.00	0.00	194.20	0.00	194.20	0.00
Unrealized gain/loss on investm	5,705.91	0.00	5,705.91	5,673.47	0.00	5,673.47	0.00
Total Other Income	8,030.53	165.00	7,865.53	31,602.51	1,650.00	29,952.51	2,000.00
Net Other Income	8,030.53	165.00	7,865.53	31,602.51	1,650.00	29,952.51	2,000.00
Net Income	70,929.96	29,790.00	41,139.96	246,671.49	104,275.00	142,396.49	37,500.00

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

	Apr 19	Apr 18	Jul '18 - Apr 19
Ordinary Income/Expense			
Income			
Voluntary Property Tax Revenue	63,500.00	63,500.00	251,000.00
Total Income	63,500.00	63,500.00	251,000.00
Gross Profit	63,500.00	63,500.00	251,000.00
Expense			
Bank Service Charges	475.73	72.88	3,569.10
Holiday Decor/Events	0.00	0.00	19,800.00
Insurance	0.00	0.00	383.00
Legal Fees	0.00	0.00	546.50
Professional Services	0.00	0.00	4,550.00
Property Taxes	0.00	0.00	3,515.94
Public Relations	124.84	274.26	566.48
Sponsorships and Events	0.00	2,392.00	3,000.00
Total Expense	600.57	2,739.14	35,931.02
Net Ordinary Income	62,899.43	60,760.86	215,068.98
Other Income/Expense			
Other Income			
Interest Income	2,324.62	271.05	25,734.84
Realized gain/loss on Investmen	0.00	0.00	194.20
Unrealized gain/loss on investm	5,705.91	0.00	5,673.47
Total Other Income	8,030.53	271.05	31,602.51
Net Other Income	8,030.53	271.05	31,602.51
Net Income	70,929.96	61,031.91	246,671.49



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?

4a. How many square feet does your company occupy at this facility?

_____ SF

4b. Do you own or rent this facility?

- Own
 Rent

4c. 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:

How do you rate the quality of workforce in this area:

How do you rate the stability of workforce in this area:

As compared to other company facilities, how would you rate productivity in this facility:

9. Are projected employment needs for this facility: Increasing Stable Decreasing

10. Is the number of unfilled positions: Increasing Stable Decreasing

Approximate number of unfilled positions today: _____

What positions are most difficult to fill and why?

Current employment: Full time _____ Part time _____ Leased _____

Workforce Notes

TECHNOLOGY

11. Is the community's technology infrastructure adequate for your company's growth plan? Yes No

Comments:

Technology Notes

COMMUNITY BUSINESS CLIMATE

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

12b. What are the community's weaknesses 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?

15a. Has your attitude toward doing business in the community changed during the last two (2) years? Yes No

If yes, how has your attitude changed?
[Interviewer (circle one): – Positive, Negative]

15b. What other businesses or services would you like to see in the district?

15c. What is your current awareness of the district's purpose and initiatives? High Low None

15d. Has the company derived direct benefit from the district's efforts? Yes No

UTILITY SERVICES

16. How is the consumption of the following utilities changing?				Low	Please rate your satisfaction with your utility providers							High
	Type of Utility	I*	S*		D*	1	2	3	4	5	6	
A) Water	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
B) Sewer	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
C) Natural Gas	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

D) Electric	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
E) Telecom (voice)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
F) Cellular service	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>					
G) Internet access	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
H) Internet speed	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

* 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"/>	NA						
B) Fire protection		<input type="checkbox"/>	NA						
C) Ambulance paramedic service		<input type="checkbox"/>	NA						
D) Streetscape (e.g. sidewalks, lighting, benches, etc.)		<input type="checkbox"/>	<input checked="" type="checkbox"/>	NA					
D-1) Parking: Availability		<input type="checkbox"/>	<input checked="" type="checkbox"/>	NA					
D-2) Parking: Price		<input type="checkbox"/>	<input checked="" type="checkbox"/>	NA					
D-3) Parking: Quality (technology, maintenance, etc.)		<input type="checkbox"/>	<input checked="" type="checkbox"/>	NA					
E) Streets and roads (local)		<input type="checkbox"/>	NA						
F) Highways (State & Federal)		<input type="checkbox"/>	NA						
G) Traffic control		<input type="checkbox"/>	NA						
H) Public transportation		<input type="checkbox"/>	NA						
I) Airline passenger service		<input type="checkbox"/>	NA						
J) Health care services		<input type="checkbox"/>	NA						
K) Child care services		<input type="checkbox"/>	<input checked="" type="checkbox"/>	NA					
L) Community college		<input type="checkbox"/>	NA						
M) College(s) and university(ies)		<input type="checkbox"/>	NA						
N) Housing		<input type="checkbox"/>	NA						
O) School (K-12)		<input type="checkbox"/>	NA						
P) Property tax assessment (fair & equitable)		<input type="checkbox"/>	<input checked="" type="checkbox"/>	NA					
Q) Zoning changes and building permits		<input type="checkbox"/>	<input checked="" type="checkbox"/>	NA					
R) Regulatory enforcement (fair & equitable)		<input type="checkbox"/>	<input checked="" type="checkbox"/>	NA					
S) Sign regulations		<input type="checkbox"/>	<input checked="" type="checkbox"/>	NA					
T) Community planning		<input type="checkbox"/>	<input checked="" type="checkbox"/>	NA					

