



**Cedar Rapid Downtown SSMID Commission Minutes**  
**March 6, 2017**  
**4:00 p.m.**  
**Cedar Rapids Metro Economic Alliance**

**Attendees:** Jon Dusek, Dawn Jaffray, Marty Hoeger, Chris Lindell, Ann Lipsky, Linda Mattes, Randy Rings, Joe Terfler, Fred Timko

**Absent:** Mayor Ron Corbett, Casey Drew, Steve Dummermuth Jr, Trish Ellison, Nancy Kasperek, Andrew Morf, City Manager Jeff Pomeranz

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

**Welcome & Call to Order:**

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

**Consent Agenda**

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

**Update on Commissioner Roster, Terms & Applications**

Prince referenced the Commission Roster, noting that those in yellow were expiring this summer. Commissioners up for expiration will have to reapply. There are currently two vacancies in addition to the five openings due to term expirations. Timko reminded Commissioners to keep commission diversity, including but not limited to gender, property location and ownership type in mind when making recommendations. Any prospects should be shared by the end of March. The final decision for appointment rests with the Mayor. Darryl High, Chad Pelley, and Amy Lynch have all expressed interest. Prince said he was going to meet with the owners of Quarter Barrel to discuss their interest as well.

**Report out on “Wow” investment discussion**

Timko reported out on a first meeting of the “wow” investment committee. A robust discussion was had about the commission’s definition of “wow.” A general preference for assets over programming or events was the consensus at the first committee meeting. The asset type rising to the top was Downtown lighting. Two projects of interest included dynamic lighting at the 3<sup>rd</sup> Avenue bridge and the intersection of 3<sup>rd</sup> & 3<sup>rd</sup> SE with the hope that new feature lighting would replace and/or complement planned street lights. Timko said it would be nice to connect Downtown across the river. Mattes expressed it would give a more permanent feel and would work well with events. Jaffray would like to see planters linked in with this. Prince brought up programming in the area, noting that giving the Downtown a unique edge would be a good strategy to attract and retain events. Dusek expressed he still wanted music to be considered. Commission Members discussed logistics of different types of lighting for the Downtown. Mattes said they would have to talk with the DOT. Dusek asked if this could be done before snowfall. Timko said it was an aggressive goal. Lipsky expressed that she thought investments in lighting would add to safety. Rings encouraged Commissioners to consider the budgets for the next couple years with this type of initiative. Following discussion, the Commission’s consensus definition of “wow” investments in the budget would focus on assets, specifically lighting. Jaffray recommended a communication strategy for explaining any new investments. Commission Members discussed foot traffic across downtown bridges. Lindell said the nice thing would be the lights could be seen from the interstate.

Timko moved that the Downtown SSMID Commission revise its budget to allocate funds targeted for a “wow” investment for expenditure on signature, artistic lighting features to be selected and to be installed at locations to be selected with initial focus primarily features for the on 3<sup>rd</sup> Avenue bridge area and intersection of 3<sup>rd</sup> Avenue SE and 3<sup>rd</sup> Street SE and to begin work on leveraging the investment with other interested parties for a bigger “wow” investment. Dusek seconded the motion. The motion was unanimously approved.

### **Executive Director’s Report**

The first reading of the Ordinance occurred at the last City Council Meeting. Prince reported that the second and possible third reading would be at City Hall on March 14<sup>th</sup>. Prince informed the Commission that he would be walking Downtown with Alliant to come up with a plan for vehicles that operate on the sidewalks. Prince briefly touched on new businesses Downtown. The Urban Living event has been confirmed for May 16<sup>th</sup> at the Eastbank Venue

& Lounge. A Downtown social media presence is coming soon. Prince mentioned the Iowa Downtown Summit and some other conference and workshop opportunities he's attended or is planning to attend. Dusek thinks they should invest money to send Prince to International Downtown Association events.

### **Other Business**

Jaffray asked if the Commission ever used students at the University of Iowa for projects. Terlfer said he had used area college students for projects before and that they do good work.

The meeting was adjourned at 5:26 p.m.