Czech Village New Bohemia SSMID Meeting Minutes  
December 20, 2018 | 8:30 – 10:00 a.m. | Alliant Energy Classroom at the National Czech & Slovak Museum & Library

Present: Craig Byers, Lijun Chadima, Jessalyn Holdcraft, Pam Lewis, Chad Pelley, Ana McClain, Bob Schaffer

Absent: Stephanie Jelinek, James Piersall


Economic Alliance Staff: Jessica Komisar, Melissa McCarville, Doug Neumann

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

12th Ave Upgrades
Myers, Witt and Griffith with the City of Cedar Rapids Department of Traffic Engineering presented future upgrades for 12 Ave. The planning and implementation for these upgrades will not begin until 2019/2020. Backgrounds and considerations to these upgrades include community interest, pedestrian growth, future development, future traffic volumes and managing speeds. Upgrades include:

- Gates and lights at the 6th St. railroad crossing in order for that area to be designated a Quiet Zone.
- Adding medians and a crosswalk with signs and flashing lights at NewBo City Market
- ADA ramps
- Bike lanes will be fitted between the existing curbs
- Possible mini round-about to reduce speeds

Approval of Consent Agenda
Chadima moved approval of the November minutes with Holdcraft seconding. The November minutes were unanimously approved.

Holdcraft moved approval of the October financials with Chadima seconding. The October financials were unanimously approved.

Approval of 2019 Budget
Byers said the biggest thing to note on the budget is the increase of our total revenue which is currently listed as $35,542. Holdcraft asked if this budget is based only on revenue and not what’s currently in the bank account. Neumann said that is correct as this is an annual operating budget. Chadima noted the communications line item got increased from $5k to $9k. Byers stated this is not a commitment but extra was plugged in to be flexible.

Holdcraft moved to approve the 2019 budget with Pelley seconding and all in favor. The 2019 budget was unanimously approved.

Communications Plan
McCarville briefly reviewed the three Communications Plan options as they were discussed during November's meeting. Option 1 provides the commission with minimum support and has a minimum budget impact at approximately $2,736 annually. Option 2 provides moderate support and has an adequate budget impact at approximately $5,472 annually. Option 3 provides maximum support with an increase in a budget impact at approximately $9,120 annually. McCarville
added that these options are not set in stone and can be altered to meet a specific budget. Byers asked if the Economic Alliance feels confident that they can complete these tasks with the budgeted amount of money and hours as he brought up the potential concern of overruns. McCarville stated these numbers are based on what the Economic Alliance is currently doing for the other SSMIDs and she’s confident they can deliver in these parameters.

Chadima and Schaffer expressed concerns we would be duplicating Main Street’s efforts and Schaffer stated the commission should be focused on spending our money on infrastructure and visible improvements in the district. McCarville said this plan will not be a duplication of Main Street’s communications efforts. The audience and the messages will be tailored to more property owner, business owner, economic development and public policy subject matter, including priorities and accomplishments of the SSMID Commission, than what Main Street typically publishes. McCarville presented an example e-blast to show the commission the types of topics that we would be presenting and how it would be laid out in e-mail form. There was generally agreement that these are not subjects that Main Street typically has covered.

Byers stated he would like for the commission to explore Option 2 and see what the Economic Alliance can do with this plan. The commission can always revisit this next year if it doesn’t meet expectations. McCarville added that once a time and funding level is determined, it would be helpful to have a subcommittee help with a deeper conversation about exactly what would have the most value. Commission members like some examples more than others, and the Economic Alliance is happy to tailor offerings to what is most wanted.

Pelley moved for approval of Option 2 including a discussion with McCarville on detailed content with Holdcraft seconding. Pelley, Holdcraft, Byers and McClain voted in favor with Shaffer, Lewis and Chadima opposed. With a 4 to 3 vote, the motion carries.

2019 Discussion
The commission agreed that the third Thursday of each month from 8:30-10:00 a.m. works best. Komisar will work with the Czech Museum to complete a room contract for 2019 and send out calendar invites once the contract is submitted. Neumann said at the next meeting, there should be more of a 2019 forecast and scheduling out bigger and more strategic planning topics for certain months so as to avoid the repeated and more minor discussions that consumed a lot of commission time in 2018. If the commission has ideas on what topics should be discussed throughout 2019, those should be sent to the Economic Alliance, so they can be added to the discussion list.

Commission Member Updates
16th Ave. Extension Landscaping
Pratt stated the City will always maintain landscaping for projects like this one at the normal City level but cannot at a higher level and the City is looking to this commission to provide funds for higher level maintenance. Neumann added as long as care is given to establishing things that don’t need weekly maintenance, the operating cost is pretty low. Pratt said if the SSMID wants to commit to the funding of the maintenance of this landscaping, the commission would need to get involved in the discussion of planning and come up with a fair estimate. As Piersall has been involved in this project and was not able to attend this month’s meeting, **the commission will table this discussion until Piersall is present.**

Levy Construction Update
Pratt provided an update on the levy construction for the upcoming years which include:
- **New road to the landfill will open mid-2019**
- **Levy construction from the landfill to Bowling St. is due to be complete in May of 2019**
- **Levy construction from Bowling St. to 16th Ave. is underway and is due to be complete in the Spring of 2020**
- **Permanent wall at the Czech and Slovak museum will be complete in 2020**
- **Park monuments, memorial benches and landscaping in NewBo to be installed in the Spring of 2019**
- **16th Ave. roller gate closure bid will begin in 2019 with construction starting in 2020**
- **Design for levy for Lot 44 will begin in the Spring of 2019**

Connect CR
Byers presented a marketing campaign video for Connect CR and stated this is a $20m capital project with $5m pledged by the City, $5m pledged by Hall Perrine, $3 pledged by the state and county and $7m needs to be raised by the steering
committee. Once the committee reaches half of the $7m, they can go public and ask for donations. This project will bring a lot of traffic to the CVNB district and Byers stated because of that, he believes the SSMID should contribute some funds. Byers added this can be tabled for another meeting but wanted to get it in front of the commission now.

Adjourn
Holdcraft moved to adjourn with Schaffer seconding. The meeting was adjourned at 10:06 a.m.