



Cedar Rapid Downtown SSMID Commission Minutes

November 1, 2017

4:00 p.m.

Cedar Rapids Metro Economic Alliance

Present: Fred Timko, Darryl High, Steve Dummermuth Jr, Dawn Jaffray, Linda Mattes via phone, Randy Rings via phone, Chris Lindell

Absent: Mayor Ron Corbett, Trish Ellison, Marty Hoeger, Nancy Kasperek, Ann Lipsky, Andrew Morf, Jeff Pomeranz, Randy Rings, Joe Terfler

Guests: Casey Drew

Staff: Sherokee Eder, Casey Prince

Welcome and Call to Order

The meeting was called to order at 4:06 p.m. Prince noted that the meeting was one person short of quorum.

Consent Agenda

Due to not having quorum, the consent agenda was unable to be approved.

Set SSMID Tax Rate

Timko called for discussion but clarified that without quorum this approval could not take place. The proposed rate for the Downtown CR SSMID is \$2.75 per \$1,000. Timko asked if anyone had questions. Lindell inquired about parking ramps in the budget. Prince said to recall that if needed SSMID would help fund debt service Park CR owes the city annually, but that arrangement has expired and assistance was not needed this past year. Prince suggested not budgeting SSMID dollars for that debt service moving forward. Timko asked where the SSMID and City were at on updating the MOA. Drew said that a response was still owed from the City.

Draft 2018 Budget

Timko called for discussion but clarified that without quorum this approval could not take place. The budget was reviewed and there were no questions.

Executive Director's Report

Prince provided updates on downtown beautification programs. The façade improvement program committee intends to make an award soon, which will completely deplete that matching grant fund. Timko inquired about trees on 3rd Ave SW and Prince confirmed they are to be planted this fall. Prince detailed the holiday decorations plan for downtown as it is a significant increase over last year. Lindell inquired about signage and wayfinding and Prince detailed completion of the plan, which included both vehicular and pedestrian wayfinding and recommendations for signs and clutter to be removed. Implementation is not yet funded or scheduled. Dummermuth Jr. asked about new banners, making note of locations that are fading. Prince said that holiday banners will allow those to be taken down and evaluated. Mattes noted a sample photo of the lighting demo on Alliant Tower, asking what Commissioners thought from a ratepayer perspective. Timko said a point could be made that the LED lighting is efficient and costs less to power than signs. Jaffray, Timko, and Lindell all added that they felt it looks great. Mattes said she felt it was a good message for the community, and that it makes Downtown pop.

Prince shared the opportunity to provide matching funds with Park CR and others to fund DC fast charging stations in the Convention Center ramp next year. Deadlines are looming for the Racing & Gaming Commission and One Park Place this month. Prince said that he may want to do a cocktail hour in December with JLG Architects when they return to present the updated plan. This means first quarter of 2018 the Commission will have a new Downtown Vision plan in hand and Commission planning may be in order. Timko added he liked the idea of “moon shots” that were coming out of preliminary drafts and discussions.

2018 Goal Discussion

Timko asked Commissioners what should be on the radar as 2018 goals. High expressed that he felt beautification of the I-380 gateways/off ramps were important, as they’re one of the first things seen when coming Downtown. Lindell said that the WOW bridge lighting project should be implemented in 2018. Dummermuth Jr. and Timko both mentioned the abundance of available office space, and the idea of promoting that more.

WOW Bridge Lighting Update

Within two weeks, the sample light will be moved from Popoli to the Bridge. Prince and Timko have met with Public Works, and tentatively there will be a 50/50 split between the SSMID and City for funding.

Other Business & Discussion

Prince discussed with Commissioners the need to schedule another meeting or conference call prior to December 1 in order to get approvals on budget and tax rate for the City per the SSMID ordinance. Lindell suggested sending out a doodle poll for teleconference times. Timko added to send out what the motions would be.

Prince suggested with the time left, to do around the table updates. Lindell shared that the bank merger is moving forward on December 1, which will create new opportunities for Downtown. Lindell also noted he would like to put to rest the rumor that the Guaranty Bank building will be torn down. Jaffray shared that UFG had a commercial playing during the World Series. Timko asked about UFG taking down buildings for parking. Jaffray noted that the idea was to provide temporary parking. Drew said that the City is working on Downtown Streetlighting. Lindell asked if everything was coming along for the street conversions. Drew clarified it was. Dummermuth Jr. said a lot of customers have been upset about construction, but that he tries to reinforce a positive perspective about the progress and future outcomes. Timko shared that the foundation for housing units has been started with his row houses in Kingston. Quinton’s wanted to be opened soon in the Met, but it may be closer to January. Dash Coffee should be open by December 1. The former Home Run space will be called Local Pour Street Food. The Bistro on the River space will reopen as Bourbon Creek and will serve barbeque. Lindell noted that Theresa Bornbach moved out of his building. High added that Coventry Lofts stays pretty full.

Prince officially has celebrated one year on the job and expressed his appreciation of the Commission and the opportunity.

Adjourn

The meeting was adjourned at 5:03 p.m.