

Medical SSMID Commission Meeting Minutes

November 11, 2020, 8:00 a.m. – 9:30 a.m., Zoom Meeting

The Medical SSMID Commission met virtually in regular session. Those present are listed below. The meeting was held as an electronic regular Commission meeting because a meeting in person was impossible or impractical due to concerns for the health and safety of Commissioners, staff and the public presented by COVID-19.

Present: John Albert, Tim Charles, Gordon Epping, Michelle Jensen, Suzy McGrane-Hop, Mary Meisterling, Michelle Niermann, Okpara Rice, Julie Sterling, Sarah Wickenkamp

Absent: Karen Smith, Mike Sundall

Guests: Dale Todd – City of Cedar Rapids

Staff: Jule Day, Jessica Komisar, Anne Laugen, Phil Wasta

Welcome & Call to Order

Rice welcomed everybody and called the meeting to order at 8:01 a.m.

Consent Agenda

Wasta said the investment reports are all within the asset allocation guidelines.

Jensen moved approval of the September minutes and September and October financials with Epping seconding. The minutes, financials and reports were unanimously approved.

COVID Updates from Commissioners

Meisterling – Alliant Energy continues to stay out of the office until the end of March.

Rice – A lot of staff at Tanager are out to take care of kids that are out of school or sick.

Niermann – Statewide hospitalizations due to COVID have been increasing day over day for weeks. Their inpatient census for COVID is triple what it was at April's peak. Critical care beds are being used for COVID patients and 1/3 of medical surgery beds have been converted to COVID beds. Albert asked if capacity is adequate. Niermann said it is at the moment, but they are concerned for the future and it's not so much about bed capacity but having enough staff to provide the level of care we want to provide.

Jensen – having same issues with staffing, as they are essential workers if they are exposed to COVID but showing no symptoms, they can report to work while following protocols, that has been tough to deal with. Also have employees having to stay home due to kids going back to virtual learning.

Derecho Updates from Commissioners

Wasta said if anybody has difficulty getting their parkway cleared of debris, to contact him and he can raise awareness to the City. The parkway in the district for the most part seems to be ok right now. Meisterling said the City of Cedar Rapids has 10k street lights with Alliant and 5k were destroyed or damaged and no longer functional. Alliant has ordered 5k more street lights and have started to install and hope to get them all up by end of 2020.

Changes in Medical SSMID Leadership Roles

Rice said as Smith has undergone some personal challenges, she has stepped down as Chair effective 11/1/20. With that comes some shifting, Rice will take over as chair effective 11/1/20 for the remainder of Smith's term plus his 2-year term with roll-off as of 6/30/23. McGrane-Hop has agreed to assume role of Vice Chair effective 11/1/20 for the remainder of Rice's term plus her 2-year term with transition to Chair on 7/1/23. Epping moved to approve this transition with Albert seconding. The motion was unanimously approved.

FY '21/'22 Levy Rate and Budget

Wasta shared a 4-year projection of 2020-2023 budgets and reminded the Commission that we made the decision to not bond and adopted the approach to pay as we go and reduced the rate from \$3.25 to \$2.75 in November of 2019 which is a 15% reduction. Wasta presented a proposed FY '22 budget that is built in the same way as our FY '21 budget. Wasta said we agreed to not seek

bonding so we took \$175k bonding out and set aside comprehensive gateway projects in favor of parkway improvement. Wasta said we increased holiday décor by \$10k because we have added trees with the completion of 10th Street from A Ave to 8th. Wasta recommended continuing with the \$2.75 levy rate and approve the budget.

Epping moved to approve the \$2.75 levy rate with Meisterling seconding. The motion was unanimously approved.

Epping moved to approve the proposed FY '22 budget with Wickenkamp seconding. The motion was unanimously approved.

FY '21/'22 Expenditure Budget

Wasta said as we are a tax funded entity and are at the will of the City Council and Mayor, we report back to them our use of funds and instead of the 30-line item budget, we take that and condense into 7 main categories and that goes to City Council for approval so they are overseeing how the tax funds are being spent by an appointed commission. The total expense of \$530,490 is higher than expected revenue because we agreed to spend our accumulated unused revenues on parkway improvements. Epping moved to approve the expenditure budget with Albert seconding. The motion was unanimously approved.

