

Cedar Rapids Medical SSMID Commission

Meeting Agenda

November 17, 2021 | 8:00 a.m. – 9:30 a.m.

In-Person at the Economic Alliance: 501 1st Street SE, Cedar Rapids 52401

OR

Virtual: <https://us02web.zoom.us/j/84974291144?pwd=bU5WUktUcGFiZkdQUzRXZEpsR3Jldz09>

Meeting ID: 849 7429 1144

Passcode: 191869

1. Welcome & Call to Order Rice
2. Thank You to Mike Sundall Rice/Wasta
3. Consent Agenda Rice
 - a. September Meeting Minutes
 - b. September and October Financials
 - c. Final Medical SSMID FY'21 Financials
 - d. Third Quarter Investment Account Reports
4. Discuss / Approve FY'22 Revenue Shortfall Gordon/Wasta
5. Discuss / Approve FY'23 Medical SSMID Levy Rate Gordon/Wasta
6. Discuss / Approve FY'23 Expenditure Budget Gordon/Wasta
7. MedQuarter, Inc. Voluntary Contribution MOA Changes for FY'23 Neumann/Charles/Wasta
8. District Marketing Initiative updates Jensen/Wasta
 - '20/'21 Digital Marketing Campaign Update
 - Awareness Campaign Update
 - New Short-Term Digital Marketing Strategy
 - '21/'22 Digital Marketing Campaign Update
 - 2021 Holiday Lighting and Feature
9. Committee Updates* Committee Chairs
 - Branding & Marketing- Jensen
 - Economic Development- Charles
 - Finance & Operations- Epping
 - Standards- Albert
10. Executive Director's Updates Wasta
 - October Monthly Executive Director's Report*
 - 2021 1st Avenue Parkway Improvement Project Update
 - Child Care Center Initiative
 - 2022 Planter/Flower Pot Planning
11. Other Business Rice
12. Adjourn Rice

*** The Committee Chair reports and Executive Director's report are submitted in writing and included in the agenda packet for your review prior to the meeting.**

Reading Materials

- **Downtown SSMID**

Anyone who requires an auxiliary aid or service for effective communication, or a modification of policies or procedures to participate in this City activity, should contact Phil Wasta at 319-361-8620 or email phil@themedquarter.com as soon as possible but no later than 48 hours before the event.

NEXT COMMISSION MEETING: January 12, 2022, 8:00 – 9:30am, Location TBD