



Medical SSMID Commission Meeting Minutes

September 4, 2013

8:00 a.m. – 9:30 a.m.

Tallgrass Business Resources

Present

John Albert, Tim Charles, Richard Cooley, Michelle Jensen, Kathy McCauley, Mary Meisterling, Mike Sundall, Julianne Thomas, Ted Townsend (via teleconference), Marcie Watson and Phil Wasta

Absent

Julie Sterling

Steering Committee / Guests

Gordon Epping, Kris Gulick and Angie Kuhn

Economic Alliance Staff

Sarika Bhakta, Doug Neumann and Nicole Reck

Welcome & Introductions

Albert called the meeting to order at 8:01 a.m.

Consent Agenda

Sundall moved approval of The Lakota Group payables, seconded by Meisterling, the Commission unanimously approved.

Sundall moved approval of the August minutes, seconded by Thomas, the commission unanimously approved.

Professional Services Progress Report

Bhakta reviewed the report and thanked Charles and Townsend for providing voluntary contributions for 2014. The contribution/donation line item was added on the financials. Next month's financials will reflect the City's estimate on new taxable valuations for incoming SSMID projections which will include the roll-on of the PCI property.

Committee Updates, Next Steps, and Timeline

Branding/Marketing

Dr. Thomas notified the Commission that website categories and sub-categories are finalized. Historical information will also be included under the "About MedQuarter" tab. Dr. Thomas described the site layout and displayed the MedQuarter's draft site. District partners will have the capability of logging on to the portal to edit their own profile page. She explained the web copywriting is being completed by the committee and thanked them for their contribution. She noted Pankey suggested a basic weather widget on the site which will be real-time. The registration form to collect information on district partners (providers, businesses, and nonprofits) has begun and Commission members were asked to direct people to the site to assist with the data collection process. The page for the data collection is housed on the

Economic Alliance website as the MedQuarter site does not currently have the site structure to support it.

District Services

Neumann explained that the City set an internal deadline of 11 days ago on draft feedback though their feedback is still forthcoming. The group had discussion about when an MOU/contract is necessary. Neumann noted the Downtown SSMID banner program is a service, not a SSMID purchased product. Discussion surrounding difference of services and products and that seeking bids would be beneficial. Cooley discussed the banners noting it is a parallel issue with what branding/marketing is looking to accomplish. The in depth process entails designating poles, researching who owns them and gaining permission to utilize the poles, getting variance from the City, and possible additional variances to hang other entities banners. It was mentioned that there are multiple banner programs currently with specs; Neumann suggested utilizing that existing information. Banner locations discussed were 10th Street, 1st Avenue, and 4th Avenue as the new district crossway. Banner cost is determined by the amount purchased.

Meisterling posed the question regarding whether the commission has considered free Wi-Fi district wide. Meisterling will obtain quotes for the service.

Wasta noted Lt. McGarvey is the new central district lieutenant.

Master Development Plan

Albert pointed out that round-greenway-concepts concerning the district perimeter will be addressed by the gateways. Lakota suggested enhancements at all gateways with the prime locations receiving additional enhancements. He thanked everyone for their feedback on the state of the district report and vision concepts which are being implemented.

Discussion surrounded the idea of retail, residential, and mixed-use buffer area to border between the Oak Hill Jackson neighborhood and Mercy Medical Center. The belief is that the location outlined was intended to describe the buffer residential/greenspace/retail area in the Oak Hill Jackson area and not on Mercy's property. The amount of traffic on 8th Avenue was discussed as well as an expressed interest in opportunity for greater development along with 1st Avenue. It was also determined that closing 4th Avenue is not ideal as it will put undue hardship on the parents of pediatric patients in that area. The green space in front of Hall Perrine Cancer Center is the second largest in the downtown area and Charles added that Mercy Medical Center submitted a grant application to make the same green space a meditation area. Charles suggested identifying that as the green space in the concept. Epping made note of future green space plans on their property as well.

Preliminary concepts were displayed and Albert noted the lack of other medical districts to utilize for concepts. The following input was received from the group and will be forwarded to Lakota.

- Vision: Revamp Land Use Strategy page 21. Regarding the green space, the group is sensitive to its current placement. There is desire to increase green space without closing occupied spaces and the green circle representing the same, should cover the area from the Hall Perrine Cancer Center to 4th Avenue. There are concerns about closing 4th Avenue; the suggestion is rather to beautify the area with central green space.
- The commission favors the streetscape examples presented (Vision presentation pages 62-63). Concepts A & D.
- The 10th Street improvements should be a primary focus of district physical enhancements which will be displayed at the public open house. There are concerns about the commitment of the City to continue enhancements of 10th Street though

Lakota stated in their plans they assumed those enhancements would continue as 10th Street is the primary access of the Medical District that connects the two hospitals and the enhancements need to be priority followed by Vision Concepts i.e. green way.

- The State of the District should include a complete list of medical independents.
- They do not favor further restriction of traffic and there was interest in if there has been a traffic study to coincide with the concepts as the public perception was that they did not have say in the closing of 2nd Avenue.
- The consensus was to pursue further development of Concepts A and C, but that Concepts B and D should also be displayed at the public open house with explanation of the funneled down selection process.
- Remove the Vision Land Use Strategy page, the description "District Residential" from the gold colored area (8th Avenue to 7th, 8th, 9th, and 10th Street). This area to be shaded as Mercy Medical Center property. The gold area adjacent should include the language from the JLG and Oak Hill Jackson reports for consistency.

Albert said that Lakota requested direction on how to proceed with parking plans; the following discussion ensued regarding parking. The district perspective is to preserve surface parking for patients as much as possible and then to encourage structural and shared parking beyond patients. There is a need for parking solutions that can be shared use so as not to have under or over utilized facilities.

Non-Profit Partners Voluntary Contributions Update

Bhakta noted that voluntary contributions were received from First Lutheran Church and that Catherine McAuley Center has also decided to make contributions to the District. She inquired about availability to seek voluntary contributions from Grant Wood Studio but the Interim Director is unknown and at this time no commission member was willing to make this ask.

Adjourn

The meeting adjourned at 9:37 a.m.

Respectfully Submitted by Nicole Reck