



## **Medical SSMID Commission Meeting Minutes**

**May 8, 2019**

**8:00 a.m. – 9:30 a.m.**

**First Avenue Executive Suites**

**Present:** John Albert, Tim Charles, Gordon Epping, Michelle Jensen, Kathy McCauley, Mary Meisterling, Michelle Niermann, Okpara Rice, Julie Sterling, Sarah Wickenkamp

**Absent:** Karen Smith, Mike Sundall

**Guests:** Suzy McGrane-Hop – Gilded Pear, Tom Peterson – ITC Midwest, David Connolly & Jasmine Almoayed – City of Cedar Rapids, Zack Kucharski & Quinn Pettifer – The Gazette

**Staff:** Jessica Komisar, Phil Wasta, Audrey Wheeler

### **Welcome & Call to Order**

Jensen welcomed everybody and called the meeting to order at 8:00 a.m.

### **Gazette Iowa Ideas Conference**

Petersen shared that ITC Midwest is a title sponsor for Iowa Ideas this year which will take place October 3<sup>rd</sup> & 4<sup>th</sup> at the DoubleTree and that this conference is unique in what it does and what it's trying to accomplish. Iowa Ideas brings people together to discuss pressing issues that are occurring in our state. It is also a great opportunity to send your employees or volunteers to for their own personal and professional development and to introduce them to leadership tracks.

Kucharski stated Iowa Ideas began 3 years ago and has been growing every year. Iowa Ideas consists of a magazine that gets published 5 times per year, monthly centerpieces in The Gazette and the annual conference. The format of the conference is set across 11 tracks with 80 sessions. Those tracks include Agriculture, Diversity & Inclusion, Education, Energy & Environment, Health Care, Human & Social Services, Infrastructure, Policy, Regional Development, Workforce and Young Professionals. There are 120 confirmed panelists, but that number will end up around 200. They are working to build in continuing education credit and because of the support from ITC Midwest and other sponsors, they are able to build a scholarship program for high school students from around the State to join. For those interested in becoming more involved with Iowa Ideas, they are looking for volunteers to help out for 4 hours and in return, they get to join the conference for free.

Pettifer added ticket prices will go from \$100 to \$150 on May 17<sup>th</sup> however the \$100 ticket price will remain consistent for education, government agencies and non-profits.

### **District Development**

Connolly stated Charles, Wasta, Almoayed and Ron Corbett met to discuss what would work well in the district from an economic development standpoint. Highlights from Connolly's presentation includes:

- Largest single sector in Cedar Rapids economy is Manufacturing at 27%. Healthcare is currently at 6%
- Home ownership rate was stable (~69%) but since the 2008 recession, that rate has declined
- Market Area Baseline Data (1-mile radius around the MedQ) Compared to Cedar Rapids:
  - Population: 11,809 (8.8% CR)
  - Jobs: 9,616 (8.9 CR)
  - Establishments: 915 (22% CR)
  - Income: \$48k (vs. \$63k)
  - Unemployment: 7% (3% CR)
  - Home value: \$119k (vs. \$162k)

- Types of infrastructure and their drive and demands:
  - Residential (mixed use) – demand driven by employment and income gains. Growing demand for rental, successful projects respond to needs of known market segment.
  - Retail – demand driven by income, spending and population growth. Access & visibility and location of key consumer groups. Decrease in retail stores due to continuing migration of sales to e-commerce.
  - Office/Industrial – demand set by tenant sales for products and services. Workers, space needs and features vary by type of firm.
  - Hospitality – demand driven by visitor counts and projected occupancy. Success of establishment reduces to quality of hotel management.
- Summary
  - Future workforce is already present around the district
  - Mix high-end and workforce housing to grow market's purchasing power (retail growth)
  - Retail development has powerful synergy with healthcare
  - Design matters – appearance, amenity creation but also economic hurdles
  - Value-added activities bring more wealth to district, offering spillover benefits to attract investment
- Next Steps
  - Quality of site information is a fundamental value to site search – City ED program will support MedQ with any necessary data/analytics
  - Continue to aggressively implement district level work schedule
  - Collaboration is a continuous process; vigorously pursue opportunities

Almoayed added that since the Maxfield study has been released, it shows that there is still room to grow residential capacity in Cedar Rapids and as the MedQuarter is an opportunity zone, we have the chance to attract additional dollars. Rice asked about affordable housing as that is a true need in the community. Almoayed stated it depends on how “affordable” is defined as people do not find market rate projects affordable. Almoayed added the Roots Program has helped this effort.

