



## **Medical SSMID Commission Meeting Minutes**

**November 8, 2017**

**8:00 a.m. – 9:30 a.m.**

### **Tallgrass Business Resources**

**Present:** John Albert, Tim Charles, Richard Cooley, Gordon Epping, Michelle Jensen, Kathy McCauley, Julie Sterling, Julianne Thomas, Ted Townsend

**Absent:** Mary Meisterling, Karen Smith, Mike Sundall

**Guests:** Kris Gulick, Robin Kash

**Staff:** Sherokee Eder, Phil Wasta

### **Welcome and Call to Order**

Jensen welcomed everyone and called the meeting to order at 8:01 a.m.

### **Consent Agenda**

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

### **Discussion- Holiday lights for MedQuarter businesses**

Wasta touched base on the conversation held at the previous meeting regarding the tree lighting from 1<sup>st</sup> Avenue to 5<sup>th</sup> Avenue SE. After that conversation, Charles mentioned that the holiday lighting doesn't always consider other businesses in the District. Wasta reviewed the MOA document and said that the Planning Committee has approved funding for up to 200 strands of lights to be made available for stakeholders to put up to participate in the holiday lighting. Each stakeholder will be given a document with expectations and instructions, highlighting their responsibilities. Albert asked if the SSMID would keep the lights. Wasta said the stakeholders will be informed that they may keep the lights for re-use next year, but that they are encouraged to return them. The light recovery rate is about 70-80% due to damage. Townsend asked if there were guidelines on returning the lights, and dates to have them taken down by. Wasta said that March 31<sup>st</sup> was the deadline they would be provided, but that he can further clarify what the lighting season is. Jensen asked how the offer would be distributed. Wasta said he had a list of stakeholders to e-mail the information to. Townsend requested that an indemnity clause be added to the MOA for additional protection.

### **Discussion- Economic Development Committee Update**

Charles noted that he met with Eric Engelmann to discuss relationship with NewBoCo/Iowa Startup Accelerator. Engelmann requested that the SSMID identify potential mentors in the MedQuarter, that those mentors participate in training, and that they're available throughout the year. Charles noted that Mercy is identifying individuals that would be good candidates and benefit from the professional development. Charles said he was requesting an endorsement to move forward with this, adding that it would be a good partnership and will continue to become increasingly important in Cedar Rapids. Wasta noted that the first proposal was for \$30,000-\$40,000. Wasta asked NewBoCo/ISA what could be done

that would be a strong first step to build a partnership, that would fill a void they have. What it quickly came down to was the mentoring network. Wasta added that it was a unique asset they could leverage and promote. Wasta reminded the Commission of the talking point not to duplicate efforts where possible, adding that this partnership would leverage NewBoCo/ISA capabilities, rather than duplicating efforts. Townsend said he was supportive of mentorship, but wanted to know what the \$15,000 was for. Charles said NewBoCo/ISA needs financial underpinning for staff. Wasta said the money would be to design and execute the plan for the mentor network and training over the next 12 months with \$5,000. for the plan execution and an allowance of \$299. per mentor for professional development. Townsend said he felt earmark was a better term than allocate. With this clarification the general consensus was that Commission Members were comfortable allocating \$5,000. to NewBoCo/ISA to execute the plan for the mentor network and earmark up to \$10,000. for the professional development of up to 25 mentors plus any incidental expenses related to the initiative, not to exceed \$15,000. total. Jensen asked if anyone in the MedQuarter would participate in the selection process. Wasta informed Jensen that there would be. Albert moved approval for funding from MedQuarter, Inc. as discussed with Epping seconding. The motion was unanimously approved. Wasta touched on property acquisition, noting that the owner of the property that an offer was made to will remove the hazardous materials before the purchase. Wasta briefly discussed another property acquisition opportunity, but felt the price was unreasonable. The next steps will be to research if there is any historical significance, find a realistic selling price, and go from there.

#### **Discussion- Review MedQuarter Econ. Dev. Handout for additions**

Wasta referenced the handout that he created after his Heartland training. Thomas and Wasta have been working together on it, and made some tweaks. If Commission Members see anything missing, or have suggestions, they are encouraged to make those recommendations to Wasta. Thomas recognized the Ausadie Apartments for their new Airbnb units and noted that they should be added to the handout. Cooley shared that the Airbnb units have been very successful so far.

