

**Medical SSMID Commission Meeting Minutes**

**September 8, 2021, 8:00 a.m. – 9:30 a.m., Hybrid Zoom & In-Person**

**Present:** John Albert, Tim Charles, Gordon Epping, Pauline Herb, Michelle Jensen, Suzy McGrane-Hop, Mary Meisterling, Michelle Niermann, Okpara Rice, Michelle Stramel

**Absent:** Julie Sterling, Mike Sundall

**Guests:** Sandi Fowler – City of Cedar Rapids

**Staff:** Jessica Komisar, Phil Wasta, Caleb Woods

**Welcome & Call to Order**

Rice welcomed everybody and called the meeting to order at 8:04 a.m.

**Consent Agenda**

Wasta noted that the August financials will be sent at a later date. Albert moved approval of the July minutes and July financials with Charles seconding. The minutes and financials were unanimously approved.

**New COVID Updates from Commissioners**

Various members of the Commission shared how their respective organizations are dealing with the recent mandates and increasing infections. Health care is being particularly hard hit with rising patient loads while also experiencing staffing shortages.

Wasta asked if it's appropriate timing to reboot the Mask of Wellness campaign. Wasta reminded Commissioners this was an initiative in 2020 and had a \$10k budget line item to promote masking, distancing, sanitizing, etc. within district businesses. Charles, Albert and Rice stated they don't see any harm in relaunching it. Wasta said it will be important to craft the messaging to amplify the CDC and LCPH messaging and not take a position on the issue.

**Medical SSMID 10<sup>th</sup> Anniversary Brochure**

Wasta reviewed the draft MedQ Highlights brochure for the SSMID's 10-year anniversary. The brochure includes a high level description of the district and what a SSMID is, a timeline of strategic actions, letters from Wasta, Rice and Jeff Pomeranz, financial investments, events and programming, branding and marketing efforts and committee/commission rosters.

Charles asked if the \$2.28M of Medical SSMID investment reflects the total cost of operating the SSMID. Wasta said it does not and includes infrastructure or district improvement initiatives. Charles suggested it doesn't show the complete picture of our financial investment if it doesn't include the full cost of operating the SSMID over a 10-year period.

Wasta said that he will be delivering the brochures to District stakeholders along with cookies as part of the *'It's Sweet to be in the MedQ!'* effort. The brochure will be added to the website after final approval.

**District Marketing Initiatives**

'20/'21 Digital Marketing Campaign and Awareness Campaign

Wasta presented updated numbers on the current '20/'21 digital marketing campaign which has two months remaining.

- Total ad impressions: over 4.9M
- Website sessions: +14,400
- Average click through rate: .85% (trending above health care industry average of .82%)

The regional awareness campaign, which runs from July 8-October 8, includes a 30-mile radius of Linn Co including Independence and Manchester and excluding Coralville.

- Video views:
  - YouTube Pre-roll: +24k views
  - Over the Top: +170,000 views
- Clicks: +1,700 to the about MedQ page

### MedQ Scavenger Stroll

Wasta recapped the scavenger stroll which saw 21 participants in the first week and 19 the second week. Each week had four winners for district business gift cards. Wasta sent out a post-event survey and received nice feedback and appreciation for doing something different but still heard from many employees who don't have a long enough break to participate in something like the stroll.

### 10<sup>th</sup> Anniversary Brochure & Cookie Delivery

Wasta said cookies and the brochure will be delivered to businesses in the district the week of September 20-24. He is coordinating with St. Luke's, Mercy and PCI how best to deliver the cookies in a safe manner.

### New Social Media Strategy

Wasta said there will be a continued commitment to a social media strategy with an increase in social media awareness. The Economic Alliance has a new staff member, Caleb Woods, who focuses on social media efforts and would be a good resource and opportunity to help position us as a regional medical district.

## **Executive Director Updates**

### 2021 1<sup>st</sup> Ave Parkway Improvements

Wasta said the contractor finished the south side improvements fairly quickly and the next step is for Alliant to do directional boring for electricity for the new streetlights. Once that is complete, the sod will be installed. Other finishing steps are being done on the traffic lights on 1<sup>st</sup> Ave and 12<sup>th</sup> Street/Coe Road.

### Child Care center Initiative

Wasta has a meeting later today with a private child care operator and a property owner and the initiative still has effort behind it.

### Core District Gateways Initiative

The Downtown SSMID has invested in the 8<sup>th</sup> Street/I-380 interchange intersection to have it mowed and picked up to enhance the gateway into the district. Wasta said there are future plans for more gateway improvements including physical structures but that won't happen in this year's construction season.

### 2022 Flower Pot Planning

Wasta will be taking pictures of the 30 identified locations for City Engineering to ensure the pots won't be obstructions or compromise ADA features.

### "It's Go Time: Solutions for a Future-Forward Workforce" Event

Wasta reminded Commissioners about the upcoming It's Go Time event on September 15 at East Bank featuring Dr. Daniel Susskind facilitated by Lura McBride and Jon Dusek.

### 2021 Holiday Selfie Spot

Wasta presented options for a holiday selfie spot in the 3<sup>rd</sup> Ave Pocket Park and seeking a budget between \$15-20k which would be a first time investment and would not need to spend in subsequent years. Wasta's preliminary ideas include large holiday ornaments or deer. Albert asked if these are items we could rent for the first year to see how they go over. Wasta said he isn't aware of anybody that rents and has only been in contact with distributors that sell them. Albert also suggested instead of having this display at the Pocket Park to have something at Mercy, PCI and UnityPoint on 10<sup>th</sup> Ave to make it more dynamic and could decrease vandalism potential if they are in more well-lit and populated areas. Meisterling reminded Wasta about our diverse community and to keep the displays as more "holiday" than Christmas. Rice asked what the lead time is, Wasta said one of the suppliers out of Vegas has the items but many other suppliers were hit with supply chain issues.

Wasta said the \$15-20k will be pieced out of the \$2k travel and training line item, \$5k out of unspecified and remainder out of sponsorships and events from the MedQ Inc budget. Meisterling moved to approve the spending with Albert seconding. The motion was unanimously approved.

## **Adjourn**

The meeting was adjourned at 9:21 a.m.