U) Chamber of Commerce or business association	<input type="checkbox"/>	<input checked="" type="checkbox"/>	NA					
V) Downtown/Main Street organization	<input type="checkbox"/>	<input checked="" type="checkbox"/>	NA					
W) Economic development organization	<input type="checkbox"/>	<input checked="" type="checkbox"/>	NA					
X) Visitors bureau	<input type="checkbox"/>	NA						
Y) SSMID	<input type="checkbox"/>	NA						

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

Community Notes

18. Are there issues within the district that you believe have gotten worse in the last year?

19. Do you know of anyone whom you think should be more involved in district planning and initiatives?

Thank you for your assistance.

Summer in the Q: MedQuarter District Summer Series of Events

Monday, May 20 – MedQ Mile 12-Week Walk Challenge

- **Purpose:** No physical event but will be the publish date of all Summer in the Q events as well as the launch date of the social media, content and advertising tactics for the MedQ Mile 12-Week Walk Challenge.
- **Content:**
 - Communicate Summer in the Q – full menu of event dates and descriptions published
 - Kick off MedQ Mile 12-Week Walk Challenge
 - Rules for participation:
 - Participants can enter the weekly opportunity to win prizes by taking photos of themselves walking on the MedQ Mile and publishing them to MedQ’s Facebook page.
 - Participants will need to submit photos on each weekly post to the MedQ 12-Week Walk Challenge post
 - Participants may enter every week of the Challenge.
 - One winner will be selected at the end of each week.
 - Total of 12 winners will receive one gift card each to a restaurant/bar/retail location within the MedQuarter.
 - The 12 Challenge winners will be considered finalists in the drawing for the Grand Prize, which will be drawn during the August 8th event.
 - Grand Prize Winner MUST be present to win.
 - August 8: Walk Challenge Finale - as final chance to participate and enter to win.
- **Communications Tools & Distribution:**
 - Calendar of Events:
 - MedQ Website
 - Economic Alliance Website
 - Local media websites
 - Press Releases:
 - Calendar Alert to include Summer in the Q events on calendars
 - MedQ Mile 12-Week Walk Challenge
 - Social Media:
 - Create 4 Facebook events - MedQ Mile 12-Week Walk Challenge, Coffee & Yoga in the Park, MedQ Mile 12-Week Walk Challenge Finale, Celebratory Lunch for MedQ’s Anniversary
 - 1 ad on Facebook for Summer Series that runs May 20 through August 8 - **\$100**
 - 1 ad on Facebook that runs May 20 through July 1 - **\$50**
 - 1 ad on Facebook that runs July 1 through August 8 - **\$50**
 - 1 ad on Instagram for Summer Series that runs May 20 through August 8 - **\$100**
- **Budget & Logistics:**
 - \$500 total in prizes - EA Events Team can handle purchasing items (if MedQ provides a budget).
 - \$240 in gift cards – (12) \$20 cards and \$260 value of a grand prize gift basket
 - \$300 social media posts/boosts – EA Comm Team can handle posting and purchasing of posts
- **Estimated Work Hours for EA Team: 7 Hours:** 2 hours of events time, 5 hours of communications & social media

Saturday, June 15 - PCI Art Show & Sale / Historic Preservation Showcase / MedQ History Hub

- **Purpose:** MedQuarter would support the existing events taking place in the District through monetary sponsorship and providing MedQ branded tents or collaterals TBD by sponsorship.
- **Other Option:** Does the MedQuarter also want to be the Day Sponsor of June 15 Cedar Rapids Farmers' Market? We could provide this opportunity and additional details if you are interested, but the thought was this would be a vehicle to help promote MedQ in general, as well as the events taking place that same day, just a few block away.
- **Estimated Work Hours for EA Team:** *0 Hours* (if sponsorship is through existing events in MedQ)

