

Community Networking Group

Thursday, March 26, 2015

Meeting Notes

The slides from this presentation and other materials distributed at the meeting are available on-line: <http://cng.dmcbeam.org/calendar-folder/march-2015-meeting-folder/dmc-ppt-cng-3-26-2015.pdf/view>

1- DMC Update: Heidi Mestad, Mayo Medical Center

DMC Mission Statement: The mission statement for Destination Medical Center has been expanded. It is now:

With Mayo Clinic as its heart, the Destination Medical Center initiative will be the catalyst to position Rochester Minnesota as the world's premier destination center for health and wellness; attracting people, investment and jobs to America's City for Health and supporting the economic growth of Minnesota and its biosciences sector.

DMC initiative was created because of concerns about preserving Mayo's share of the health care market. That will remain Mayo's primary focus. At the same time, this economic development initiative will create change and opportunity for the community far outside Mayo's primary focus.

Community Input into DMC Plans: The DMC consultants and Board sought and paid attention to community input as the DMC Plans were developed. Heidi cited several key themes that were identified through the community input process:

- Access: people want better public transit that goes beyond commuting to work downtown
- Housing: the community needs and wants housing that meets the needs of all residents
- Greenspace downtown and activation of the river is important.
- More places, spaces and cultural attractions for all to enjoy, including year round activities.
- Quality of life must be planned for and measured as part of economic development.
- Maintain the authenticity of the community.

Measuring DMC Outcomes: DMC has specific goals that have established metrics. These metrics center on economic development, job growth and return on private investment in the community and growth new tax revenue as a result of economic growth.

DMC Boundaries:

The DMC initiative has defined geographic boundaries within the downtown core and out to Hwy 52 via 2nd Street SW. This boundary, which has now been approved by the DMC Board and the City Council, can be amended, but no changes are anticipated in the immediate future. Its investments and metrics will be limited to this area.

DMC Initiative: 20 years/ in 5-year phases:

The DMC Plan provides a framework for public and private capital investments within the boundaries of the district. The first 5 year phase will focus on capital investments in three areas:

- The Heart of the City
- The Biomedical Discovery Square
- Transportation studies, which will be needed to secure federal funding.

The state and local funding that has been approved is contingent on getting private investment. The state and local government funding will cover only a portion of the costs of the full plan.

Evaluation Criteria:

Each proposed project for the DMC funding will be evaluated against established criteria. Those criteria are in the development stage. Heidi's ppt showed the current draft with tracked changes. No date for having the final criteria developed was identified.

Suggestions for Action by the Community Networking Group:

- Given the community's call for quality of life to be measured as part of the DMC economic development, the DMC Board would be open to potential measurements suggested by the community.
 - o A starting point might be the quality of life metrics used in the World Bank's social impact studies. What are the ways of doing social impact assessment that make sense for this project?
- Prepare for the April 23rd DMC Public Hearing. This will be the final hearing before the plan is approved by the Board and Council. This would be a good opportunity to make suggestions about key quality of life measures.

2- Public Health Services Advisory Board Comments – Pete Giesen, Public Health

The Olmsted County Public Health Advisory Board developed a one page statement of recommendations regarding the DMC plan and its potential impact on the health of the community for consideration by the Rochester City Council. Pete Giesen, Olmsted County Public Health Director reviewed the development and rationale for this statement, which was well-received by the City Council. It was also positive viewed by the meeting participants. Pete was encouraged to submit it to the DMC Board which was meeting later that morning. There was also some discussion about using the Public Health letter as a model for the CNG. See it online at [the CNG website LINK](#).

3- April Meeting of CNG: Presentation on Journey to Growth (J2G)

It was announced that the April meeting will focus on Journey to Growth, an effort sponsored by Rochester Area Economic Development and the Rochester Chamber of Commerce to diversify the regional economy, meet labor force needs, and build a cohesive SE Minnesota Region.

