

Medical SSMID Commission Meeting Minutes

May 11, 2022, 8:00 a.m. – 9:30 a.m., PCI Medical Pavilion 1

Present: Eric Dalton, Gordon Epping, Lisa Gleason, Pauline Herb, Michelle Jensen, Suzy McGrane-Hop, Michelle Niermann, Okpara Rice

Absent: John Albert, Tim Charles, Julie Sterling, Michelle Stramel

Guests: Sandi Fowler – City of Cedar Rapids, Russ Nieland – Carson Wealth

Staff: Jessica Komisar, Jesse Thoeming, Phil Wasta, Caleb Woods

Welcome & Call to Order

Rice called the meeting to order at 8:06 a.m. and welcomed Gleason to her first official meeting as a Commissioner.

Consent Agenda

Gleason moved to approve the March minutes, March and April financials and Quarterly Investment Reports with Jensen seconding. The motion was unanimously approved. Wasta said the investment reports are all within investment guidelines.

Nomination of Russ Nieland

Wasta introduced Nieland with Carson Wealth, a financial business that recently purchased, remodeled, and moved into the building at 835 3rd Avenue SE. Nieland said his desire for the financial world started from his past experiences, and is now wanting to give families the same support. Nieland and his business partner, Chris Graw, are equity partners in Carson Wealth, headquartered in Omaha, and has 16 employees locally. Nieland said he is looking forward to learning more about the district and participating by being a part of the Commission. Dalton moved to approve Nieland to the Medical SSMID Commission with Herb seconding. The motion was unanimously approved. This appointment is to fill John Albert's seat which will be vacant July 1 since Albert is rolling off.

Preliminary Budgets for FY'23

Wasta presented a preliminary FY '23 budget which also featured numbers for FY' 24-26. Highlights include:

- Income – voluntary contributions from St. Luke's and Mercy will be decreasing from \$125k per year per entity to \$100k which will begin July 1, 2022. This is per the new agreement which is good for two years and at that point it can be revisited to help those organizations plan better for their futures.
- Parkway Improvement – \$55k for 3rd Avenue crosswalk, increasing to 250k in FY '24 for 10th Street from 1st to A Avenue NE, decreasing to 112k in FY '25, and back to \$250k in FY '26 to be prepared for the roundabout (\$58k from SSMID and \$192k from MedQ Inc)
- Majority of expenses have stayed the same or if there's an increase it's to incorporate general cost increases
- Holiday Décor – Wasta wants to be proactive about this and to expand the program from this past holiday season which was well-received. Increasing by \$5k each year to plan for increase in material costs and labor
- Maintenance & Beautification – raising from \$80k to \$100k assuming the Commission may want to expand the planter program after this year and to cover installation of Bigbelly solar trash and recycling bins similar to Downtown. This line item also has an ongoing earmark for murals
- Cash reserves – remain healthy, total reserve between MedQ Inc and SSMID is approximately \$1.2M

The Commission will be voting on the budget at the July meeting.

Brain Health Summit

Wasta reminded Commissioners about the Brain Health Summit on May 26 at Hotel Kirkwood and sent them a link for a free registration. This event is held in partnership with the Mental Health/Disability Services of the East Central Region, Kirkwood, The MedQuarter, Hawkeye Community College, and Northeast Iowa Community College. The MedQuarter's Faith & Medicine Task Force, with representatives from the Eastern Iowa Health Center, First Lutheran Church, Mercy Medical Center, NAMI Linn County, Tanager Place, and UnityPoint Health – St. Luke's were involved in the event by providing moderators and panelists. Wasta encouraged Commissioners to attend but to also share within their networks and HR teams. Rice reiterated the importance of this topic as the mental health data for the State of Iowa is glaring.