Connolly's PowerPoint presentation can be downloaded at:

[https://www.dropbox.com/s/dovewkrg28ttvsd/MedQ\\_Presentation\\_050819v2.pptx?dl=0](https://www.dropbox.com/s/dovewkrg28ttvsd/MedQ_Presentation_050819v2.pptx?dl=0)

### **Consent Agenda**

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

### **Slate of officers effective July 1, 2019**

- Kathy McCauley's resignation
- 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

Epping moved to approve the slate of officers with McCauley seconding. The slate of officers was unanimously approved.

### **Synchronist Main Street surveys**

Wasta presented the Synchronist Main Street survey which he will use to conduct 50 interviews this year with businesses in the MedQuarter. Wasta worked with Downtown and Czech Village NewBo district executive directors to modify the original survey and to add SSMD specific questions. This data will be aggregated so we can track the information and study any trends. Charles moved for acceptance for Wasta to use the presented survey with Epping seconding. The motion was unanimously approved.

### **People of the MedQuarter Stories**

Stories have been received by Mercy, PCI and St. Luke's but we are looking for more, specifically from individuals who are transplants to the district. Facebook posts are getting good attention and the posts will be expanding into Instagram. If anybody has suggestions on other stories, please let Wasta know.

### **Summer in the Q Events**

The Branding & Marketing committee has the desire to have in-district events geared to engage employees and employers. The events that have been scheduled include a 12-week MedQ Mile walking challenge, PCI Art Show & Sale/Historic Preservation Showcase/MedQ History Hub, Coffee & Sunrise Yoga in the MedQ Park on 3<sup>rd</sup>, and MedQuarter's Celebr8tory Anniversary Lunch. The chairs have approved using \$5k out of the \$10k "Unspecified – not yet identified" SSMID budget line item for these events.

### **Core District Summit**

On April 17<sup>th</sup>, representatives from the three SSMIDs came together to discuss current and upcoming initiatives in their districts and how the districts could work together more effectively and efficiently. This group will meet again in October.

### **Committee Updates**

Epping shared that Cedar Rapids bonding rating is high and good municipal bonds are tough to find, Cedar Rapids has good interest rates. We need to come to a conclusion/decision this fall as the bonding process will begin in February of 2020 and will be issued in May of 2020. Wasta said there is strong interest to pay as we go instead of bond. Albert added with the bonding, we make a commitment to pay it which could have a potential negative impact however the positive in bonding is the efficiencies in construction so projects would be done quicker. No decision was needed to be made at this time and the commission will re-visit this topic in the fall.

### **Executive Director's Updates**

#### 24/7 Child Care RFP

RFP responses came in last Thursday. Bid tab with responding firms, costs and timeline is included in agenda packet.

For future consideration, the funding for the feasibility study could come out of the "Economic Development/Workforce Initiative" line item in the MedQ Inc. budget which totals \$35k.

#### Bike Share Program

Out of the 90 proposed bike racks, 8 of them will be within the MedQ boundary lines. This program launches on Monday, May 13<sup>th</sup> during Bike to Work week and there will be a launch event on the 13<sup>th</sup> at 5:30 at Green Square.

#### Faith & Medicine Task Force – Leadership Engagement Event update

This event has been cancelled. The hospitals do not have the bandwidth right now to participate. There is a possibility it could happen in the future.

#### 10<sup>th</sup> Street Construction Project update

There is a concrete encased fiber optic line that was found along 10<sup>th</sup> Street that needs to be lowered prior to construction starting. This is why there are lane closures prior to the start date. The general contractor decided that since the lanes were already closed, that they would get our construction started by performing some prep work. The slip lane off of Mt Vernon Road is already closed and the full construction start date is scheduled for June 6<sup>th</sup>.

#### Mural sub-committee update

This future mural will be on the wall of Gilded Pear that faces the MedQ Park on 3<sup>rd</sup>. The sub-committee is waiting for a proposal from Murals & More but an initial cost the committee received was \$25-\$40 per sq. feet. Because the wall is 1,000 sq. feet there is a possibility to not include the mural on the entire wall.

### **Adjourn**

Epping moved to adjourn the meeting with Albert seconding. The meeting was adjourned at 9:22 a.m.