Thursday, July 25 - Coffee & Sunrise Yoga in the MedQ Park on 3rd

- **Purpose:** To provide programming in the new MedQ Park on 3rd and engage the community with a free, healthy activity.
- **Content:**
 - Sunrise yoga program beginning at 6:00 a.m.
 - Will likely be well attended as free yoga at Farmers' Market is always full.
 - Need to make sure there is plenty of room but having it on a Thursday morning will likely solve that.
 - Join us for free coffee and free sunrise yoga session before you go to work!
 - Consider giveaways to extend reach of branding (see below).
- **Budget & Logistics:**
 - At least one EA Staff member can assist with logistics as well as be on hand day-of
 - Can help order Caribou Coffee for beverage that morning
 - Can help with booking a yoga instructor
 - Materials needed: tent, table, chairs, any paper supplies, etc.
 - Have registration/ sign-in with place for attendees to give us their email to be able to let them know about future events
 - Giveaways- Consider investing in branded MedQ collaterals that can be given away at all events
 - In the Q - Coffee mugs?
 - In the Q - Cooling towels?
 - Budget/pricing TBD
 - Social Media - **\$50**
- **Communications Tools & Distribution:**
 - Calendar of Events:
 - MedQ Website
 - Economic Alliance Website
 - Local media websites
 - Press Releases:
 - Reminder Calendar Alert to highlight Coffee & Sunrise Yoga but also include other Summer in the Q events on calendars
 - Social Media:
 - Advertise Facebook event for 1 month prior - **\$50**
- **Estimated Work Hours for EA Team:** *5 Hours:* 3 hours of events time, 2 hours of comm time

Thursday, August 8 – MedQ Mile 12-Week Walk Challenge Finale

- **Purpose:** To engage the community in a free, healthy activity by providing one last opportunity to enter the MedQ Mile Walk Challenge by hosting a one mile walk and then using the MedQ Park on 3rd to host the on-site prize and Grand Prize giveaway.
- **Content:**
 - Last chance to walk and participate in prize drawings
- **Logistics & Budget:**
 - Suggested timeframe of lunch hours (11:00 a.m. – 1:00 p.m.)
 - Announce the week's winner and the Grand Prize at 12:45 p.m.
 - Participants must be present to win
 - Consider letting 1-2 food trucks know this event is taking place, see if they'd be willing to come
 - Water bar located at MedQ Park on 3rd
 - Cool water bar – fruit infused water
 - During this event offer one additional option for people to participate in contest by adding a physical sign-in station for those who don't have Facebook.
 - Speaker and microphone will be needed for prize announcements
 - Music played during event:
 - w/ipad (FREE) or live entertainment (Budget TBD)
- **Communications Tools & Distribution:**
 - Calendar of Events:
 - MedQ Website
 - Economic Alliance Website
 - Local media websites
 - Press Releases:
 - Reminder Calendar Alert to highlight Walk Finale but also include other Summer in the Q events on calendars
 - Social Media:
 - Advertise Facebook event for 1 month prior - **\$50**
- **Estimated Work Hours for EA Team:** 5 Hours: 3 hours of events time, 2 hours of comm time

Thursday, September 19 – MedQuarter's Celebr8tory Anniversary Lunch

- **Purpose:** To engage the community in a free and celebratory anniversary celebration that reinforces brand awareness of the District.
- **Content:**
 - There is such thing as a free lunch and it's on the MedQ, Celebr8 with us!
 - MedQ offering 100 free grab & go lunches in MedQ Park on 3rd
 - First come first serve lunches!
 - September is anniversary month of MedQuarter
 - Information about accomplishments of MedQ District in last 8 years
- **Logistics & Budget:**
 - MedQ purchases 100 grab & go lunches (Budget TBD)
 - EA events team can assist with ordering, pick up and logistics day-of

- Music played during event:
 - w/ipad (FREE) or live entertainment (Budget TBD)
 - EA events team could help secure entertainment if needed
 - Phil and one EA staff person (and/or Commission Members) on-site
 - Tables/cooler/tents up
 - EA will provide as needed
 - Any programming included? Information about the District goals/progress, etc?
- **Communications Tools & Distribution:**
 - Calendar of Events:
 - MedQ Website
 - Economic Alliance Website
 - Local media websites
 - Press Releases:
 - Reminder Calendar Alert to highlight Celebr8tory Anniversary Lunch
 - Social Media:
 - Advertise Facebook event for 1 month prior - **\$50**
 - **Estimated Work Hours for EA Team: 5 Hours:** 3 hours of events time, 2 hours of comm time

TOTALS:

Prizes = \$500

Social Media Advertising = \$450

Music/Live Entertainment/Programming = \$200

Additional MedQ Collateral/Branded Material = \$2,000

Food/Coffee = \$1,100

Estimated Work Hours for EA Team: 22 Hours = \$750

Total Cost Estimate = \$5,000

Core District Summit

Wednesday, April 17 | 2:00-3:30 p.m.

