

MedQ^UARTER

Regional Medical District™

Medical SSMID Commission Meeting Minutes

September 13, 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, Karen Smith, Julie Sterling, Mike Sundall, Ted Townsend

Absent: Mary Meisterling, Julianne Thomas

Guests: Kris Gulick, Robin Kash

Staff: Sherokee Eder, Phil Wasta

Welcome & Call to Order

Jensen welcomed everyone and called the meeting to order at 8:00 a.m.

Consent agenda

Charles moved approval of the consent agenda with Townsend seconding. The consent agenda was unanimously approved.

Discussion- Next steps for parkway improvement plan

Wasta distributed a potential funding model for parkway improvement bonds that Epping compiled. Charles explained that the model went through current projections and projects out for a future value based on a 14-year period. The idea was to keep the bond period consistent with the life of the SSMID. Charles said the voluntary funds were projected to remain as they are. Epping noted there was a maximum of \$3M and the \$265K was a fixed number. Charles said that bonding wasn't a one and done opportunity and that the SSMID could do it in chunks if they used it within 24 months. The SSMID would be able to bond annually if desired.

Albert met with individuals from the City Streets and Traffic department about the City plans for the next five years. They have some Paving for Progress scheduled, and the ADA improvement of a few intersections, but no underground plans. Albert reported there are plans to work on 10th Street and 8th Avenue intersection, which might be an opportunity to partner. There is talk about finishing 10th street from 5th-8th Avenue, but nothing set or funded. Charles said the City doesn't have an aggressive plan, so it will be left up to the SSMID. Wasta reminded Commission Members that from curb to property line is what they would work on. Sundall voiced concerns with ongoing maintenance costs. Wasta said they would budget for that, and Epping added they would have the money.

In conversation with the City, Wasta discovered that maintenance costs will fall to the SSMID. Charles asked how confident the SSMID was that everyone understood the costs.

Townsend expressed concerns with the distribution of funds. He would like to see a conversation prioritizing the funds. Townsend asked if there were other areas to spend the money, such as economic development and property acquisition, adding that he felt there was too much emphasis on the streetscape. Charles said he felt Townsend had a good point and that other things might come up along the way. Charles stated it might be smart to have resources set aside for the unknown. Sundall suggested using the funds generated by the PCI project to earmark for street development. Sterling said she felt that would set a precedence to tell people they could designate how their taxes are used. Smith didn't think it could be done since these are public funds. Charles said for the sake of transparency, it would be good to understand the tax revenues being paid by the larger institutions.

Sundall expressed disappointment in the slowness of economic development opportunities in the MedQuarter. Sundall said he felt that was an issue they should be pushing, adding that it didn't make sense to go check to check with improvements. McCauley asked what doing a bond would complete on the list. Sundall asked if they could opt to get onto the same schedule as the City. Gulick said he was sure that would be possible.

McCauley asked why the SSMID would have to pay for maintenance of things that currently business owners pay for. Wasta said that it was a gray area, with complexities that needed to be addressed. Wasta added that he agreed with Townsend's point that tax payers were waiting to see things happen. Mercy's planned flood mitigation work on the North side of 8th Avenue and existing hardscaping on the West side of 10th Street may affect the plans. Charles stated that he sees it as wasteful to tear up relatively new streetscaping and that savings could be realized by modifying rather than replacing the existing streetscape. Wasta said it was important to have a budget to work with an engineer to design the areas. No physical improvement has been done to 5th Avenue yet. Townsend revisited the point about deciding what the best way to spend the SSMID money was. Albert asked if there was any discussion about setting funds aside for business development.

Charles said he felt the discussion regarding priorities was helpful, adding that the Commission should try to come up with some sort of maintenance pool. Charles said he felt they should be smart/conservative, but should bite off a small chunk to get beyond the first phase. Sundall said they should be looking at how to create a certified development site in order to attract investment in the District. Commission Members talked about the Alliant site. If the SSMID did the same thing, it would have to be complimentary to the area.

Townsend asked if there was an ability to bond retroactively for improvements. Jensen said it sounded like there was a consensus to put together a better plan. Sundall raised the idea that the healthcare providers are taking the service to the patient instead of the patient coming to the service, comparing to development occurring in the Des Moines Area. Marion is where the growing population is. Gulick commented in response to Townsend's bond idea, that he thought it would be possible.

Sundall expressed dissatisfaction with the lack of answers for the Signage and Wayfinding initiative. Wasta informed Sundall that he had a meeting scheduled with City Manager, Jeff Pomeranz to keep that initiative moving forward.

Discussion- Preparing for October 5th Speak Up Series event

Wasta pulled up the speak up series landing page and played a video for the Commission. Wasta is now collecting rsvps, and noted that someone had sent out an invitation with incorrect times. Commission Members were asked to promote these events internally and to let Wasta know if they needed any supplies. Townsend asked if the Economic Alliance was helping promote these events, to which Wasta clarified they are. A logistics meeting will be held to discuss what will happen in case of overflow at the events.

Discussion/action- Support for funding JLG Vision CR 2017 update

Wasta provided a handout for Commission Members. There has been an ask for the Medical SSMID to contribute \$5,000-10,000 toward the JLG five year master plan update. The other contributors include the Economic Alliance, 2001 Corporation, and the City of Cedar Rapids. Townsend expressed since they are members of the Economic Alliance, he felt like they were already paying. After discussion, there was no motion made to cast a vote. Wasta will provide the MedQuarter's parkway improvement plans to JLG to be incorporated into their plan.

Committee updates

The Branding & Marketing Committee update was referenced as presented in the agenda packet. Economic Development, and Finance & Operations were passed out as handouts. Albert went over the City Zoning initiative. Townsend expressed he felt that was a good project, but that they didn't need the presentation until there was something tangible.

Executive Director's report

Wasta shared that the monthly reports were as presented in the agenda packet. Other items of interest were: Iowa Ideas registration deadline is Friday, September 15th, and the Commission has been given a special promo code that Wasta will send out. The MedQuarter is sponsoring the 2017 Especially for You on October 1st. Wasta also shared that the MedQuarter is one of three starting points for the Healthiest State Walk & Tailgate on Wednesday, October 4th. Two-way traffic conversions have been underway, and 2nd Avenue from 12th Street to 9th Street is now complete. The City of Cedar Rapids is applying to STAR Communities and is seeking assistance on the healthcare portion from the hospitals. Wasta shared that he would be attending the Iowa Ideas Conference and the PDI Fall Conference in the coming weeks. The March Commission Meeting has been moved to the 21st due to spring break.

Other business

Robin Kash brought bread to the meeting which is being sold as a fundraiser. Commission Members were invited to also attend one of Wellington Heights Neighborhood Association meetings. Townsend brought a future public health topic to light. Prescription drug abuse has become a major issue. Townsend shared about a video he watched that he would like to share with the Commission. Sundall shared that his project at PCI would temporarily displace 200 parking space, so their 2nd Avenue parking garage will be gated so that only patients and visitors can use it. This will cause some issue in the short term.

Adjourn

The meeting was adjourned at 9:36 a.m.