

Medical SSMID Commission Meeting Minutes

November 11, 2015

8:00 a.m. – 9:30 a.m.

Tallgrass Business Resources

Present: John Albert, Tim Charles, Richard Cooley, Gordon Epping, Michelle Jensen, Kathy McCauley, Mike Sundall, Julianne Thomas, Ted Townsend, Mary Meisterling

Absent: Julie Sterling, Karen Smith

Guests: Richard Pankey, Kris Gulick

Economic Alliance Staff: Phil Wasta, Doug Neumann

Welcome & Call to Order

Charles called the meeting to order at 8 a.m.

Consent Agenda

There is not a financial report this month because of a technology breakdown at the Economic Alliance. Wasta has a bill for the general liability insurance that's required of the new office space. There's not a line item for insurance in the current budget, but that will be added.

Epping moved approval of the Consent Agenda, Thomas seconded. The Commission unanimously approved.

Professional Services Contract

Wasta shared minor wording changes suggested by a legal review. The edits are to further ensure the Medical SSMID is not considered an employer or a co-employer. The changes do not affect any terms or understandings. Epping moved approval of the Agreement. Meisterling seconded and the Board unanimously approved.

Committee Updates

Written committee reports, plus visual examples of proposed new banners, were all included in the packet. Additional discussion included:

Wasta showed the visitor's video and asked for Commission feedback. The video has already been vetted by the marketing committee, and the Commission had a couple of additional points of feedback. Wasta and Thomas reminded the Commission that a second video will be more focused on business elements and include a virtual tour of the District. Several ideas from the Commission are more likely to be incorporated into the second video because the first is already over its targeted two minutes and is very close to done. The Commission directed Wasta to work with the contractor, deNovo Alternative Marketing, on changes that can still be "practically" made, but understood that other elements will be incorporated into the second video.

The "Five Trees for the Season" holiday tree in the MedQ will be lit in a short ceremony on Dec. 1. Its location in the 4th Avenue pocket park has brought to attention some additional public-private funding issues. Electrical power needs to be extended to the park, and a quote has been received from Nelson Electric. But is this a District expense or one to be borne by private property owners who will benefit? For now, Charles and Thomas will figure out how to privately fund the improvement, but they reserve the right to ask for District reimbursement, pending clarity on this issue. Meanwhile, Meisterling agreed to draft some spending guidelines for the District, and Wasta is continuing to work through issues with the City regarding use of SSMID dollars. Definitely more to come on this topic.

Albert noted the first Façade Improvement grant has been awarded to The History Center for their perimeter wall project at the Douglas Mansion property. A potential landscape improvement program is still in discussion stages with the committee.

Executive Director's Report

Wasta said that tri-chairs have been determined to lead the Creative Corridor Regional Vision Strategy. Steering and technical committees are now forming, and it's expected that some focus group work will be underway in early 2016.

There have been additional delays on the agreements needed to get the monument signs in place. Wasta has been frustrated by a lack of response – and sometimes contradictory response – from various City officials. He recounted the latest meetings and the latest, new concerns raised by the City regarding both the monument signs and the banking/financial relationship.

Commission discussion centered on how to break through these ongoing issues with City officials. Neumann shared that very similar breakdowns have happened this year with Downtown SSMID issues, including a long delay in approval of a renewed parking lease.

The Commission suggested we attempt to get a meeting with Jeff Pomeranz that would include the chairs of board SSMIDs, Wasta, Neumann and whatever other City officials Pomeranz wanted to include. The Commission asked Neumann to attempt to coordinate schedules and get a meeting set.

Wasta asked for feedback on gathering feedback from District stakeholders, an activity that has been targeted for January. Similar events in the past have failed to generate much involvement from anyone other than those already involved. Still, there's a sense that an outreach event is important, and several ideas were offered that Wasta will consider in planning the event.

Wasta also wants to start planning for a Commission retreat in order to spend more time on long-term and strategic direction for the District. Based on commission input, this may be delayed from February into March, pending schedules and planning time.

Wasta will conduct his one-on-one meetings with all Commission members on 11/17 & 11/18.

Other Business

There was no other business stated.

Adjourn

The meeting adjourned at 9:31 a.m.