Present: Craig Byers, Tim Charles, Steph Jelinek, Michelle Jensen, Ana McClain, Jennifer Pratt, Randy Rings, Karen Smith, Fred Timko

Staff: Jessica Komisar, Doug Neumann, Jesse Thoeming, Phil Wasta

Historic Overview & District Facts

Neumann provided brief historical context of the three SSMIDS and compared their length of existence and funding:

- Downtown SSMID – more than 30 years old and approximately \$880k of annual revenue
- Medical SSMID – coming up on 8 years old and approximately \$650k of annual revenue with tax revenue and voluntary contributions combined
- Czech Village NewBo SSMID – 2 years old and approximately \$35k annual budget

2019 Initiatives

Wasta, MedQuarter Executive Director, shared the top 10 accomplishments of the MedQuarter:

- 1) Created master development plan as a road map for district development
- 2) Signage and district awareness
- 3) Design overlay district – city accommodating so we can keep track of future development within the district
- 4) Acquisition of properties and created pocket parks
- 5) Established other funding stream – separate corporation MedQ Inc where volunteer funds are separated from SSMID funds. 501c6
- 6) Collaborated with other districts for comprehensive signage and wayfinding program
- 7) Wayfinding signage in MedQ
- 8) Master parkway improvement plan (next 5)
- 9) City awarded 10th street from 5-8th Ave construction
- 10) First potential residential development

Wasta provided a list of Q2 2019 initiatives:

- Launch new digital marking campaign on 4/1
- 24/7 Child Care RFP, out 4/8, due 5/2
- MedQuarter, Inc. approval of residential development to proceed with Development Agreement on 4/2
- Develop, finalize and launch summer calendar of MedQ events
- Installation of Phase 3 banners with new layout
- Support Bike Share Program Launch, 5/13
- Faith & Medicine Task Force – Leadership Engagement Event on 5/30
- 10th Street construction project starts on 6/6

- Initiate work on Parkway Improvement Priorities 2-5
- Finalize MedQ Mile route stickers
- Initiate Main Street surveys with District stakeholders
- Work with Mural sub-committee in pursuit of mural for MedQ Park on 3rd

Thoeming, Downtown Executive Director, stated one of Downtown SSMID's goals is to accurately and consistently capture their progress in order for it to be presented to stakeholders and to the City. Objectives for the DT SSMID are tied into the Downtown Vision Plan, initially done in 2007 with updates in 2012 and 2017. This plan is not necessarily an exact blueprint for all detailed plans of the SSMID but it is used to inspire big visions for what the district can be. The Downtown SSMID is looking forward to the following initiatives:

- Purchasing new benches
- Considering and researching rebranding the district
- Alleyway feasibility study with Confluence in August or September
- Business Support summer program
- Greene Square safety task force coordinated between the SSMID, Downtown Library, Willis Dady, the City and County
- Spring and Summertime amenities such as the pianos, Farmers' Market, Market After Dark, Food Truck Fridays
- WOW Project – significant lighting project on 3rd Street
- Public art project

Because CVNB SSMID does not have an executive director, they have contracted with the Economic Alliance as their fiscal agent. Neumann shared successes from the past 2 years including streetscape elements (spring/summer planters, banners) and a communications plan. The communication plan, which includes an e-blast, social media management, etc., focuses on what the property owners and developers are interested in. Because CVNB SSMID is relatively new, the Commission is still figuring out its role but has made great strides over the last year. The CVNB SSMID is not the only governing body in the district and has to be sure to not duplicate efforts done by other groups such as Main Street, the Czech Merchants Association, Oakhill Jackson Neighborhood, etc.

Open Dialogue

The group participated in an open discussion answering questions surrounding what they are hoping to get out of these meetings and how the SSMID's can work together to create more efficiencies. Main takeaways from this conversation include:

- Leveraging our resources if it can be beneficial to other districts. For example, when one district wants to complete a survey, is that survey something the other districts can utilize?
- Increase frequency between Executive Directors to communicate upcoming projects.
- Consolidating funds or resources to accomplish significant/transformational projects that could have an impact on all three districts.
- Looking to the Executive Directors to provide brief and relevant updates to their SSMIDs on what the other districts are doing instead of including full minutes in the agenda packets.
- Overall, no sense of competitiveness between the districts on projects or initiatives as each district has their own character and goals.