#### **Discussion-Mid-year review for Exec. Dir.**

Commission Members entered strategic discussion on the process for the Executive Director's review. Jensen will guide next steps in the process.

#### **Discussion- Review 2018 Action Strategies**

Wasta went over changes from the 2017 to 2018 Action Strategies. Maintenance planning for gateway monuments was removed because they aren't up yet. Wasta noted that they have been working with GO Cedar Rapids. Rather than developing a new marketing strategy for 2018, the current strategy will be implemented. Thomas had the idea of forming a Speakers' Bureau to go talk to clubs, rotaries, etc. The website will continue to be enhanced. Wasta shared a new plan to be more engaged with the district and stakeholders by hosting morning coffees throughout the year. Financing Initiatives was added. Townsend noted that he would love to see Economic Development eventually become its own section. Townsend also note that he has been approached about the Healthiest State Initiative. Townsend said the MedQuarter will have to decide what their role in this is moving forward. Charles said he wanted to learn more about what the City was doing with that. Wasta added he will be meeting with Sandi Fowler and Stephanie Schrader about this later this month, and he understands that the Medical SSMID is willing to work with the City, but doesn't want it to be something the MedQuarter is expected to take financial responsibility for.

#### **Discussion- Re-cap of 11/2 and preview of 12/7 'Speak Up' Series events**

Thomas felt the second event was a great success, and expressed satisfaction with the event attendance of approximately 270 people. This event had less of a survey response than the last. Thomas thanked St. Luke's/UnityPoint for providing 11 of 13 facilitators. Charles noted he was also impressed with that. Commission Members discussed the venue and the use of I-Post. Townsend asked if future topics were lined up. Wasta said once they got through the December 7<sup>th</sup> event that they would start working on that. Townsend expressed he felt the question should be asked if the Medical District could speak out about the current opioid abuse issue, and educate the public. Questions about it in clinics have jumped exponentially.

#### **Final Signage & Wayfinding Package to be presented to City**

Wasta provided a visual showing the locations for all 122 signs and kiosks, adding that the final plan will be done today. Locations have been reviewed by Anderson Bogert Engineers. The City is currently working on funding. Townsend asked about sign visibility. Wasta clarified that the signs are reflective, and that headlights light them up after dark. Thomas pointed out the density of signs in Czech Village. Wasta noted that the blocks are much smaller and packed in, so the higher density was to capture turning points. Townsend asked if it was hard to read the signs. Wasta said that all signs are designed per DOT standards with regard to letter style, size, etc. to fit the size of the roadway and speed of the vehicles. Wasta added that Matt Myers with the City's Traffic Engineering Dept. has been involved in all aspects of this plan.

#### **Committee Updates**

Epping said that he has received responses from all but one of the Finance and Operations Committee members regarding their willingness to continue. Sterling said she would be willing to help if given a set day and time that works with her schedule. Epping said that new reps were needed from Mercy and St. Luke's. Epping noted he was also working with the bank on the set-aside funds.

#### **Executive Director's Report**

Wasta shared a PowerPoint highlighting events he had attended in recent months, with key takeaways. Build Outside the Box provided examples of form based zoning that Wasta felt should be considered for mixed use development. The Iowa Ideas key take away was "The Changing Face of Iowa," and Wasta made note of incentives and the future of Economic Development. The PDI Fall Conference, Wasta shared, was difficult to nutshell the content, but learned Cedar Rapids does a good job competing on a local, state, national and international level. Wasta referenced Brownfield Grayfield incentives as an example. Wasta said that the key takeaway from the Future Ready Iowa Listening Tour was that he felt the higher learning institutions could collaborate with Healthcare, using the MedQuarter as a middle ground. Overall, Wasta said it was good to have the MedQuarter represented at different events. Jensen asked if Wasta was thinking about 2018 conferences. Wasta clarified it would depend on the content for some. Townsend noted to make sure stakeholders were plugged in, and that he felt the Future Ready Iowa initiative was a great idea.

#### **Other Business**

Jensen noted that the MedQuarter's digital advertisements were visible during State Volleyball in the U.S. Cellular Center.

#### **Adjourn**

The meeting was adjourned at 9:28 a.m.