Roundabout Planning

Wasta presented updates on the roundabout that will be going in the intersection of Mt. Vernon Rd, 8th Ave and 10th St. Specifics include:

- 100' at the center diameter, large enough for semis to safely navigate
- All property owners in the area have been engaged in planning conversations
- No stone products in case of a vehicle going over the median – will be using faux stone made of styrofoam
- Plantings and trees must be at certain heights
- Will include lighting
- Will go out to bid in Spring 2023

MedQ Perks & District Marketing

Jensen presented the idea of a mobile perks program that would feature MedQ restaurants, services, retail and amenities for those who work in the MedQuarter. Bandwango is a website design company that has a pre-formatted experience that we would use as the interface to engage with MedQuarter employees. The Economic Alliance communications team would work on the delivery but would work with Bandwango on back-end updates and any issues. The hope is it would be up and running within 3-4 weeks, with a \$5k budget. Wasta said this is trackable with metrics so we can see what people are scanning and when. We could focus the marketing on to-go orders as we know a typical lunch break isn't always realistic for healthcare employees.

Other ideas from Commissioners included an ice cream truck or monthly food truck that can move around the district.

While marketing focuses will be more inward, there will still be an outward push for workforce attraction.

Executive Director Updates

New Committee Members and Rosters

Wasta reminded the Commission that updated committee lists were sent out, but will forward the Faith and Medicine Task Force.

2022 Planters

District wide self-watering planters will be installed the week of May 23-27, they will include a tall prairie grass center, colorful flowers in the middle and draping plants around the outside. They will be placed at the corners of many of the major intersections and have permission from property owners.

3rd Ave Pedestrian Crosswalk

The 3rd Ave crosswalk by PCI is almost complete, the only thing that's missing right now is the flashing crosswalk sign and white hashmarks across the roadway. This project will be wrapped up by the end of June. This update will make it safer for PCI employees and other pedestrians to cross 3rd Ave and for cars to see around those that are parked on 3rd Ave. Dalton expressed his appreciation for this project and that PCI employees are pleased to have the crosswalk.

Child Care Center

Wasta has found another operator that has high interest in opening a daycare in the district. This operator is a mother-daughter team with experience and are locally based and has capacity as they have sold one of their centers. Wasta is moving forward with this initiative and will do a full proforma under their assumed operating expenses.

A Ave Mural

Waiting on consistent dry weather for the mural to begin but the artist is targeting late May, early June.

10th Street from 1st to A Ave Project Update

Wasta provided an update on the 10th Street from 1st to A Ave project. Wasta said they will be cutting back the median in front of St. Luke's ER entry to achieve a full turning radius and is working with the City on if the project can be extended another 100' west on A Ave. Wasta will keep the Commission up to date, but they are still looking at this going out to bid this Fall for Spring construction.

Other Business

Wasta said he's been asked by Jensen if a mural can be installed on the side of their building facing 5th Avenue. Wasta said he wants the Commission to consider a funding stream for murals and what the process is going to be. Wasta met with Thoeming who has orchestrated several murals Downtown and as for the process, it mostly comes down to if the mural is going on public vs private property. Wasta said the biggest difference between the MedQuarter and Downtown is it's mostly private property. Wasta said the Commission would need to decide if we want the art work to be predictive throughout the District or if we would be open to concepts. If we want to pursue murals, we can put it out to bid but some artists won't respond because they don't want to give away their artwork. Wasta said Murals & More is another organization that we would work with to help with some logistics and navigations. The Commission does want to pursue murals.

Wasta said Charles has brought up the idea of lining 10th Street with American flags for Veterans Day in November. This could be expanded to include Flag Day in June as well. The idea would be to place yard signs with a flag and the MedQuarter logo in the tree pits/parkway like was done for the 'Thank You' to health care workers in 2020. Nieland suggested we consider for Fourth of July as well. Wasta said he considered actual flags or banners, but the costs and labor are significant. With the yard signs the cost would be minimal and Wasta will install. The Commission agreed yard signs would be a good idea.

Wasta proposed a strategic planning session with the Commission in the Fall particularly to re-visit the Master Development Plan and the Master Parkway Improvement Plan. Instead of finding a new date that works for everybody, Wasta will use one of the Fall Commission meetings and expand it to 3-4 hours. Wasta to send an update and calendar invite.

Adjourn

Epping moved to adjourn with Dalton seconding. The meeting was adjourned at 9:25 a.m.