

Medical SSMID Commission Meeting Minutes

October 14, 2015

8:00 a.m. – 9:30 a.m.

First Lutheran Church

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

Absent: None

Guests: Richard Pankey, Tim Goody

Economic Alliance Staff: Phil Wasta, Doug Neumann, Kelly Slaughter

Welcome & Call to Order

Charles called the meeting to order at 8:00 a.m. Charles requested an executive session at the end of the meeting for Wasta's 120 day review and distributed a job description as a framework for this discussion.

Consent Agenda

Thomas moved for approval of the Consent Agenda, including the September minutes and financials. Cooley seconded. The Commission unanimously approved.

Professional Services Contract

Wasta noted that the proposed Services Agreement was negotiated by he and Neumann, and that the Executive Committee and committee chairs had already reviewed it. Compared with the current services contract with the Economic Alliance, it reduces hours of EA time devoted to Medical District services from 75/hrs per month down to 21/hrs per month and it reduces the monthly charges from \$6,500 down to \$1,087. The agreement also covers Wasta's salary, benefits and overhead expenses.

Albert pointed out this agreement is neutral on office location. In other words, it doesn't change based on the time Wasta offices in the MedQ vs. at the EA. Thomas asked about the total payment to the EA, including salaries/benefits. Wasta said it comes to \$126,000 to \$128,000. Charles said the relationship with the EA had value. Neumann noted that the vitality of the district is important to the EA as the success of core central business districts is a core function of the EA, so this agreement is seen as having value to both sides. Pankey commended Wasta on providing a public face for the MedQ.

Sundall moved to approve the professional services contract with the EA. Townsend seconded. The Commission unanimously approved.

Revised Budget

Wasta said there are things that we need to do as district that we're not allowed to do with public dollars. Due to the increase in SSMIDs, the City has realized tighter controls are needed to ensure public dollars are spent correctly. The MedQ needs to earmark non-public funds for use for initiatives not allowed to be covered by public dollars. Wasta asked for funds to be allocated to marketing/promotion and public relations. Townsend indicated we need to reallocate funds within the budget and not move away from the overall approved budget. Townsend moved to appropriate \$10,000 out of Seasonal Lights with \$5,000 into Marketing/Promotions and \$5,000 into Public Relations line items. Thomas seconded. The Commission unanimously approved.

Wasta introduced Tim Goody, COO of the Eastern Iowa Health Center as a guest. EIHC borders the medical district boundary. Townsend encouraged Wasta to become familiar with the petition process for property to become part of the district. Wasta indicated the City is not keen on having changes made to boundaries at this point but will take guidance from the Commission when they are ready to do so.

Office Options Discussion

Wasta outlined three office options – PCI, 411 10th St and First Lutheran Church. The 411 10th St is not set up for single-office suites. It's 1,057 square feet with no furniture and no administrative support. First Lutheran wouldn't be ready until Dec/Jan and would want rent and could provide admin support. PCI has own entry with 24-hour access, no charge for 2 years and is furnished. CFO drafted lease agreement and it would require commercial/liability insurance. Wasta indicated this is standard for lease agreements and would cost \$510/year.

Charles asked for Wasta's recommendation. Wasta indicated 411 is not viable, but that either other option would work. Pankey said PCI seems like a natural fit with Meisterling in agreement. Sundall added Wasta could also use the EA for meeting space when that was more appropriate.

Meisterling moved to accept PCI's offer to locate a MedQ office there. Smith seconded. Sundall, Epping and Thomas abstained because of conflicts of interest related to the office space offers. Unanimously approved by the rest.

Committee Updates, Next Steps and Timeline

Branding/Marketing

Thomas indicated the need for additional funding for the brochures. According to the contract, as of May 28th any additional hours would have a billable hourly rate. De Novo sent bill with 48.6 hours of overage charges. After a discussion with de Novo, Wasta recommended the Commission pay de Novo \$2,000 of the amount. Wasta said he would've continued to meet with de Novo regardless due to the need to complete the project. Townsend indicated while disclosure is appropriate this can be handled without the approval of the Commission. The Commission agreed that the brochure looks great and requested an electronic version. Thomas indicated Wasta will be in charge of all revisions and suggestions were made to have Wasta's contact information along with the wording "map included" on the front. Wasta requested permission to order 30 more existing banners to have a full 108 on display while working on the next iteration of the banner. Wasta requested a budget of \$5,000 for 30 more banners. Townsend said this can be done under signage/wayfinding allocation made earlier in the meeting. Sundall inquired about if approval was needed for MedQ logo on the PCI signs. Thomas commended McCauley on her help with the MedQ cookies for the Especially for You Race.

Operations

Meisterling asked if there were any comments/question from the submitted report. There were none.

Standards

Albert said city said funds that weren't previously available for the façade improvement program are now available. To obtain, we need to go through the City process. We have to go through mayoral appointment through the City for the committees. McCauley inquired as to the protocol the Downtown SSMID uses. For the Façade Improvement Committee, the SSMID appoints the committee and a City representative is a non-voting liaison to the committee. On design review, the Downtown disbanded its committee and lets the City do design standards as it chooses.

Executive Director's Report

Wasta submitted Executive Directors Report.

Creative Corridor Regional Strategy Update – Next meeting is scheduled for October 26, 2015. Wasta will serve as the MedQ representative on this committee.

Monument Signs Update – Wasta spoke with Matt Myers. City Legal is working on whether the MedQ can have easements assigned to them, so progress is delayed until that determination.

Banking Relationship for MedQuarter – Banking relationship has been established.

2016 10th Street Construction Update – Wasta met with owners of all properties from 4th to 5th Avenues to discuss preliminary construction plans.

Truck traffic – City Council is all on board. Don't want 10th Street to be sole truck route. MedQ will need to assist in moving truck traffic to 7th & 8th Streets after ordinance is passed.

Other Business

None.

Adjourn

The meeting adjourned at 9:06 am.