



## **Medical SSMID Commission Meeting Minutes**

**October 2, 2013**

**8:00 a.m. – 9:30 a.m.**

**Tallgrass Business Resources**

### **Present**

John Albert, Richard Cooley, Kathy McCauley, Mary Meisterling, Michelle Jensen, Julie Sterling, Mike Sundall, Julianne Thomas, Ted Townsend, Phil Wasta and Marcie Watson

### **Absent**

Tim Charles

### **Steering Committee/Guests**

Gordon Epping, Scott Freres, Sarah Gephart, Kris Gulick, Richard Pankey, Jason Willis and Al Wilson

### **Economic Alliance Staff**

Sarika Bhakta, Doug Neumann and Nicole Reck

### **Welcome & Introductions**

Townsend called the meeting to order at 8:00 a.m.

### **Consent Agenda**

Meisterling moved approval of the Consent Agenda, seconded by Thomas, the Commission unanimously approved.

### **2014 Financials**

Bhakta reviewed the FY14 financials noting projected revenues and expenses as well as uncommitted funds. Neumann explained that the reference spreadsheet is to be used as a guideline as unbudgeted items are considered.

### **Committee Updates, Next Steps, and Timeline**

#### **Branding/Marketing**

Dr. Thomas gave notification that the website's basic framework is complete. She encouraged the group to get their organizations signed up on the website because she has begun to encounter organizations who have not submitted their information, likely because they have an existing website. Dr. Thomas requested assistance with follow up communication to those entities. She reported that web copywriting and work on the website categories are still in progress and that her biggest push is to get as many entities as possible in the directory at site launch.

Discussion ensued regarding which non-profits to include on the website. Sundall moved to include only the non-profit organizations that are located within the district on the MedQuarter website, seconded by McCauley. The Commission unanimously approved. It was noted that there is confusion about when the MedQuarter affiliation and logo can be used in advertising. Dr. Thomas noted it should be available in the next month as working with Steve Drake with Mercy on these logos. Bhakta explained that MedQuarter Regional Medical District logo use is encouraged to help with the branding at this time and that MedQ is discouraged at this

juncture as there may be legal and trademark issues. It was encouraged that the phrase 'located within' be used in conjunction with the new MedQuarter logo to help identify the new district. Bhakta explained the logo can be uploaded to Dropbox and that she will follow up on legal issues in regards to the pursuit of trademarking "MedQ".

### **District Services**

Neumann explained that the City Council is set to pass the MedQuarter District Services Plan on October 22<sup>nd</sup> with resolution. Sundall said he is getting negative feedback from patients regarding the prairie drop seed which was planted by the City; the consensus was that it looks unkempt and unmowed and there is concern that those particular plants do not continue to be planted down 10<sup>th</sup> Street. Neumann said the district has broad authority to take over landscape responsibility and maintenance as part of the District Services Plan.

Cooley stated that he met with MediaQuest and others in the area with regard to banners. Albert noted a formal bid process would be required.

### **Master Development Plan**

Albert reported that the State of the District (SOD) report is complete which he recommended pushing out to City Council, key City staff, the public via press release / MedQuarter website, as well as being available at the library, etc. Scott Freres from The Lakota Group (Lakota) reiterated that the SOD contains no recommendations, rather district information.

Lakota's presentation concentrated on Concepts A and C taking feedback received from September's Commission meeting into consideration with the focus on land use, streetscape, signage and wayfinding, and greenway. Freres made note that concepts such as the green space are presented in public space vs. private properties.

Freres spoke about the need to enhance, improve, and manage the MedQuarter brand for consistent and proper use in order to effectively promote the district recognizing the Commissions desire to be a state of the art, viable and progressive destination.

In regards to the land use strategy, there is a need to define boundaries, to understand the hierarchy of streets, and to define zones such as open space, retail and commercial, health care, lodging, etc. Lakota felt the core retail and commercial street was 1<sup>st</sup> Avenue and that the 4<sup>th</sup> Avenue and 10<sup>th</sup> Street intersection is the heart of the district lending to a perfect opportunity for place making green space. Discussion also surrounded a need for the ability to point people to one central location for any one specific need such as lodging, shopping, and dining.

District identity is highlighted by lighting, green space, perimeter gateways, signage (wayfinding, directional, regulatory, banners, gateways), and streetscape. Discussion surrounded appearance and identity of the district noting signage and streetscape are two very important aspects. Signage was noted as having the best return on investment as it is visible to everyone. The hierarchy of streets to include service streets, community streets, and paver streets is also detrimental to flow of traffic and accessibility within the district. The following were concluded regarding district appearance: dwarf fountain grass is the ideal alternative to the current drop seed grass; stamped concrete is safer and just as aesthetically appealing as pavers; there have been two minor falls due to the pavers.

Freres explained that aspects most important to the district should be the features that users value. He said the number one recreational need is for walking and trails. As a district, walkable space is important to infrastructure. Sundall noted the high amount of foot traffic into his building for food and the amount of people who request outside eating space.

Freres presented Greenway Concept A in depth which highlighted 4<sup>th</sup> Avenue and 10<sup>th</sup> Street with improved green corridors and walkways, gateways, public art, healing gardens, the possibility of a water feature, integration of history, wellness messaging, accessibility components, seating pockets, mile markers, playground, special lighting, sidewalk trivia/games, etc.

He also presented Greenway Concept C which highlighted the blocks of 3<sup>rd</sup> and 4<sup>th</sup> Avenues from 8<sup>th</sup> to 12<sup>th</sup> Street. Major concepts are similar to Concept A though the streetscape design is much different driving parking behind the buildings.

The Commission expressed how pleased they were with Lakota's concept updates and presentation. Freres encouraged moving to show progress no matter how small the project is, as it is detrimental to the MedQuarter. Research on healing gardens and public art was discussed with the consensus that mural art is great but abstract art can be harmful to people who are sick. Grant Wood art felt like an ideal fit for the MedQuarter. It was also agreed that there is a need for a 7:3 green space to hardscape ratio in order to feel the healing effects of the green space.

The Commission concluded Lakota's presentation was on track with the districts five fundamentals of focus which are land use, healing spirit of patient experience, hierarchy of streets, greenway, and signage. When Freres was asked how to coordinate future plans, he directed the Commission to submit directional feedback to Lakota on the districts key issues in order to get a plan which should also include public input. Questions were raised about zoning issues; Freres explained zoning is a future issue and focusing on that may prevent big thinking.

In regards to the Public Open House, Freres stated that the expectation of the open house is to discuss broad issues such as land use and street hierarchy while seeking input on what would make their MedQuarter experience the best possible. Commission attendance at the public open house on October 24<sup>th</sup> from 5-7 p.m. was encouraged.

Townsend asked the Commission to forward future project intentions to Bhakta in order to look for trends, patterns, and principles within the MedQuarter and to house inventory of these projects for future discussion.

### **Adjourn**

The meeting adjourned at 9:32 a.m.

Respectfully Submitted by Nicole Reck