



**Cedar Rapids Downtown SSMID Commission Minutes
November 17, 2021 | 4:00 p.m. – 5:30 p.m.
Hybrid Meeting**

Present: Joe Ahmann, Jon Dusek, Darryl High, Jeff Janssen, David Sorg, Craig Stephan, Joe Terfler, Fred Timko

Absent: Dave Drown, Emily Ellingson, James Klein, Linda Mattes, Jake Ryan

Staff: Jessica Komisar, Julie Kraft, Jesse Thoeming, Phil Wasta, Caleb Woods

Welcome, Introductions & Call to Order

High welcomed everyone and called the meeting to order at 4:03 p.m.

Approval of September Minutes

Sorg moved approval of the September minutes with Stephan seconding. The September minutes were unanimously approved.

Vehicular Signage

Thoeming reminded the commission that in May, we received a presentation on vehicular district signage – which is different than the pedestrian signage. The vehicular signage would be one sided facing the direction of traffic. Thoeming presented three design options for the commission to approve. After discussions on all three, the commission decided to go with “Option C” but change out the dark blue on the top with orange and add the new Downtown logo on the orange side fin.

2022 Tax Levy

Sorg moved to approve to keep the \$2.75 levy rate with Janssen seconding. The motion was unanimously approved.

2022 Budget

Thoeming reviewed 2022 budget line items, highlights include:

- Sidewalk Cleaning - \$45k – added \$30k for 7th/8th gateway maintenance per actual spending in 2021, plus \$15k for typical sidewalk/alleyway cleaning
- Streetscape Furniture - \$40k – more Big Belly trashcans, expectation that City will pick up 50% of this cost (\$40k from SSMID, \$40k from City)
- New Utility Vehicle – \$20k - will help with efficiencies if maintenance team members had their own vehicle
- Willis Dady Program – \$20k - don't think we will need them for the full year
- Programs - \$20k – another event similar to It's Go Time
- Sidewalk Repairs - \$30k – joint effort with City's Public Works, \$30k SSMID, \$30k City
- Race for the Space - \$50k – support marketing and rent costs, all program expenses for first-time initiative
- Holiday Lights - \$80k – shifting some costs to EA personnel so total program cost ~\$125k
- Above the line total to the Economic Alliance ~ \$816k

- WOW project - \$40k – fully installed projector, looking at revisiting the Roosevelt project
- Alleys - \$200k – most of the costs for the alleyway improvements are for lighting
- Gateways - \$50k – mulch under interstate, fence replacement, don't have budget for physical structure, will be working with DOT

Sorg moved to approve the 2022 budget as presented with Dusek seconding. The motion was unanimously approved.

Adjourn

The meeting adjourned at 5:25p.m.