

Medical SSMID Commission Meeting Minutes

November 6, 2013

8:00 a.m. – 9:30 a.m.

Tallgrass Business Resources

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

Absent: Kathy McCauley

Steering Committee/Guests: Gordon Epping

Economic Alliance Staff: Sarika Bhakta, Doug Neumann and Nicole Reck

Welcome & Introductions

Townsend called the meeting to order at 8:02 a.m.

Consent Agenda

Meisterling moved approval of the Consent Agenda amending the October minutes as discussed, seconded by Wasta, the Commission unanimously approved.

Committee Updates, Next Steps, and Timeline

Branding/Marketing

Dr. Thomas noted major progress on website signup citing success with medical entities but expressing difficulty communicating with Wolfe Eye Clinics Marshalltown's office and Iowa Eye Care. Charles will aid in communication to Wolfe Eye Clinic and Jensen will assist with Iowa Eye Care. The goal is 60% of entities signed up before moving to Phase II; Phase II is the entity verbiage and photo upload. Web copywriting is near completion. Bhakta noted website data will be populated later this year.

Cooley started with an updated on the banner RFP process referencing his recent work with Tom Peterson, City Traffic Division; and Judy Lehman, City Purchasing. The City will distribute the RFP which will be filtered through the Council and City Manager; the Medical SSMID Commission will make the decision to award the contract. When discussing why this process is going to bid, Neumann noted it is likely because there's a product involved and not just a professional service. Also, because the City acts as the SSMID's "bank" -- whereas the Downtown SSMID banks through an institution downtown -- may make the Medical SSMID subject to stricter interpretations and more processes. The banking issue will be tabled for a future agenda.

Regarding the RFP document, one suggestion was to include maintenance in the bid to ensure a long term contract that extends to removal and relocation of banners as poles are removed, etc. It was noted that the City installed new signage which was a result of the City Manager's desire to have new wayfinding coincide with the opening of the DoubleTree hotel. Bhakta noted that the Downtown SSMID and NewBo want to work on a signage and wayfinding collaboration with the Medical SSMID; as they share signage and wayfinding priorities for 2014.

District Services

Neumann announced that the District Service Plan was approved by the City Council yesterday. During the Council meeting, there was a comment regarding the prairie grass; the

plan is to remove the undesirable plants and replace them with a more aesthetically appealing plantings next spring.

Master Development Plan

Albert said 28 attendees were present for the Second Open House held on October 24th. Lakota discussed the State of the District and medical experience and displayed reader boards with concepts through the many stations in an effort to collect input on preliminary vision concepts. 100% of the ballot results, which consisted of 18 ballots, preferred Concept C of the four shown. Design elements for the MedQuarter experiences were ranked in the following order: signage and wayfinding concept, gateways concept, streetscape concept, and open space concept. The same ranking was true for the importance for implementation. Additional comments received were also included in the Memorandum from Lakota. Albert explained that the survey can be posted on the MedQuarter's website to seek additional feedback.

Sundall reported on PCI's obligation through their TIF. As of today there are 474 jobs; the seven year plan was to recruit 20 positions, they are actively recruiting seven new physicians. There have been approximately 500 participants in focus groups as well as exit interviews conducted which determined the following information. Overall satisfaction is 94%; parking/wayfinding/walking access satisfaction is 98%; parking satisfaction is near 100%. Sundall also reported that approximately 80% of patients are choosing surface parking and PCI has not had any complaints in regards to parking.

Lakota will present the preliminary outline for the master development plan to delve into details at the December meeting. January will likely be a meeting to fine tune in preparation for the Third Open House and wrap up in February or March. It was reported that Lakota is 66% through their contract. The January 2014 meeting will be rescheduled from January 1st to January 8th.

Commonwealth Apartments Update

Albert was contacted by Richard Sova whose firm is attempting to purchase the Commonwealth Apartments for remodeling and to subsequently rent to seniors. The City asked Sova to contact stakeholders for a letter of support for the project. Economic Alliance staff agreed to provide additional background information; Neumann noted that Sova has had enormous success in the Chicago area with similar projects and that this would be his initial project in our area. Wasta explained that the Uptown District forwarded the requested letter of support because of the revival of the dilapidated property and because the project is for senior housing even though it does have some subsidized package as part of it. Approval was obtained from the Historic Commission to keep the outside consistent as well. The topic was tabled for the January 2014 meeting.

Other

The topic of a Tobacco Free District was discussed as there are entities that already have the designation within the district. Enforcement is difficult and it's a shifting issue driving tobacco users to other locations within the districts. The topic of the District's position on tobacco usage will be tabled.

Other future agenda topics will include Master Development Plan initiatives.

Adjourn

The meeting adjourned at 9:10 a.m.