

MedQ^UARTER

Regional Medical District™

Medical SSMID Commission Meeting Minutes

October 11, 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, Mary Meisterling, Karen Smith, Julie Sterling, Julianne Thomas

Absent: Mike Sundall, Ted Townsend

Guests: Mike Easley, 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.

Jensen welcomed Robin Kash to the meeting. Kash is the current president of the Wellington Heights Neighborhood Association, which always meets the night before each Medical SSMID meeting. Kash brought with him loaves of bread to sell for a fundraiser, and expressed if there was time he had some concerns to address at the end of the meeting.

Consent agenda

Wasta noted that in the minutes, Thomas's absence was explained, and that the wording on directions for church access was modified. Meisterling moved approval of the consent agenda with Smith seconding. The consent agenda was unanimously approved.

Discussion- Funding Allocation

Charles said that it was important to understand and anticipate what ongoing operating expenses would be. Using the Economic Alliance as a model, the Economic Development Committee recommends that the Medical SSMID maintain 9 months' worth of operating expenses in reserves. Charles reiterated the conversation at the last Commission meeting on being conscious of over committing in certain buckets. It was clarified that the commitments were under the expectation that the levee rate won't be raised. Charles said another expectation was to set aside a sufficient amount of cash for other opportunities such as the acquisition of properties that could be used for greenspace or future development, and committing the remainder to district improvement/parkway improvement plans. Wasta referenced the handout listing specific dollar amounts and detailing the four buckets for funding. With the current cash on hand, Wasta said the money could be allocated to the design and engineering for the first five Parkway Improvement priorities. The 1.6M bonding allowance spans over 13 years. Wasta said in the last few days he has learned that the Commission can retroactively bond to improve infrastructure, but that it holds no advantage because it is the same process as bonding. There was a concern about meeting the deadline this year, approval would be needed either this month, or the next. Wasta said not all of the cash on hand would be used. The process to get ready for 2019 can begin, and in 2020 the Commission would sync up with the City's anticipated 10th street completion. Charles noted that if after the meeting with the City it's clear the project is going to occur, then it makes no sense to get the other improvements going in that area prior to the City's work. Meisterling asked why it was 2020. Gulick said that was likely the fiscal year. Meisterling expressed she had thought the engineering firm had already done the design, and would hate to see nothing done in 2018. Wasta said they could accelerate the process. Albert added that they could go off of what they've already done. Charles moved to adopt the principles described and to approve allocation of the funds as outlined by Wasta. Meisterling seconded the motion. The motion was unanimously approved. Wasta clarified that the \$360,000 allowance for design & engineering services will be funded with cash on hand.

Discussion – Next Steps for Parkway Improvement Plan

Albert noted that he would be meeting with City Manager, Jeff Pomeranz to find out if the City is in on the improvement plan, and if so, how much. The plan is currently more concept based and once a dollar amount is known, they can move forward. Albert will bring back something for everyone to have input on, and will take maintenance into consideration.

Discussion – Re-Cap of 10/5 and Preview of 11/2 ‘Speak Up’ Series Event

Thomas noted that the first event in the ‘Speak Up’ Series was a great success. The estimated count of people was 270. Of the attendees, 80% took the surveys, with a 99.93% positivity. Thomas shared three surveys that she felt were indicative of how much attendees appreciated the event. Dr. B.J. Miller said that Cedar Rapids has a desire for greater information and is far ahead of other areas trying to accomplish the same thing. Thomas would like to gather some of the feedback to share with Dr. Miller to keep him in the loop. Charles noted that there may be many medical communities, but that this community had the leadership to go with it.

Discussion / Action – Proposed Meeting Calendar for 2018

Jensen referenced page 12 of the agenda packet. Wasta said the only requirement is for the Commission to meet once per year. Based on feedback, the Commission has said they’d like to meet less and be more strategic instead of tactical. Wasta said he believes meeting less will accomplish more and the agendas will be fuller. Meeting less also cuts costs with the Economic Alliance. Epping thinks Committees should still meet regularly. Thomas thinks the Finance & Operations Committee should meet more frequently. Epping agreed with Thomas. Epping moved to approve the proposed meeting calendar for 2018 with Charles seconding. Wasta clarified that meetings can be added if needed. The 2018 meeting calendar was unanimously approved. Albert asked if the chairs would meet monthly, and Jensen said they would meet the month prior to each Commission meeting as they have in the past. Jensen noted the March meeting date change (3/21/2018) and indicated that the July meeting may need to be changed as well.

Committee Updates

Albert shared some project related updates. The History Center is moving ahead with their renovation of the Douglas Mansion and their plans were submitted to the DRTAC for review. Anne Russett and Seth Gunnerson would like to come speak to the Commission about form-based zoning. Thomas noted that Branding and Marketing was moving ahead with plans for the upcoming Speak Up events.

Executive Director’s Report

Wasta noted that the written reports were in the agenda packet, and directed attention to the quarterly report on page 18. Everything is on track, in process, or completed with the exception of the employee discount cards. Wasta noted that the MedQuarter Special Event is now the Faith and Medicine Community Events.

Other Business

Meisterling encouraged Commission Members to take a look at the light pole in front of Popoli’s. Wasta said the lights would be used across 3rd Avenue bridge to create a connection between Downtown and the Amphitheatre. Wasta said the budget line item for the holiday lights will be utilized this year. Bladeworks is being contracted to light 27 trees on 10th Street from 1st Avenue to 5th Avenue SE. Easing asked about the gateway signs. Wasta clarified that this effort is back on. Thomas would like to encourage cobranding of other facilities like what St. Luke’s has done with the monument signs on their campus.

Kash said he was attending to establish a presence of the neighborhood, and would like to include the Commission in a marketing effort for people to consider buying homes in Wellington Heights. Kash intends to do programming in the neighborhood and may approach Commission members for support. If permissible, Kash would also like to sit in on the Standards Committee meetings. Kash recommended looking into a public bank instead of bonding. Charles said he would connect with Kash later on the matter.

Adjourn

The meeting was adjourned at 9:04 a.m.