



## **Medical SSMID Commission Meeting Minutes**

**June 14, 2017**

**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, Mike Sundall, Julianne Thomas, Ted Townsend

**Absent:** Julie Sterling

**Guests:** Sandi Fowler, Kris Gulick, Richard Pankey

**Staff:** Sherokee Eder, Phil Wasta

### **Welcome & Call to Order**

Charles welcomed everyone and called the meeting to order at 8:00 a.m.

### **Consent Agenda**

Meisterling moved approval of the consent agenda with Albert seconding.

### **2018 Fiscal Year Commission Appointments**

Charles nominated Jensen as Chair, and Smith as Vice-Chair. A vote was cast, none were opposed.

Jensen was approved as Chair, and Smith was approved as Vice-Chair. Jensen appointed Thomas to chair the Branding & Marketing Committee, Charles to chair the Economic Development Committee, Epping to chair the Finance & Operations Committee, and Albert to chair the standards.

### **Committee Updates**

Thomas highlighted the "Speak Up" motto for the end of life planning events. The University of Iowa will be having a similar event with the honoring choices theme at the end of October. Charles said the more conversation about this topic, the better.

Charles said the Economic Development Committee had a good presentation/discussion from Kris Gulick and Casey Drew. The Committee is starting to explore options to leverage cash received through tax assessment, as well as voluntary contributions to position the Commission to commit to more ambitious, long-term projects. The City traditionally has put bonds on projects to help get them going. Charles said this is just an option being explored. Charles highlighted the Medical District attracting start-up companies, and areas that would serve as beta sites. It was indicated to Charles by Drew that the Commission's intent would need to be declared by January.

Epping noted that he had been meeting with Neumann about picking up some administrative time with the Economic Alliance.

Albert said the Standards Committee has been looking at plans and putting together different packages to present at the July meeting, as previously requested by the Commission. The Standards Committee will not suggest a package until a set dollar amount is known. Townsend asked about the levels of the packages. Albert said there would be multiple choices for each level.

### **Executive Director's Report**

Wasta distributed visuals for Economic Development fliers. The Economic Alliance 2016 Existing Industry Report has been completed. Copies of the 2016 Existing Industry Report can be requested. Wasta shared that as of June 1<sup>st</sup>, he was starting his third year as MedQuarter Executive Director.

A sneak peek of the Signage and Wayfinding initiative was shown to Commission Members. Wasta indicated that the designs were highly flexible, easy to maintain, and had vivid graphics. The public stakeholder's open house will be July 18<sup>th</sup> from 4:00-6:00 at the Economic Alliance. Meisterling asked if the Kiosk was interactive. Wasta said the kiosks will not start out electronic because the climate won't support it. The hope is to make it that way in the future. Townsend asked about lighting. Wasta indicated that everything is D.O.T. reflective; streetlights and headlights will light the signs.

Wasta said he was currently working with **Matt Meyer** to extend the 8<sup>th</sup> street truck route to 12<sup>th</sup> avenue. The second version of the MedQuarter Map is currently being worked on. Thomas added that the end of life planning events would be Thursday, October 5<sup>th</sup>, Thursday, November 2<sup>nd</sup>, and Thursday, December 7<sup>th</sup>. McCauley asked where these events would be located. Wasta clarified that they would be held at the First Lutheran Church. The July meeting will discuss the Fiscal Year '17-18 budget.

### **Other Business**

Sundall announced that as of last evening, shareholders for P.C.I. have approved a 100,000 square foot expansion in the MedQuarter. In addition, a 400 space parking garage will be installed. Construction for this expansion will start in either December or January. Sundall indicated that during the construction, the current parking ramp will experience some congestion. Over the next 5 years, P.C.I. will be adding 20 new physicians. The new expansion will have an emphasis on health and wellness.

Wasta introduced Sandi Fowler as the official City Liaison, adding that she will be present for some meetings. Commission Members welcomed Fowler.

Jensen thanked Charles for his leadership, and presented him with a gift on behalf of the Commission.

Epping moved to adjourn the meeting, with McCauley seconding.

The meeting was adjourned at 8:43 a.m.