Now that all three SSMIDs are on a calendar year budget cycle, this group will meet again in September in hopes that potential 2020 goals can be discussed at the beginning of the budget planning process.

5.8.19 Branding & Marketing Committee Update

The MedQuarter Branding and Marketing Committee met on April 4th at the Economic Alliance. Attending were committee members Chris Nichols and Michelle Jensen; 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. Update from Amperage on marketing initiatives

- Metrics update
- Digital marketing campaign – ‘People of the MedQuarter’
 - Facebook posts
 - Google ads
 - MedQ blog posts
 - Video

The Committee likes the content and results so far with the campaign. More will be known after the campaign has run for three months. Ellen will open an Instagram account for MedQ.

2. Summer programming

- Set a calendar of MedQuarter events

The Committee reviewed how the different ideas could be combined into a short list of achievable events so that there is one event each month for May thru September with a focus on low expense and high achievability. Melissa will work with her team to develop a calendar of MedQ events with tactics.

3. Discuss the idea of construction themes for the 2019 10th Street construction project

- Clarissa Koch from the EA ran across this idea and wondered if we might consider doing something like this?
[https://www.ida-](https://www.ida-downtown.org/eweb/docs/2018Awards/2018_HartfordBID_GettinDiggyWithIt_FullProject.pdf)

[downtown.org/eweb/docs/2018Awards/2018_HartfordBID_GettinDiggyWithIt_FullProject.pdf](https://www.ida-downtown.org/eweb/docs/2018Awards/2018_HartfordBID_GettinDiggyWithIt_FullProject.pdf)

The Committee liked the idea of having some “fun” with the 10th Street construction project. Amperage will Develop a proposal and get it back to Wasta for consideration.

4. Discuss a policy or guidelines for news releases regarding accolades received by MedQ institutions

No action was taken on this item.

Phil Wasta
Executive Director

5.8.19 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 asked the Commission Chairs whether Wasta could head up an initiative to determine the feasibility of a Child Care facility in the MedQ, possibly with 24/7 care as well as sick child care. The Chairs approved this as a MedQ initiative. Wasta will work with the City to release an RFP for a feasibility study.

Timothy Charles
Committee Chair

5.8.19 Finance & Operations Committee Update

The committee has not met since the last Commission meeting.

1. At the 3.13.19 Commission Meeting, Epping and Wasta reviewed the spreadsheet that showed the allocations for FY '21-'23 categorized into Operations, Economic Development or District Improvement. The spreadsheet also provided comparative information from the Downtown District's FY'16-'18 budgets with the same categories. After review, the Commission was asked 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 to please reach out to Epping or Wasta. No comments or questions have been received to date.
2. The FY'20 budgets will be presented for formal approval at the 7.10.19 Commission Meeting. These budgets were approved preliminarily at the 11.14.19 Commission Meeting as part of the FY'19-'23 projections.

Gordon Epping
Committee Chair

5.8.19 Standards Committee Update

MedQuarter Façade Improvement

One new application was received on 4.22.19 from Summit Investment Group LLC for the property located at 838 1st Avenue NE which houses Citywide Cleaners.

The Façade Improvement Advisory Committee met on 4.25.19 and the application was approved for up to \$10,000. upon satisfactory completion of the project.

MedQ Design Review Committee

No activity or new projects.

MedQ Master Parkway Improvement Plan - Construction

Wasta continues to work with City representatives, project engineers, property owners and the general contractor on all aspects of the 2019 10th Street construction project. The first pre-construction meeting was held on 4.30.19.

MedQ Master Parkway Improvement Plan – District Maintenance Agreement

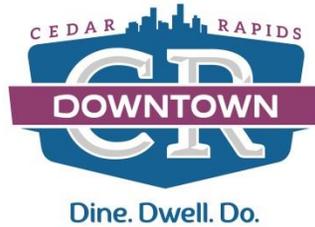
The consensus is to leave parkway maintenance up to the property owners, just as it is for areas where no improvements have been performed. Albert has asked Wasta to draft a list of benefits for property owners/tenants that reside within the district, then visit property owners that are affected by MedQ parkway improvements along 10th Street. The meeting is to share the district benefits and discuss the MedQ parkway improvements goal of maintaining a consistent look across 10th St., leaving a brief maintenance specifications document for the property owner/tenant to refer to.

