



## **Cedar Rapid Downtown SSMID Commission Minutes**

**January 31, 2018**

**4:00 p.m.**

**Cedar Rapids Metro Economic Alliance**

**Present:** Casey Drew, Darryl High, Dawn Jaffray, Chris Lindell, Linda Mattes, Randy Rings, Joe Terfler, Fred Timko via phone

**Absent:** Steve Dummermuth Jr., Trish Ellison, Ann Lipsky, Andrew Morf, Jeff Pomeranz, Mayor Brad Hart

**Guests:** Nick Soyer

**Staff:** Ellen Bardsley, Sherokee Eder, Casey Prince

### **Welcome, Introductions & Call to Order**

Mattes welcomed everyone and called the meeting to order at 4:02 p.m.

### **Downtown Web Analytics Report**

Bardsley presented the Downtown Web Analytics Report which was included in the meeting packet. Information included email, website and social media analytics and results. Commissioners shared questions and suggestions with Bardsley. Eder pointed out that business referrals aggregated in this report are also provided to the individual businesses in their annual value statement from the Economic Alliance.

### **Consent Agenda**

Prince announced that Nancy Kasperek was stepping away from the Downtown SSMID Commission due to a promotion and increase in work travel. The roster will be updated.

Rings moved approval of the consent agenda with Lindell seconding. The consent agenda was unanimously approved.

### **Review 2017 Yearend Financials & Approve 2018 Budget**

Prince presented the 2017 financial results and 2018 proposed budget. The 4-page presentation was included in the meeting packet. Prince walked through the notes as written in the presentation, spending much of the time on the most significant variances which include anticipated growth in tax revenue and increased expenses for trash receptacles, sidewalk repair program, marketing, event sponsorships, the 'wow' project, and special projects as detailed in the presentation. Terfler shared employees' preference for secure bike lockers over bike racks. Rings recommended the idea be shared with DPMI/Park CR. High requested more information on cleaning labor and possible comp data from others, like the parking system. Mattes commented on the positive impact of the façade grant program and expressed a desire for the Commission to see before and after photos of projects when the final report is ready.

Terfler moved approval of the 2018 budget with Rings seconding. The 2018 budget was unanimously approved.

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

Prince shared that a final draft of the Vision Downtown Cedar Rapids plan update will be ready in February. Prince has been working with Casey Drew, Finance Director for the City of Cedar Rapids, on the Memorandum of Agreement. Rings asked Drew to let the Commissioners know if they'd need to present to City Council or not. Prince shared that the City

had approved a \$37,000 contribution to the 3<sup>rd</sup> Avenue Bridge 'wow' lighting project. Timko shared that we will put out an RFP, and that he is working on the draft. The fixtures will have about 3-4 months lead time. Rings asked if the County contributed, and Timko confirmed they had not. Prince added that the downtown streetlight replacement project is progressing. The goal is to be on the last City Council agenda in February, with a goal to start install immediately with completion in approximately 2 years. Prince shared that he was able to meet with Dash Coffee Roasters and Clock House Brewery who are both considering sidewalk cafés. Chris Lindell was congratulated on his new position with CRBT and its holding company.

#### **Other Business & Updates from Commissioners**

Terfler asked if there would be coordination between the downtown vision plan and the Commission's investment in WOW projects. Prince said there is absolutely an opportunity to align with the plan's recommendations. Rings requested an update on two-way conversions be shared with the Commission. Mattes said Alliant delayed their façade lighting project for a new and more efficient product that will light all sides of the building. Mattes thanked Prince for his work and noted that she liked the e-mail updates.

#### **Adjourn**

The meeting was adjourned at 5:13 p.m.