Czech Village New Bohemia SSMID Meeting Minutes  
August 16, 2018 | 8:30 – 10:00 a.m. | Alliant Energy Classroom at the National Czech & Slovak Museum & Library

Present: Lijun Chadima, Jessalyn Holdcraft, Stephanie Jelinek, Ana McClain, James Piersall, Jennifer Pratt, Bob Schaffer

Absent: Craig Byers, Pam Lewis, Chad Pelley

Guests: Jennifer Stewart on behalf of Pam Lewis, Seth Gunnerson and Adam Lindenlaub with the City of Cedar Rapids

Economic Alliance Staff: Ron Corbett, Jessica Komisar, Melissa McCarville, Audrey Wheeler

Welcome and Call to Order
Piersall welcomed everyone and called the meeting to order at 8:32 a.m.

Approval of Consent Agenda
Holdcraft moved for approval of agenda with Jelinek seconding and all in favor. Chadima moved for approval of June minutes with Holdcraft seconding and all in favor. Holdcraft moved for approval of June financials with Chadima seconding and all in favor. July financials were deferred of approval until final numbers from the City are obtained.

Design Review Technical Advisory Committee
Gunnerson presented that there are proposed process changes in regard to city wide updates to ordinances and zoning which was recommended by EnvisionCR. These updates will focus on differing character areas and will address the lack of urban development standards and barriers to infill development. Gunnerson stated that with these changes, recommendations from the SSMID or Neighborhood Association will be required for all projects that are requesting city participation. There are some exceptions to this such as rezoning, design exception and conditional use which will still require the public input.

Holdcraft asked when SSMID would take on this new role, Pratt stated that the council approval for this will be in the fall of 2018 and would be taken into effect January 1, 2019.

2019 Budget Discussion
Holdcraft noted that the streetscape budget of $9,000 should be capped at $5,700. Piersall stated that there are funds that were set aside on an annual basis for parking lot repairs and does not see that in the budget. The initial 2019 proposed budget was drafted by Doug Neumann with some discussion with Craig Byers but due to their absence at the meeting, further discussion was tabled until the next meeting. Schaffer moved this approval with Holdcraft seconding and all were in favor.

Banner Program
Wheeler presented preliminary banner program options and pricing along with a map which included locations of banners along 3rd Street in NewBo, the Bridge of Lions and 16th Ave in Czech Village. Options for banners include District Branding, District Activities, Seasonal Branding, Showcasing Artistic Talent, Showcasing Unique Cultural Heritage and Non-Profit Awareness. The pricing given by Wheeler for the banners include cost to remove and replace corroded banner brackets and hardware in NewBo, labor contracted by the Economic Alliance and the production of the banner itself. The price does not include design of the banners or the welding of one broken pole. Altogether, it would cost approximately $6,300 for the SSMID to install all 71 banners which are located throughout NewBo, Czech Village and the Bridge.
Holdcraft asked Wheeler how the Downtown District handles non-profit banners. Wheeler stated that it is a 3-month program where the non-profit purchases a street of banners for approximately $285. The non-profit pays for the banners to be made and the Economic Alliance handles the install. Stewart addressed Lewis’s concern of organizations who want to purchase a banner but do not represent the CVNB area or are local to Cedar Rapids. Holdcraft noted that it is a good thought to keep in mind and that when time comes to set banner guidelines, it will be taken into consideration.

Wheeler noted that if contracted through the Economic Alliance, the banner pole repairs and preparation could be finished in September. The lead-time for the actual banner should come in within a week or so after the order is placed. The one unknown variable that could impact the rollout is the timeframe to receive bracket replacement parts from the supplier. Wheeler to look into the ownership of the banners on the 12th Ave bridge as it is not the SSMID.

Motion was moved by Chadima to adapt the banner program including all banners in NewBo (32), Czech Village (23) and half of the banners on the Bridge (8) seconded by Holdcraft with all in favor. McClain and Holdcraft to discuss district branding banner design.

**Planter/Watering Contract**
Wheeler noted that $5,000 was approved to spend on planting and watering for the year. Approximately $2,300 is left to get through August-October watering and planting. Wheeler stated that orders are due in September for which plants we want from the city greenhouse which will be planted next year. Wheeler states that she has had a positive experience with the gardener contracted through the Economic Alliance and believes they can order the proper plants for the shaded areas. Holdcraft moved for approval for the Spring order with McClain seconding and all in favor.

Wheeler showed the group an example of a winter plant from the Downtown District that costs about $90 per pot. These do not require much maintenance and wouldn’t have to be in every planter. McClain stated that she would like to see the holiday décor from the Czech Village be carried into NewBo. This will be discussed at September’s meeting along with information on the holiday planters from Wheeler.

**Communications Plan**
McCarville noted that the two main areas that the SSMID wants to focus on are Streetscaping and Communications. McCarville shared the Statement of Focus which is: Czech Village New Bohemia SSMID is the single entity for district-wide communications. She presented strategies and examples for each which include:
- Identify mission, goals and tactics: Content identification
- Identify audiences: Communication lists and more tailored and specific the better
- Build communications tools to reach audiences: Website, Social Media, E-mail
- Create key performance indicators: Monitoring, reviewing and revising value and ROI
- Develop maintenance plans: Annual editorial strategy and proactive vs. reactive communications strategy

McCarville presented options for immediate, lower cost opportunities such as:
- Utilizing the Economic Alliance Core District landing page
- Social media platform creation
- Stakeholder updates

More long term but higher in cost opportunities options include:
- Website
- Advertising/Marketing
- Staff and/or Agency
- Communications software such as Mail Chimp or Constant Contact

McCarville noted that all of these are just ideas and options for the SSMID. There was discussion on how the SSMID works together with Mainstreet to make sure that we are not duplicating efforts. Holdcraft recommended that some of these ideas should be worked on in part of a committee but bring in more recommendations from the Economic Alliance. There was no approval for any items on the proposed communications plan.

**Ron Corbett’s Role**
Due to time constraints, this presentation from Corbett will move to next month’s agenda.

**NewBo evolve & Balloon Glow Feedback**
Brief discussion regarding NewBo evolve. Last minute communication and street closures were a common frustration.

**Other Business**
Holdcraft stated that it would be helpful if supporting documents and any proposals be sent out by the Economic Alliance ahead of time in order for commission members to have ample time to review prior to the meeting. Holdcraft also noted that we need to set some time limits on agenda items to allow for enough time to discuss.

**Adjourn**
Chadima moved to adjourn the meeting with Holdcraft seconding. The meeting was adjourned at 10:02 a.m.