2021 Action Strategies

Wasta shared a draft 2021 action strategies document with mark-ups and said it's something we can dig into in more detail in January. Updates from 2020 to 2021 include:

- Multi-district collaboration for enhanced maintenance throughout district
- Actively promote district properties to site selectors and regional developers
- Adding a pro forma analysis to the child care center feasibility study
- District marketing and promoting, instead of events, for increased engagement
- Phase 5 banner program creation and maintenance
- Engage with district stakeholders through biannual Main Street survey in 4th quarter of 2021
- Develop additional, COVID-conscious methods to promote district businesses
- Seek out opportunities to partner with stakeholders on COVID vaccine education
- Funding for district WOW projects (similar to Downtown)
- Assess funding options for tree removal, stump grinding and replacement program for district
- Develop final designs, budgets, RFPs and contracts for Priority #5 (1st Ave from 10th-12th Street) for 2021 construction
- Work with City on all aspects of implementation for construction of Priority #5
- Work with Commission to assess potential projects for 2022 construction

Rice said he likes the direction of where we are going and the adjustments that were made. We will continue the conversation during the January meeting.

2020 Executive Director's Review Process

Jensen said in the past few years we have sent an electronic survey that details Wasta's goals and after we get feedback, we average scores and that is how we determine an increase for the following year. Jensen said to keep an eye out for the survey from Audrey Wheeler with the Economic Alliance in December and complete it as soon as possible.

District Marketing Initiatives Updates

Wasta presented a preliminary outline for a dual-pronged digital marketing strategy. Each month, we will have a featured business as well as a "Don't Delay Care" creative messaging. The first one will be this month around Moose McDuffy's with flu shot messaging. December will feature Gilded Pear. Jensen said we can incorporate the Rally C.A.P. buy local messaging that the Economic Alliance is doing. Wasta showed examples of these social media posts including Google responsive ads and Facebook posts. The images are current with the times, with subjects wearing masks. Wasta said we had a gap between the end of the last digital marketing campaign and had to find a new direction and this is what the branding and marketing committee created.

Committee Updates

Finance & Operations

Epping said the City of Cedar Rapids has started their budgeting process for next year and it will be interesting to see where the State of Iowa will be in terms of revenues. The state ended in good shape at the end of July mostly from the federal money they received from COVID. There is no indication there will be big changes or reductions but between now and when they finalize the budget in March/April but it could impact our funding from the City. Todd said the City is sensitive to what's happening on the State level and based on preliminary numbers they aren't anticipating any reductions.

Executive Director Updates

Child Care Center Update

Wasta just received the final iteration of the pro forma from the consultants we hired to create from MedQ Inc funds. It gives an outline on financing on how a day care center works broken down by a facility with 133 children and 186 children. Wasta received a call from Linda Mills with Mills Consulting who did the feasibility study. Wasta said the Waterloo consultants know the Eastern Iowa market but not the national market like Mills does and they have all had productive and interesting conversations. Wasta said when

we get back to “normal”, child care will continue to be a big issue and he would like to get ahead of it before the demand comes back and is looking forward to bringing this information to the Commission in an actionable way during the January meeting.

1st Ave Parkway Improvements & Beautification

Wasta encouraged the Commissioners to take a walk along 1st Ave from 6th to 10th Street. Wasta said it’s very walkable with benches and trashcans along the way. Wasta thanked Meisterling and Alliant Energy for their assistance with the lighting. This was a major investment from the MedQ and the City and the end result looks fantastic.

Wasta said holiday décor will light 10th Street again from A Ave to 8th Ave as well as the trees in the MedQ Park on 3rd.

Other Business

Since the Commission will not be meeting until after Thanksgiving, Christmas and New Year’s, Wasta wished everyone happy and safe holidays, thanked them for their support, and encouraged them to contact him if he can help in any way.

Adjourn

Charles moved to adjourn the meeting with Albert seconding. The meeting was adjourned at 8:56 a.m.