



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

**April 26, 2017**

**4:00 p.m.**

### **Cedar Rapids Metro Economic Alliance**

**Attendees:** Jon Dusek, Marty Hoeger, Chris Lindell, Linda Mattes, Andrew Morf, Randy Rings via phone, Joe Terfler

**Absent:** Mayor Ron Corbett, Casey Drew, Steve Dummermuth Jr, Trish Ellison, Dawn Jaffray, Nancy Kasparek, Ann Lipsky, City Manager Jeff Pomeranz, Fred Timko

**Economic Alliance Staff:** Sherokee Eder, Doug Neumann, Casey Prince

**Guests:** Jasmine Almoayed, Dale Todd

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

Mattes welcomed everyone and called the meeting to order at 4:04 p.m.

### **Downtown Farmers' Market & Market After Dark Update**

Draper acknowledged Downtown SSMID's original investment which seeded the market. Sponsorships are still available this summer. This year is focused on accessibility with a number of new programs including Home Run for Hunger which will allow people on food assistance to swap tokens for snacks. Mattes asked if advertising was planned for new programs which Draper confirmed. Another program called To the Rescue is working with the Economic Alliance to provide a shuttle to the Farmers' Market. Draper noted that the night market's open container policy is in effect again this year. The maps for both the Downtown Farmers' Market and Market After Dark were referenced as presented in the packet. Flyers were passed out with Market After Dark entertainment information. There is still an opportunity for beverage tent sponsorship at Market After Dark. Dusek asked for posters with the entertainment information on them. Jenn said she would print and deliver to him.

### **"Connect CR" project update (Cedar Lake & Sleeping Giant Bridge)**

Todd presented an update on "Connect CR" projects at Cedar Lake north of Downtown and MedQuarter and the Sleeping Giant Bridge south of New Bohemia and Czech Village. Dusek asked if there was a way to reduce railroad presence. Todd said much of the rail traffic is moving. Morf asked about the pedestrian bridge to the amphitheater. Todd clarified that bridge was in the JLG Plan and is different than the Sleeping Giant bridge located south of New Bohemia.

### **Downtown Studies by JLG History & Overview**

Neumann said it was important to revisit how influential the JLG Plans have been since first commissioned in 2007. A list of the plan's "to-dos" was reviewed. Plan priority highlights included the importance of Downtown housing, the first mention of the Medical District, and recommended conversion of one-way to two-way streets. Neumann went over both the 2007 and 2012 plans. Lindell asked if the costs were split to complete the study. Neumann said there were 7 funding partners for both plans. The 2012 plan update was approximately \$32,000. Rings suggested the SSMID should get a quote for another study. Mattes expressed the need to see who else would be interested in contributing to an update. Hoeger thinks neighboring districts would be interested.

### **Consent Agenda**

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

### **WOW investment update and discussion**

Mattes said the City is working on a contract with Alliant to have the utility own new Downtown streetlights. A sample of the "wow" column light discussed at the last meeting will be here in June. Prince said he was in touch with the City for opportunities to coordinate, and that the demonstration of the sample light would be the first two weeks of June. Prince and Rings thought installing the light in front of the Economic Alliance could be the easiest installation. Hoeger asked about testing it on a bridge. Mattes suggested that might require DOT approval.

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

Prince summarized the Executive Director's Report as presented in the agenda packet, which included updates on spring planning, SSMID Commission, City, and Park CR, distribution of Urban Living flyers, and an update on public policy. Terfler asked in relation to Bike 2 Work Week if the City could create a bike locker concept. Dusek and Rings voiced that a brainstorming session to discuss priorities in partnership with the City could be timely. Rings also requested Prince circulate a draft letter in support of two-way conversions to aide commissioners writing a letter to the editor. Prince committed to follow up on these inquiries and suggestions.

Terfler asked about sponsorship for the Fire & Ice Festival. Neumann clarified it was a break even event. Lindell asked why the Economic Alliance was looking to get out of it. Neumann said the Festival didn't fit the Economic Alliance mission, but that he had talked to Freedom Festival, GO Cedar Rapids, and Cedar Rapids Jaycees about taking ownership. Rings asked who started Fire & Ice. Neumann clarified that it was a group of Downtown business owners. Rings asked if staff time for this was funded by the SSMID, to which Neumann clarified no SSMID dollars go into the festival. Terfler asked about attendance. Attendance for the festival is weather-dependent, but rarely draws less than 5,000 people. Hoeger posed the idea of the SSMID adopting the Festival if the EA would still run it. Neumann said although he would prefer not to have EA staff on it, he would be open to having that conversation.

### **Adjourn**

The meeting was adjourned at 5:35 p.m.