MedQuarter Update to
Cedar Rapids Finance & Administrative Services Committee
10/25/18
The Concept of a Regional Medical District

2007 Downtown Framework Plan
The Medical District was the result of Vision Cedar Rapids 2007 and the 2009 Neighborhood Planning Process both of which suggested districts to grow Downtown Cedar Rapids.

Timeline:

- **November 2009:** Steering Committee formed
- **April 28, 2011:** City Planning Commission unanimously approved the SSMID petition
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- **September 27, 2011:** City Council approved establishing Medical District
- **February 8, 2012:** First Medical SSMID Commission Mtg
- **January 10, 2012:** Medical SSMID Commission was appointed by the Mayor with advice & consent of City Council
- **May 7, 2014:** Received final draft of Master Development Plan from The Lakota Group
- **June 1, 2015:** Phil Wasta hired as Executive Director
MedQUARTER
Regional Medical District

Master Development Plan

June 24, 2014

Prepared by:
THE LAKOTA GROUP
Wilson Healthcare Design Group
BSA LifeStructures
S.B. Friedman & Company
Anderson Bogert
Implementation Categories from Master Development Plan

Policy
Management & Marketing
Appearance & Identity
Access, Circulation & Infrastructure
MedQuarter Management & Marketing Initiatives
MedQuarter Management & Marketing Initiatives: Speak Up Series

Save the Dates!
Speak Up Series
MedQUARTER End-of-Life Planning Events

Make your wishes known by attending the free MedQuarter Speak Up Series. It’s about conversations; it’s about decisions; it’s about how we care for one another.

OCTOBER 5 • FACING LIFE
Dr. BJ Miller is a renowned speaker and advocate for maximizing quality of life and minimizing unnecessary suffering.

NOVEMBER 2 • MEDICAL AND LEGAL DECISIONS
Understand what happens if end-of-life decisions must be made and you do not have advance directives. Cedar Rapids physician Dr. William Galbraith and attorney and award-winning author Jo Kline Cobuhar will share how the law works to ensure your wishes are followed. Afterwards, facilitators will provide individual assistance with documentation of your decisions at an optional table top workshop.

DECEMBER 7 • SPIRITUAL PERSPECTIVES
Ask questions and participate in conversations about how personal values affect end-of-life planning. A panel of Christian, Humanist, Jewish and Muslim leaders will lead discussion.

First Lutheran Church 1000 3rd Ave SE, Cedar Rapids, IA 52403
Each event will be held from 6:30 – 8:00 P.M.

themedquarter.com/speakup
MedQuarter Appearance & Identity Initiatives
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Façade Improvement Program

Wayfinding Signage
MedQuarter Economic Development Initiatives

**Revolving Loan Fund**

**MedQuarter/ISA Mentor Network**

**Economic Development Video**

**LOIS Listings Added to Website**
MedQuarter Economic Development Initiatives

Before

After

722 4th Ave. SE

800 3rd Ave. SE
Accomplishments are being made week in and week out, both big and visible, and small and purposeful.

Initiation of the MedQuarter’s Master Parkway Improvement Plan will kick off in 2019. This will mark the start of the District’s infrastructure improvements with total anticipated investment of $4.5M over five years.

These initiatives are in perfect alignment with the goals set forth in 2010. The improvements will benefit the collective District as a whole, not any one entity, per the direction of the SSMID Commission.
MedQuarter Regional Medical District Commission & Committees

Commission
• John Albert, Jr., Citywide Cleaners
• Timothy Charles, Mercy Medical Center
• Gordon Epping, Gordon Epping, LLC
• Michelle Jensen (Chair), CarePro Health Services
• Kathy McCauley, Kathy’s Pies, Inc.
• Mary Meisterling, Alliant Energy/IPL
• Okpara Rice, Tanager Place
• Karen Smith (Vice-Chair), Republic Abstract & Settlement, LLC
• Julie Sterling, Family Medicine Specialists, P.C.
• Michael Sundall, Physicians’ Clinic of Iowa, P.C.
• Ted Townsend, Jr., UnityPoint Health - St. Luke’s Hospital
• Sarah Wickenkamp, University of Iowa – Pediatrics- Cedar Rapids

Committees
• Branding & Marketing
• Economic Development
• Finance & Operations
• Standards

Sub-Committees
• Design Review Technical Advisory Committee
• Façade Improvement Grant Committee
• MedQuarter Faith & Medicine Task Force
• MedQuarter Faith & Medicine Publicity Committee

Staff
• Phil Wasta, Executive Director

City Liaison
• Sandi Fowler, Assistant City Manager
Questions?

www.themedq.com