



**Market Center of Ideas  
Board of Directors**

Summary of the July 31, 2017 meeting

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**Members Present:**

Jon Cundiff  
Rosalie Newkirk  
Chuck Cooper  
Rick Viar  
Chip Moxley  
Donnie Rodgers  
Steve Marsh

**City Staff:**

Nick Edwards  
Jackie Heanue  
Colene Roberts

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**1. Call to order**

Mr. Cooper called the meeting to order at 4:30 p.m.

**2. Public Comments**

None.

**3. Amendments to the Bylaws**

Ms. Heanue suggested that changes to the articles of incorporation may be needed. She will send out draft bylaws before the next meeting. MCOI can go ahead with using the new name VelocityLS in the interim.

**4. Approval of June 26, 2017 meeting summary**

The summary of the June 26, 2017 meeting was approved with one correction. The summary of the May 22, 2017 meeting will be provided for review and approval at the next meeting.

**5. Digital marketing**

Mr. Cooper said that during a recent meeting of the Event Committee, an intern from Bridge put together a website mock-up for VelocityLS. Mr. Danley has volunteered to work with him to complete the site. Mr. Cooper suggested sponsoring a GEW event at Bridge in November in exchange for the intern's work on the website. Mr. Cooper and Mr. Danley have met with, and exchanged emails with, Igniting Business to discuss setting aside the work on the website and establishing a retainer for them to work on the graphics and social media for Velocity events. The expense is estimated to be \$4,000 to \$6,000 per year. Dr. Danley has registered the domain name velocityls.org and paid BlueHost.com for hosting and security services. He plans to have the website ready by August 16. Mr. Rodgers made a motion to approve the design and construction of the VelocityLS website to be undertaken by Jeff Danley, as a pro bono activity, with direct expenses related thereto in an amount not to exceed \$500, to be reimbursed to Jeff Danley, and

with ownership of the website and all hosting expenses to be retained and managed by VelocityLS. Mr. Moxley seconded the motion. The motion passed by voice vote. Mr. Cooper suggested retaining Igniting Business for work on the events for approximately six months to carry through events that are already scheduled. Mr. Marsh made a motion to approve an agreement with Igniting Business for the provision of ad hoc marketing services to VelocityLS in an amount not to exceed \$500 per month and for a term of six months and authorizing the President to execute any and all documents necessary to effectuate the intent of this motion. Ms. Newkirk seconded and the motion passed by voice vote.

Mr. Edwards said that the City's Lee's Summit Means Business website, [Ismeansbusiness.net](http://Ismeansbusiness.net), has been redesigned. It was necessary to remove Boost. A link should be added to the new VelocityLS website.

## **6. Logo**

A new logo will be needed. Jim McKenna from the Chamber and Kelli Welch on City staff should be able to help. The Board discussed continuing to use the City's brand design standards for the logo. Mr. Cundiff offered to contact Mr. McKenna.

## **7. Board appointments**

Mr. Viar said that the Nominations and Reporting Committee came up with a list of names. Currently, the Board includes representatives from the Chamber, EDC and Downtown. Terms for Board members are two years. The Board can be expanded to a maximum of 15 members. Mr. Cooper suggested adding new Board members at the beginning of the year. Currently, all terms expire at the same time. Terms may need to be staggered. Current Board member who would like to continue to serve may be reappointed to another term.

## **8. Presentation to City Council and future funding**

Mr. Cooper recapped Jeff Shackelford's presentation to the Board at the May meeting. Digital Sandbox is partnering with cities in the metro to retain businesses and advocate entrepreneurship. Mr. Shackelford met with representatives from the Chamber, EDC and the City to give a proposal for Lee's Summit. Digital Sandbox would ask for at least \$100,000 in committed funding in exchange for providing an application process and four \$20,000 grants to local businesses. The City could provide funding directly to Digital Sandbox or VelocityLS could request funding to partner with Digital Sandbox.

A presentation to the City Council is scheduled for September 14. Mr. Cooper said that the presentation would be an update on progress to date. He suggested returning to the City Council a few months later to present future plans for VelocityLS. At that time, the Board could request additional funding to partner with Digital Sandbox or create a new grant program.

## **9. Event Committee Report**

Mr. Cundiff stated that the Committee does not feel there is enough traction yet to begin charging for events. Attendees often mention that similar events are also free. Mr. Cooper suggested that there could be a fee for sponsorships or there could be in-kind sponsorships, particularly for the use of facilities. Mr. Marsh said that the Board should identify, in advance, how these sponsors are to be recognized so that all current and future sponsors can expect the same benefits.

Mr. Cundiff reported that the last big event, held at Paradise Park, had about 60 attendees, two pitches and a couple of outstanding speakers. The feedback from the event was good. There was a networking event at Fringe on July 20. There were two pitches. The next event is scheduled for August 16 at Contra Software. The Committee has moved from Thursday to Wednesday to reduce conflicts with City Council meetings. There will be a panel of three speakers. The topic is "Bootstrapping your Business." GEW event submissions are due in August. The Committee is looking at a maker space event. The Committee is planning an event on October 18 on effective marketing with two speakers. Another event is planned for November 15 on scaling for growth. Networking events will be held on September 21 and December 21. The Committee has been very active and engaged. They are developing a list of the top 100 influencers in coworking and entrepreneurship in the region.

#### **10. Roundtable**

Mr. Cooper asked Board members to come up with a sentence or two around the verbs of the mission: serve, provide, advocate, partner and represent.

#### **11. Adjourn**

Mr. Cooper adjourned the meeting at 6:01 p.m.