

Medical SSMID Commission Meeting Minutes

September 13, 2023, 8:00 a.m. – 9:30 a.m., PCI Medical Pavilion 1

Present: Eric Dalton, Gordon Epping, Pauline Herb, Michelle Jensen, Suzy McGrane-Hop, Okpara Rice, Michelle Stramel

Absent: Eric Griggs, Russ Nieland, Michelle Niermann, Julie Sterling, Nathan Van Genderen

Guests: Pr. Steve Knudson, First Lutheran Church; Dr. Katie Lyman, Kirkwood Community College; Adam Lindenlaub, City of Cedar Rapids; Scott Freres, The Lakota Group

Staff: Peggy Degnan, Phil Wasta, Nikki Willcox, Caleb Woods

Welcome, Introductions & Call to Order

McGrane-Hop called the meeting to order at 8:04 a.m.

Consent Agenda

Dalton moved to approve the minutes and financials with Epping seconding. The motion was unanimously approved.

Presentation re: 5/25 Mental Health Summit

Pastor Knudson serves as Chair of the MedQuarter Faith & Medicine Task Force. He explained that the Task Force was formed to provide a more holistic approach to health care. In 2015-16 they assembled a group of people to talk about end-of-life directives. The Task Force brought different parties together and gave the community an awareness of developing health care directives and how to align resources in delivering directives to people. Next, the Commission asked that the Task Force focus on community mental health. The outcome was the GetHelpNowCR mental health tool kit which provided 24/7 resources to connect to the mental health community. This led to the partnership with Kirkwood to create the 2022 Brain Health Summit.

Dr. Lyman, Dean of Health Occupations & Healthcare Simulation at Kirkwood College, talked about the Brain Health Summit. She shared feedback of their post conference survey which resulted in people wanting more in-depth discussions with fewer topics for the 2023 summit. Therefore, they developed the 2023 Mental Health Summit from the feedback they received. In depth topics, a variety of organizations coming together and time to ask questions made this year's summit a success. For reference, she shared in 2022 they had 142 paid attendees and 2023 they had 184. The increase in continuing education credits offered to healthcare professionals helped increase attendance. They anticipate the Third Annual Mental Health Summit in 2024 at Hotel Kirkwood with a tentative date of May 23rd, 2024.

Knudson indicated that he would like direction from the Commission moving forward. In refocusing the work of the Faith & Medicine Task Force, the community mental health focus with Kirkwood could be spun off as a separate group, and a new Task Force could be convened around the topic of violence.

Presentation on City's Goals/Priorities

Lindenlaub, Assistant Director of Community Development & Planning with the City, presented on behalf of Pratt who wasn't able to attend. He shared the City Council Priorities noting these were presented at public meeting on April 12, 2023. He first showed the Continuing Projects which are: flood control and greenway, affordable housing, neighborhoods and quality of life. New Priorities are: to have a clean and safe city, be business friendly and address homelessness.

He mentioned that since 2013, the City has been investing in bicycling infrastructure and has completed 100 miles with an event bike ride and ribbon cutting to be held on October 19th.

Lindenlaub said they are working on enhancing communication by providing quarterly updates and council agenda cover sheets tying back to the priorities.

Rice asked if the unhoused population is growing? Lindenlaub said efforts have been made to make the homeless aware of services, but that he doesn't know how many homeless people are here. Freres asked how the City is prioritizing building capital budgets. Freres said the character of this District is defined by the road systems here. It is limited as the main street is also a state highway. Lindenlaub said internally they have coordinated to make sure they do the best project for a grant program. He doesn't have a document that shows all the funding sources. Freres asked how dollars are prioritized for the greatest public benefit with Lindenlaub responding they work with the funding programs and explain the needs.