John Albert

Committee Chair

PROPOSAL PRICING TABULATION
FEASIBILITY STUDY FOR 24/7 CHILD CARE CENTER IN MEDQUARTER SISTRICK - RFP
#PUR0319-211
MAY 2, 2019 @ 3:00 PM

Firm Name	Location	Financial Proposal	Proposed Timeline	Comments
de Novo Marketing	Cedar Rapids, IA	\$ 25,000.00	4-5 months	
First Children's Finance	Urbandale, IA	\$ 19,500.00	10 months	Pricing based on start date of 7/1/19
Mills Consulting Group	Concord, MA	\$ 29,600.00	4 months	
Vernon Research Group	Cedar Rapids, IA	\$ 24,950.00	12 weeks	
WFD Consulting	Waltham, MA	\$ 45,700.00	12-14 weeks	



Cedar Rapid Downtown SSMID Commission Minutes
March 27th, 2019 | 4:00 p.m. – 5:30 p.m.
Cedar Rapids Metro Economic Alliance

Present: Casey Drew, Dave Drown, Darryl High, Dawn Jaffray, Chris Lindell, Linda Mattes, Matthew Miller, Randy Rings, David Sorg, Craig Stephan, Joe Terfler

Absent: Emily Ellingson, Andrew Morf, Fred Timko

Guests: Ryan Anderson – Confluence, Jennifer Selby – City of Cedar Rapids, Jennifer Pratt – City of Cedar Rapids

Staff: Ellen Bardsley, Jenn Draper, Dennis Hotka, Jessica Komisar, Jesse Thoeming, Audrey Wheeler

Welcome, Introductions & Call to Order

Mattes welcomed everyone and called the meeting to order at 4:00 p.m.

Consent Agenda

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

3rd Ave Presentation

Selby and Anderson presented 3rd Ave construction/updates which consists of protective bike lanes, a parking buffer, benches and raised planters, trees, pavers and more.

3rd Ave Corridor Timeline

- 2017 – 3rd Ave SW from 6th Street to 1st Street
- 2018 – 3rd Ave SW at 1st Street SW
- 2019 – 3rd Ave Bridge, 3rd Ave SE from 1st to 5th Street, 3rd Ave SE from 5th to 19th Street

3rd Ave Bridge Timeline

- Mid-March to Early-July 2019 – Joint replacement, mill and resurface, restripe parking from angled to parallel
- Mid-July to Early-August 2019 – Planters with grasses and flowers, benches and trash receptacles
- Spring 2020 – Plant trees in planters

3rd Ave SE from 1st Street to 5th Street Updates

- Mill and resurface
- Protected bike lanes
- Raised medians
- New streetlights
- ADA improvements at the Paramount
- April 10th – Bid opening, June 2019 – Begin construction, Fall 2019 – Complete construction

Anderson stated the trash receptacles will be black and the benches on the bridge will be silver. Mattes added that the silver brightens up the area and doesn't get as hot as the black and looks fresh. Jaffray stated she would be worried about the black being a safety concern in the summer. Anderson stated there is a Right of Way Specs Manual that is currently being created to enhance the design consistency. This manual will be released later this year but there are decisions that need to be made now for the streetscaping in front of the Paramount on 3rd Ave. Red and gray concrete pavers will be installed outside of the Paramount and dark gray pavers will be used closer to the curb to create a visual

safety line and also organizes the streetscape elements. Bump-outs in the intersection will include red pavers to match the pavers directly in front of the Paramount entry. Selby stated the decision to move from clay to concrete pavers is a trend other communities are seeing as they seem to tolerate harsh conditions better. The new proposed tree grates will be installed in higher traffic areas as the new standard. These grates have a wider opening for the tree, irrigation system access points in the corners and is made of corrugated weathered steel. Anderson presented the proposed benches for Downtown (not including the 3rd Ave Bridge) which is a black powder coated steel. Anderson added black works better than other colors amongst different styles of architecture and it will match the new street lights that Alliant is installing. The arms of the proposed bench are configurable and modular so they can have arms on both sides, one in the middle, etc. The commission provided other recommendations such as silver benches due to the heat or composite decking material.

The price per unit for the proposed black bench is roughly \$2k, however there are price breaks, a loyalty program and a generous warranty. Thoeming stated the Commission had approved the budget at \$800 per bench (120-140 benches total in the district) however it doesn't necessarily have to be a 1:1 replacement either. The Commission will take the proposed bench and the budget into consideration.

