



Medical SSMID Commission Meeting Minutes

September 11, 2019, 8:00 a.m. – 9:30 a.m., First Avenue Executive Suites

Present: John Albert, Tim Charles, Gordon Epping, Michelle Jensen, Suzy McGrane-Hop, Mary Meisterling, Michelle Niermann, Karen Smith, Julie Sterling, Sarah Wickenkamp

Absent: Okpara Rice, Mike Sundall

Guests: Sandi Fowler – City of Cedar Rapids, Pastor Steve Knudson – First Lutheran Church

Staff: Ashley Huber, Jessica Komisar, Phil Wasta

Welcome & Call to Order

Smith welcomed everybody and called the meeting to order at 8:00 a.m.

Recognition for Michelle Jensen

The Commission thanked Jensen for her role as past Commission Chair

Faith & Medicine Task Force Next Steps

Knudson said the task force has met and determined their work in relationship to Advance Care Directives has reached a conclusion. The task force had many accomplishments including 3 events with 715 in attendance, increased community awareness about Advance Care Directives and system-wide issues and created a public space for faith traditions to come together to talk about health and end of life. Challenges they ran into include institutions agreeing to use a common form, continuing the conversation with health care agents and family members and the complexity of legal and medical issues which make the implementation of Advance Care Directives challenging.

The task force says they are ready to focus their work in other areas and discussed possibilities of moving forward in areas of mental health, opioid crisis and immigration and refugees but would like to leave the determination up to the Commission and where they see the biggest need and Knudson will then work on gathering a team to address that topic. Knudson advised that the Advance Care Directives was such a successful topic because it tapped into both individual and institutional needs and interests.

The Commission discussed the topics of violence and mental health and how they can both interweave together and could involve organizations such as the hospitals, police, churches, Linn County public health and more. Wasta said we can pull together a small group to discuss mental health and violence and how they are approached. There was no need to make a motion for approval, but everybody felt comfortable with moving in that direction.

Consent Agenda

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

Funding for PSA for Priorities 2-5 of MPIP

The MedQuarter, City of Cedar Rapids and Anderson Bogert are working together for parkway improvements on 1st Avenue from 6th Street to 12th Street. The Public Services Agreement document identifies the MedQuarter being one of three funding sources and would need to contribute \$216,300. The City is contributing to parts of this project including design, curb and ADA improvements.

Wasta said because of the \$150k reimbursement from the City for wayfinding signage, the SSMID financials have over \$400k of unused revenues from previous fiscal years. Wasta asked for Commission approval to spend the \$216,300 for First Ave improvement planning. Albert moved this approval with Wickenkamp seconding. The motion was unanimously approved.

Child Care Needs Survey

This project is moving forward and the next step is getting the survey out to stakeholder employees. One of the main goals of this initiative is workforce attraction and retention in the district however the wording in the survey will also reference Downtown. Jesse Thoeming, Downtown Director, will be distributing the survey to larger Downtown stakeholders as well. The survey will be sent on

Monday, September 16th and will be open until Friday, September 27th. The demographic of employers are individuals with children 10 years old and younger or those planning on having or adopting a child within the next 3 years.

Niermann asked about a few items on the survey including why the annual income brackets are so detailed and the question about the likeliness of using financial assistance to help pay for your choice of child care. Wasta said it's important to understand at what income levels they would be able to obtain what kind of financial aid. Charles said it's important that we are properly communicating with stakeholders and being transparent so the expectation isn't set or assumed that they would automatically receive financial aid. Wickenkamp suggested putting a time expectation on the first page of the survey so employees know it will only take about 10 minutes to complete.

Appointment of Michelle Jensen as Chair of Branding & Marketing Committee

Charles moved approval of Jensen as Chair of the Branding & Marketing Committee with Albert seconding. The motion was unanimously approved.

Executive Director's Updates

10th Street Construction Update

- Curb to curb is complete, working on curb to property lines
- Flashing light pedestrian crosswalk for Mercy IT department and students and the limestone retaining wall at McKinley Middle School are exciting additions that will look nice
- Wasta has been assured that sidewalks will be complete by October 6th for the Especially For You Race
- 66 trees from A Ave NE to 8th Ave SE will be lit for the holidays

Summer in the Q

- Celebr8tory Anniversary Lunch scheduled for Thursday, September 19th and will be handing out 100 bagged lunches from Brothers Catering with a custom print piece that highlights the accomplishments in the district
- MedQ Mile Walk Challenge saw good participation and had gift card winners each week. The finale event had 11 of the 12 qualifiers and there were 10 individuals that did the challenge that day.
- PCI Art Show, History Center and Fire Station events were all successful. Sundall considering having their Art Show on a day opposite of a Downtown Farmers' Market
- Sunrise Yoga had 7 participants with feedback on the noise of traffic during the event

MedQ Reputation Video

- Been well received
- Presented to Chairs at last planning meeting and will be used for digital campaign
- Will be shown to Innovation Councils, Policy Board and Large Investor Council at the Economic Alliance
- Included on CR Tourism website, Especially For You race screens, ICR Iowa recruiters tool, Cedar Rapids Area Association of Realtors relocation team
- Meisterling asked about the possibility of the DoubleTree first floor screen. Wasta said that would be part of the \$10k annual contract that we did not renew with the DoubleTree.
- Other suggestions from the Commission included the rotaries and Collins Road Theater

Paperless Commission Meetings

- Commission members decided on going paperless except for the one-page agenda
- If anybody needs printed copies of the full agenda, let Wasta know and he can supply them instead of bringing 20 copies to every meeting.

Other Business

Meisterling inquired about the status of the potential residential development for the 700 block of 4th Avenue. Wasta shared with the Commission the housing project is on a hold as we haven't been able to get in communication with one of the realtors originally involved and one of the developers we were working with has backed out of the project.

David Connolly with the City has a relationship with a Japanese health care firm, NTT, and they will be touring the MedQuarter on October 9th. Connolly would like to arrange a lunch with key stakeholders in the District who would have a role if this company came to town. NTT is the 5th largest corporation in Japan and the 55th largest in the world. They specialize in telemedicine software systems, imaging technology and precision medicine applications

Still working with Sundall and PCI regarding their interest in reducing their SSMD contribution. Wasta said we will need to come to a clearer direction at the November Commission meeting because that's when we will approve the levy rate for next year.

Adjourn

Meisterling moved to adjourn the meeting with Sterling seconding. The meeting was adjourned at 9:13 a.m.