

Cedar Rapids Medical SSMID Commission

Meeting Agenda

September 8, 2021 | 8:00 a.m. – 9:30 a.m.

In-Person at the Economic Alliance: 501 1st Street SE, Cedar Rapids 52401

OR

Virtual: <https://us02web.zoom.us/j/89754691506?pwd=allzbiRFRXEWsvhxWC9KN1BnbzhXQT09>

Meeting ID: 897 5469 1506

Passcode: 630512

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| 1. Welcome & Call to Order | Rice |
| 2. Consent Agenda | Rice |
| a. July Meeting Minutes | |
| b. July Financials | |
| 3. New COVID / Delta Variant workforce updates from Commission members | All |
| Mask of Wellness reboot? | |
| 4. Medical SSMID 10 th Anniversary Brochure draft review | All |
| 5. District Marketing Initiative updates | Jensen/Wasta |
| - '20/'21 Digital Marketing Campaign Update | |
| - Awareness Campaign Update | |
| - MedQ Scavenger Stroll Results | |
| - "It's sweet to be in the MedQ" 10 th Anniversary brochure and cookie delivery | |
| - New social media strategy | |
| 6. Committee Updates* | Committee Chairs |
| - Branding & Marketing- Jensen | |
| - Economic Development- Charles | |
| - Finance & Operations- Epping | |
| - Standards- Albert | |
| 7. Executive Director's Updates | Wasta |
| - August Monthly Executive Director's Report* | |
| - 2021 1 st Avenue Parkway Improvement Project Update | |
| - Child Care Center Initiative | |
| - Core District Gateways Initiative | |
| - 2022 Flower Pot Planning | |
| - "It's Go Time: Solutions For A Future-Forward Workforce" event on 9/15 at Eastbank | |
| - 2021 Holiday Selfie Spot? | |
| 8. Other Business | Rice |
| 9. Adjourn | Rice |

*** The Committee Chair reports and Executive Director's report are submitted in writing and included in the agenda packet for your review prior to the meeting.**

Reading Materials

- **Downtown SSMID**

Anyone who requires an auxiliary aid or service for effective communication, or a modification of policies or procedures to participate in this City activity, should contact Phil Wasta at 319-361-8620 or email phil@themedquarter.com as soon as possible but no later than 48 hours before the event.

NEXT COMMISSION MEETING
November 10, 2021, 8:00 – 9:30am
Location TBD