

Medical SSMID Commission Meeting Minutes

September 14, 2016

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, Mike Sundall, Julianne Thomas, Ted Townsend

Absent:

Economic Alliance Staff: Sherokee Eder, Phil Wasta

Guests: Tim Goody, Kris Gulick, Troy Miller, Richard Pankey, Trace Pickering

Welcome & Call to Order:

Charles welcomed everyone and called the meeting to order at 7:59 a.m. Wasta introduced the guests.

Consent Agenda:

Albert moved approval of the consent agenda with Meisterling seconding. The consent agenda was unanimously approved.

Presentation- Trace Pickering, CRCSD to discuss Magnet Schools:

Pickering provided a handout to the attendees with information about the three Magnet schools that are currently open, highlighting the focus of each (see Attachment 1). The Federal Magnet School Grant was applied for on May 30th and selections will be announced September 30th. Four additional magnet schools are contingent upon receiving this grant.

Commission members applauded the accomplishments of the Magnet Schools, noting the importance of education and its connection to building the future workforce.

Presentation- Troy Miller, Iowa BIG, to discuss opportunities for engagement:

Miller went over the history of Iowa BIG, crediting Trace Pickering and Shawn Cornally for their efforts in the formation. Multiple success stories of former students were shared during the presentation. Miller stressed the benefits of not only the students, but also of all the community partners. Miller provided a handout to the attendees that outlines the benefits that organizations can receive when partnering with Iowa BIG (see Attachment 2).

Commission members discussed with Miller the connection to Iowa Start-up Accelerator and Code School. Miller informed the commission that while they have no direct connection, all three groups benefit by being co-located in the Geonetric Building and from tapping in to each other as resources.

Action- Pollinator Zones for MedQuarter:

Wasta referenced the communications that lead-up to Monarch Zones/Pollinator Zones starting from December of 2015. The space being looked at is located on the corner of 5th Avenue and 6th Street. Wasta noted that the non-utilities portion of the land is owned by Mercy. Mike Martin, Grounds Supervisor for Kirkwood Community College, designed a multi-colored drawing proposal for the plot of land, which Wasta referenced in the agenda packet.

Charles prompted the question about how Monarch Zones/Pollinator Zones connect to the MedQuarter, and why it should be considered. Wasta explained it could be considered a beautification project. The Monarch Zones/Pollinator Zones would provide the MedQuarter with the opportunity for partnership within the community, while providing another educational opportunity.

Commission members discussed how this transformation would create more foot traffic in the area, and would benefit businesses not located in the core of the district. Commission members further discussed the issue of businesses and land in the area that is often overlooked.

Wasta referenced pictures of other Pollinator Zones, noting the biggest issue would be delegating maintenance. Martin has the equipment and the water truck for maintenance. Annual expenses and first year expenses were listed in the agenda packet.

Charles asked for clarification on what the action was. Wasta clarified that the proposal was for \$12,382 to cover the expenses for the first year of the Pollinator Zone. The Commission discussed the importance of knowing if the plot of land was going to be repurposed in the near future and if the church was still interested in the land. Charles noted that he needed to make one final check, with his staff. Charles stated that he would recuse himself from the vote since Mercy owns the land.

Commission members expressed concerns about investing in a project that might not be long term. Charles pointed out that the Pollinator Zones would not be permanent. Epping asked how it would look if the Medical District purchased the land. Other Commission members showed interest in the idea.

Townsend applauded Wasta for his out of the box thinking, but wasn't confident Pollinator Zones fit with the MedQuarter's purpose. Townsend pointed out this would be an ongoing expense for yearly maintenance, but suggested purchasing the land and donating to the city as a park. Gulick noted that smaller pocket parks can be difficult for the City to maintain.

Thomas and Sundall raised concern about the Pollinator Zones fitting into the Master Plan and setting precedent for beautification of private property. Commission members discussed the establishment for criteria on acceptance for these projects. Commission members felt this was something that will need a little more time before a decision could be made.

Charles noted that three key points were made from the discussion, if this project fits into the master plan, having a conversation about investment where the MedQuarter doesn't have control over the ground, and that the Commission needs to create value around the edges for businesses that get overlooked.

Charles asked if this project was something the Standards Committee was willing to take on. Albert agreed for the Committee to do so.

No vote was taken.

Committee Updates:

Thomas clarified that the chronology of the Branding & Marketing Report put together by Wasta was incorrect since the special meeting of the Committee was on 8/9, prior to the last Commission meeting. Thomas asked if there was further action needed or if the committee was able to sign off on the contract for Amperage? Wasta provided clarification, noting that the committee wasn't asking for approval again.

Commission members discussed how content for the website was being monitored and updated. Much responsibility will fall on Wasta and the Economic Alliance Staff for this. Thomas noted that Amperage would be working with individual businesses to make the site more interesting and dynamic.

