



Attendees: Cedar Rapids Downtown SSMID Commission
Date: May 29, 2024 | **Time:** 3:00-4:30 p.m.
Location: Cedar Rapids Bank & Trust- Training Room

AGENDA

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| 1. Welcome, Introduction & Call to Order | Klein |
| 2. Consent Agenda – March Minutes | Klein |
| 3. Downtown SSMID Commissioners | Klein |
| i. Member Update | |
| 4. 2024 Financial Review | Bassett |
| 5. Taskforce Update | Rings/Klein |
| 6. Implementation Team Update | Bassett/Klein |
| 7. Community Development Innovation Council Update | Bassett |
| i. Downtown Trolley | |
| ii. Race for the Space | |
| iii. Downtown Events | |
| 8. 7 th Street Gateway Update | Neumann |
| 9. Placer AI – Downtown Foot Traffic | Bassett/Klein |
| i. Visitor Traffic YoY | |
| ii. Employee Traffic YoY | |
| iii. Resident Traffic YoY | |
| iv. Saturday/Sunday Visitor YoY | |

10. 2024 Action Plan Update (Review Attachment)

Bassett

- i. Beautification
- ii. Marketing
- iii. Events
- iv. Programming

11. Adjourn

Klein

Reading Materials

- Budget
- Action Plan 2024
- March 2024 Minutes
- Community Development Innovation Council Minutes

Downtown SSMID Commission Members

James Klein, Randy Rings, Darryl High, Ted Kepros, Craig Stephen, Jon Dusek, Joe Ahmann, Wendi Cigrand, Sarah Madsen, Jake Ryan, David Sorg, Joe Terfler, Dannette Tobin, Graig Cone, Fred Timko

Next Meeting: Wednesday, July 24th at Cedar Rapids Bank & Trust at 3:00pm.