Restaurant Week Re-Cap

Draper stated more than 50% of the participating restaurants during Restaurant Week were in core districts including Downtown & Czech Village NewBo. The Fork & Knife Feast event experienced about 250 attendees which is half of what was originally projected. However, with it being a first-time event and some uncertainty from the public, we are hopeful that due to its popularity from those who went, the attendance number will increase next year. The website traffic for Restaurant Week was comparable to Farmers' Market traffic. There was no fee to be a participating restaurant, however they did have to attend and provide food samples at Fork & Knife Feast as well as be a member of the Economic Alliance. Drew asked what the total cost was for Restaurant Week and Fork and Knife Feast. Draper stated those numbers are still being calculated but we are estimating around the \$15-20k range. Restaurants were asked to share sales numbers for this year compared to the same timeframe as 2018 in order for us to get a better feel for if it was successful. The general feeling and feedback from restaurants was that it was successful and that they saw a different crowd/new faces in their establishments.

Farmers' Market Update

Draper provided a draft of the Farmers' Market venue for 2019. This draft is not final as it needs approval from the City but the market will focus on 2nd Ave and 5th Street due to the construction that will be taking place on 3rd Ave. There are 190 spaces, including vendors and sponsors, available which is comparable to previous years. There was a significant increase in applications this year and the current waitlist already consists of 75 vendors which is expected to grow by another 50. Vendors were scored by an external committee and were ranked based on number of years they have participated in the Market, if they had any cancellations or no-shows last year and their product quality. Draper is beginning the process of finding and securing entertainment for the Markets so if there is anybody that Commission members would recommend, please send that info to Draper (jdraper@cedarrapids.org).

Retail/Business Support Program

Thoeming presented the idea of a Business Support program to offset the harsh Winter season and the construction that will be taking place on 3rd Ave that might have some effect on Downtown businesses. This program will be designed to incentivize individuals to shop/spend money in our district between Memorial Day and Labor Day 2019. The initial idea is to receive a passport or coupon book, get it stamped, turn it in to receive a gift bag and be entered into winning a grand prize drawing. The Gazette is interested with the idea and want to partner on it. In order to move the needle, it is proposed that this program is allocated \$10k by shifting funds from other budget line items. These funds would be used for ad buys, social media, prizes, etc. The Commission provided some other examples of how this program could be successful such as having a table at the Farmers' Market to give them out or give the budgeted funds to the selected businesses for gift cards to give a way. Overall, the Commission had a conceptual buy-in for the program and Rings motioned for the \$10k re-allocation with High seconding. The motion was unanimously approved.

Pedestrian Bridge Discussion

Rings wanted to see if there is energy to move forward as this will be a high dollar project and will take some time to complete. Thoeming stated he received a rough estimate for a very basic bridge at \$2.2M but with initial renderings from the JLG plan, the it would cost more than that. Drew stated if it was submitted to the City for funding assistance, it could be a project they would engage but it would be competing with other projects such as the Flood Control System and Connect CR. The Commission agreed to let the WOW project committee take on the next steps such as costs, design, funding, etc.

Bike Share Program

The Bike Share Program is scheduled to launch the second week of May to kick-off Bike to Work Week. The three SSMIDs and Linn Co. Trails is supporting this program by contributing funds for a \$100k Wellmark Grant match. The Downtown SSMID Executive Committee agreed to a \$5k contribution. These funds will be used for branded bike helmets, the production of a video created by Iowa BIG and instructional signage on the bike racks. There will be 90 stations amongst the core districts spanning from Coe College to Czech Village. VeoRide is the company that is taking care of the initial capital investment of the bikes and running the operations of the program as well as any maintenance and repairs that the bikes or stations will need. Fat tire bikes will eventually be introduced by the Mt. Trashmore Trail and there will be a test pilot for scooters during the Fall.

Re-Branding Update

The RFP for the re-branding is complete and is waiting on final feedback from the sub-committee before it is released. The sub-committee will find time to meet in-person to review.

Other Business

In the Downtown SSMID Guidelines that were discussed and approved during last month's meeting, it states that the Commission will consist of four officers. In order to better define who the officers are, the Guidelines will be amended to state the Commission will consist of the current and incoming chairs and up to two others that they select.

Thoeming received projections and actuals from Brother's Grocery, who is planning to be the Downtown grocer in the new Paramount Lot Tower. In order for the Downtown location to be successful, they must have gross revenues of \$6.5M per year. If their store gets built, their business model will focus on people like us: individuals working Downtown, coming in for staple items and not carts full of groceries. The projections will be e-mailed out along with the minutes and the actuals for the other store locations will be hand delivered due to the sensitivity of the information.