Thomas moved approval of the contract as submitted in the amount of \$16,340. with Meisterling seconding. The motion was unanimously approved.

Thomas reviewed the preliminary outline for the signature event, noting that some of the activities would include a kid's bike race, music, dance, and yoga. The main theme of this event would be health and well-being. Depending on the accommodation of patient access to Saturday morning clinic at the 411 Building, the event would either be from 10:00 a.m. to 1:00 p.m. or 11:00 a.m. to 2:00 p.m. on Saturday, June 10, 2017. The committee has also recommended a MedQuarter Food Market rather than a food sampling.

The estimated budget for this event is in the \$25,000-\$30,000 range. Thomas asked if the budget would need approval, Wasta clarified that the Commission just wanted a cost estimate.

Commission members discussed the bingo map, and the ability to have it electronically. Thomas noted that the employee discount cards have been printed and will start being distributed after the discounts from businesses are on the website.

The 2016 Especially for you Race Against Breast Cancer will be on October 9th. Wasta worked with Rausch Productions to introduce the idea of placing large mobile LED video screens along 10th Street during the pre-start portion of the event, running advertisements and messages about Breast Cancer survivorship as well as sponsorship messages. The MedQuarter will be one of four sponsors allowed to run video ads. The cost for this will be \$2,000.

Sundall mentioned that PCI was approached about the idea of hosting an art festival in PCI on the same day as the Marion's Arts Festival in 2017, using local artists. This was compared to the art festivals in Des Moines and at the state fair grounds. There was general discussion about how this type of event could benefit the district.

Charles noted that the Economic Development Committee met on August 16th with Jim Hoffman, as summarized in the agenda packet. The meeting with Hoffman brought up a question about whether or not the 501(c)(6) legal structure would give MedQuarter the flexibility needed. Bill Daly at Shuttleworth and Ingersoll was contacted to assist with this question. Daly's insight was to move ahead as planned, noting that the current structure will work for now.

Wasta is in the process of taking inventory of available space and land within the district. The Committee has also asked Wasta to research other medical districts as well as other Economic Development districts in the U.S. to broaden the MedQuarter's awareness of other success.

Epping noted that the Operations Committee has ordered sign toppers. Wasta is working with the city on a plan for installation. The monument signs were contingent on the establishment of MedQuarter, Inc. and is still an ongoing project. The signs for Wayfinding were ordered on the first of September and will arrive in four to five weeks.

Epping noted that it has been decided that the Commission chairs will constitute the Review Committee and facilitate Wasta's review. The timing of review with Wasta has yet to be determined.

Albert provided the attendees an additional Standards Committee handout (see Attachment 3). Albert informed the Commission that the DRTAC Committee met with the City and a developer on September 7th to review the proposed CRBT parking lot upgrade. They offered some minor suggestions. The project is scheduled to begin next year.

The first façade improvement grant for Zio Johnno's has been presented. Another request just came in asking for building improvements for 808 3rd Avenue SE. There will be a meeting to review this request.

The Standards Committee is asking the Commission for authorization to proceed with letting an RFP for a Master Parkway Improvement Plan. Ideas about artwork to engage the community was discussed among Commission members. Albert asked for approval for the RFP that the committee has been working on. Thomas voiced that she felt they needed more detail. Wasta clarified that the RFP would simply be researching the costs for parkway improvements; there would be no cost for the RFP.

Smith moved approval to go forward with the RFP, with Thomas seconding the motion. The motion was unanimously approved.

Executive Director's Report:

Wasta noted that the Overalls All Over statue will need a new home now that the display has concluded. Townsend has expressed interest in hosting the statue at St. Luke's. Others are interested in hosting the statue as well. Wasta proposed having the statue reconditioned and converting the outdoor statue to being indoor friendly with a wood base. The Commission agreed that the statue should be rotated among those who have an interest in hosting it.

Albert moved approval for reconditioning and converting the statue, with Cooley seconding. The motion was unanimously approved.

Wasta provided several updates regarding properties within the district:

- Via Sofia's Italian Kitchen has opened at the former Zio John's location
- Fusion Restaurant has opened at the former Daniel Arthur's location
- Tanager Place has secured a tenant for 4,300 sq ft of space on their second floor
- Brambles will be moving out of the lower level of 1200 2nd Avenue SE
- A photo studio has moved in to the upper level of 1200 2nd Avenue SE
- A comedy club will be moving into the carriage house that was built next to the Averill House behind Daisy's Garage
- The majority of the Averill House is available for lease
- A letter of intent was signed for the former church at 1246 2nd Avenue SE to become an arts venue
- Wasta also noted that the status of Riley's returning to 836 1st Avenue NE is unknown

Wasta asked if there were any questions regarding the Creative Corridor Regional Vision Rising update that he sent out on 9/13? No questions were asked.

Other Business:

Charles noted that a process will be worked out for Wasta's evaluation.

Adjournment:

The meeting was adjourned at 9:35 a.m.