



## LEE'S SUMMIT MISSOURI

### City of Lee's Summit, MO Human Relations Commission

Summary of the December 2, 2019 Meeting

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**Members Present:**

Dale Beasley  
Vanessa Workcuff  
Karen Schuler  
Tony Meyer  
Anne Wallace  
Roby Little

**City Staff:**

Anita Dickey  
Colene Roberts

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**1. Call to order**

Mr. Beasley called the meeting to order at 6:37 p.m.

**2. Public Comments**

None.

**3. MLK 2020**

Mr. Beasley said that one student has been locked in to speak and the committee is working on another. The schools are helping with the music for the event. Ms. Novogoratz will send out an email with specific help needs but it will likely include help with registration, snacks, and entertainers. Creative Services needs imprint ideas for the t-shirts. They also need to know what size shirt each Commissioner would like. The theme of the event is "purpose demands pursuit." There will not be a meeting of HRC prior to the event.

**4. Take Time to Be Kind promotion**

Mr. Beasley said that a budget for the event has been approved. Ms. Schuler reported that the planning committee met two weeks ago. She provided a draft of the promotional materials, including a mock-up of the billboard and button. The target for completion of the video is the first of the year. Ms. Little spoke with someone at LSR7 about working on the video and she will get back to them with some details. The idea for the video is to interview people on what it means to be kind. Ms. Schuler shared a copy of the marketing plan. Some items have already been completed. The goal is to have the print materials in hand by the first week of January. Commissioners are asked to help get them out. Ms. Workcuff said that she has spoken with several groups, including churches. They are all anxious to participate. She said that HyVee has agreed to help promote. She has also been asking downtown businesses to display posters in their windows. Ms. Schuler stated that the Mayor will officially announce Take Time to Be Kind at the Character Breakfast on Jan. 23 so promotion will not begin until then, especially on social media. She said it will be important to have print materials out to businesses that week since there is a short amount of time between then and Feb. 10-14. Ms. Little offered to check into getting a table at the Breakfast for HRC. Tables cost \$160. The Breakfast is 7:00 to 9:00 am.



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### **5. International festival**

Commissioners discussed their desire to move ahead with plans for an international festival in 2021. A budget request could be made early in 2020. Defining the roles of all organizers will be important. HRC could give a brief presentation to the City Council in late February to recap the successes of MLK and Take Time to Be Kind. The presentation could conclude with a proposal for an international festival in 2021. Ms. Little offered to reach out to Ms. Coffman and get a list of her contacts for the event. Ms. Workcuff asked whether the event should include just Lee's Summit residents and businesses. It will be important to determine an estimate for both costs and City staff time. It could help to look at similar events. A partnership with Downtown LS could open up more promotional opportunities.

### **6. Roundtable**

Ms. Schuler reported that she is starting a new job at United Way.

Mr. Meyer expressed his thanks to Ms. Schuler and Ms. Workcuff for spearheading Take Time to Be Kind.

Ms. Workcuff stated that all of the Hillcrest families up for "Christmas adoption" have been adopted. She thanked Commissioners who helped to spread the word.

### **7. Adjournment**

The meeting was adjourned at 7:15 p.m.

Minutes submitted by Colene Roberts