Adjourn

The meeting adjourned at 5:28 p.m.



Czech Village New Bohemia SSMID Meeting Minutes

April 18, 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, Ana McClain, James Piersall

Absent: Chad Pelley, Bob Schaffer

Guests: Mike McGrath – Connect CR, Richard Sova & Development Team - NewBo Partners, Martin Gardner Architecture, Knutson Construction, Brost Architects, Abby Huff & Monica Vernon – Czech Village NewBo Main Street, Adam Lindenlaub & Team – City of Cedar Rapids, Brian Morelli – The Gazette, Beth Orth - Geonetric

Economic Alliance Staff: Jessica Komisar, Melissa McCarville, Doug Neumann

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 March minutes & February Financials with Lewis seconding. The motion was unanimously approved.

Neumann to create a preliminary 5-year financial/budget forecast in order for the commission to have a better idea on the direction they are moving.

Connect CR

McGrath provided an update on the \$20M Connect CR Project which will include upgrades to the Cedar Lake area and the new Smokestack Bridge. Cedar Lake improvements include shorelines, water quality, boardwalk, ADA kayak launches, playground and more and the Smokestack Bridge will be 192 ft. high. The CVNB SSMID has been asked to contribute \$50k to the Connect CR campaign which can be paid in annual installments for 5 years. There will be ongoing costs after construction of the projects that the City will be responsible for. McGrath added the timing of the projects works well with the Flood Protection System to ensure they are properly protected and integrated. The other two SSMIDs are not contributing directly to the project, however Downtown SSMID does have \$40k budgeted for projects specifically tied to Connect CR such as signage, public art, sculptures, etc.

The commission agreed to table this discussion until naming/public recognition opportunities and economic impact projections are provided by McGrath.

Landover Development

Sova and his team presented the new residential/retail development that will be located at the former Loftus Lumber site on 3rd St. between 9th and 10th Ave. This is a 3-story development with a warehouse feel including 138 apartments ranging from studio to 2-bedroom. The project will include covered parking, an amenities courtyard with grilling stations and firepits, a 24-hour fitness center and a pet spa. There will be 17k sq. ft. of retail/office space along 3rd St. This development is currently in the preliminary architecture phase with the next phase being an environmental study. The demo of the current site is scheduled to begin in the next 30 days. Residential units will be market rate rental and Sova is hoping for construction to begin June of 2019 with occupancy beginning in the Summer of 2020. Sova said once 10th and 9th Ave. and 4th St. is improved, it will add additional parking spots to alleviate the concern of parking.

Sova added with the amenities provided, this development is considered a Class A housing project that has not yet been seen in Cedar Rapids. Sova believes there is a sufficient demand in our market and is not currently concerned about occupancy. Existing apartments range from \$1.60-\$1.70 per sq. ft. Sova said they will try to stay in that range, however it is difficult to do with this development because of expense of the parking garage.

Neumann outlined ways the SSMID could be involved in the development in the future, with streetscape elements, signage, etc. No decisions need to be made at this point.

Small Business Survey

Synchronist is a software program that Economic Development groups around the nation use to compile data from interstate commerce companies and compare on a local, state and federal level. The Economic Alliance completes more than 100 of these surveys every year to forecast what is occurring in the market so we can react appropriately. Synchronist has recently released a survey for non-interstate commerce companies, which could be beneficial information for our district. Huff said she already produces interviews very similar to this one with existing small businesses and is concerned this could become repetitive and duplicative. Neumann suggested they compare the two surveys.

Core District Summit Debrief

Representatives from all three SSMIDs came together this week to discuss initiatives, challenges and how the SSMIDs can work together to be more efficient. Members from the CVNB SSMID that were present include Byers, McClain & Jelinek. Updates from the other SSMIDs include a public safety effort for Greene Square and daytime events in the MedQuarter. This group will meet about twice a year, with the next meeting being in September in order to discuss 2020 planning.

Main Street Leadership Update

Huff introduced herself as the new Main Street Executive Director. She will be working in the district to build relationships with both business and property owners and her focus is to create a sense of community connecting NewBo and Czech Village. Huff is also working with NewBo Market vendors for when they are ready to “graduate” from the Market and provide them resources on how they can stay in the district. Vernon introduced herself as the Executive Director of Strategic Development. Vernon will be working outside of the district and will be focusing on the bigger picture of how we can make this district more powerful.

Adjourn

The meeting was adjourned at 9:55 a.m.