Recap of Project Budget - 8th Avenue/10th St./Mt. Vernon Road SE

Wasta reviewed the Parkway Improvements budgets for FY'24, FY'25 and FY'26. He pointed out that there is carry-over from FY'23 from the 6th Ave. & 8th St. pedestrian crosswalk project, that the 10th Street from 1st Ave. to A Ave. NE project came in slightly higher than budgeted, that the A Ave. NE from 6th St. to 10th St. project cost is unknown, and that the 8th Ave./10th St./Mt. Vernon Rd. SE roadway/parkway/roundabout project will be paid out of the FY'26 budget with an estimated total of \$693,015 which is \$240,000 higher than budgeted. Wasta will work with Epping to generate revised Parkway Improvement costs for the FY'24, FY'25 and FY'26 budgets for review and approval at the November 8th meeting. Information will be provided prior to the meeting so that the Commission is informed ahead of time.

Presentation by Lakota Group - Master Development Plan Update & News 5-Year Action Strategy

Freres conducted two open house/workshops a week ago that included talking with the medical staff at PCI and at Unity Point. He still needs to speak with the staff at Mercy.

Key themes when talking with people were as follows:

- Population Growth & Demographics: including housing solutions and land uses.
- Economic Impact & Challenges: need more amenities, district to stay relevant. (Freres recommends updating plan every 5 years because the world is quickly changing.)
- District Branding & Identity: directional and branding signage, lighting, trees and green space.
- Community Health & Wellness
- District Expansion & Funding: rethink district boundaries and possibly expanding boundaries such as a cross synergy with Coe. Do not go into residential areas was emphasized.
- Collaboration & Partnerships: perception of safety is a concern, identify grants and write stories collectively.
- Safety & Security: safety is a large perception issue, homelessness and mental health. How do we manage perception? Need lighting and other safety measures to bolster sense of security.
- Program & Recreational Opportunities: food trucks, service-based offering, more outreach initiatives.
- Research & Talent Retention: collaborate with educational institutions, not just the job, but enjoying the area.

Top five priorities were:

1. Safety & Security
2. District Expansion & Funding
3. Collaboration & Partnerships
4. Research & Talent Retention
5. District Branding & Identity

Discussion took place about public spaces, urban design, placemaking and wayfinding. Gardens, water features, Zen garden, plaza space, public art and outdoor seating were all discussed along with interactive zones and sculptures, food trucks, definition by gateways, signage, utilization of apps and digital kiosks.

Healthcare Professionals said they seek tranquility and relaxation, self-care, walking areas, childcare services that accommodate healthcare schedules, outdoor spaces, shaded spots, work-life balance and community events.

Patients want accessibility, lodging, convenient parking, therapeutic spaces, apps, family friendly spaces and shaded spots.

Local businesses would like to see better signage, specialty food stores, better outdoor seating, pop-up space and a local feel.

A mixed-use district, along with other funding sources, is needed. Freres asked the question what can we do to find the money? He said this plan needs to develop initiatives that are achievable and realistic to happen within the next five years and within our fiscal means.

Freres concluded with sharing next steps: virtual open house, initial strategies brainstorming, Med Quarter vision and diagrams of physical improvements. It was noted the November board meeting will be a working session/plan making. Wasta feels the virtual open house will have a broader reach through public and/or Med Quarter outreach and should be posted on the City's website and social media.

District Marketing Initiative Updates

Wasta stated September is the last month of Summer Bash. Woods said there are currently 390 total passes, but only 72 of them are active. Thus, they are doing a big last push to get people to utilize their passes. Many people don't have time to use the pass because of their work schedules, so they are looking for ways to better serve those people. There were 140 total check-ins by active users. Prizes and gift cards are very motivational with 20 winners turning in points thus far. Woods also mentioned Substack is at a 30% open rate which is still good. They are looking for different ways to communicate in 2024.

Committee Updates

Branding, Economic Development, Finance & Operations and Standards reports were provided in the packets.

Executive Director's Updates

Wasta shared he will be out of the office 9/18-22 due to surgery. The next meeting on November 8th will be a workshop lead by The Lakota Group. The PCI Community Room is not available on 11/8, so the meeting will need to be held elsewhere. Herb offered to check if CRB&T's training room is available.

Adjourn

Jensen moved to adjourn with Stramel seconding. The meeting adjourned at 9:27 a.m.