



## Velocity Board of Directors

Summary of the February 25, 2019 meeting

---

**Members Present:**

Jon Cundiff  
Chuck Cooper  
Joe Mullins  
Tim Denker  
DJ Good  
Rick Viar  
Julia Hampton

**Members Absent:**

Chip Moxley  
Will Coates  
Rachel Qualls

**City Staff:**

Nick Edwards  
Colene Roberts

**Guests:**

Jeff Shackelford  
John Beaudoin

---

**1. Call to order**

Mr. Cundiff called the meeting to order at 2:36 p.m.

**2. Roll call**

Mr. Cundiff read the roll.

**3. Public Comments**

None.

**4. Approval of January 28, 2019 meeting summary**

Mr. Cundiff provided a completed summary of the last meeting. However, the following addition was also made: Mr. Mullins seconded the motion on the bylaws change and the motion passed. The corrected summary was approved.

**5. LSIDA Grant Project/MOBEC**

Equipment is being ordered and Fossil Forge has come up with a design for the sign. The small sign is already up at Bridge Space. Mr. Cundiff suggested a discussion of Velocity's branding and tag line at the SWOT analysis on Mar. 7. KC Source Link is holding a Resource Partner meeting at Bridge Space on Mar. 12.

Mr. Cooper reported that the grant application submitted to MOBEC on behalf of Velocity and UCM received \$50,000 in funding. There are some issues with the award. UCM is not providing any of the match. Velocity may need to be the award recipient, though. There may also be an issue with the 10-year economic reporting requirement. Since the funds will be going to Digital Sandbox and they have been funded in the past, Mr. Shackelford contacted MOBEC. Digital Sandbox will be ready to go as soon as the funds become available. It will take 6 to 8 weeks to

make the announcement, receive applications, and hold presentations. Digital Sandbox currently hosts presentations quarterly. Lee's Summit applicants could be grouped with those or hold a stand-alone event. A second or third round may be needed in order to award all available grant funds. For the applicants who are not selected, it is important to keep them moving forward and get them connected to resources. Mr. Cooper will check in with MTC to see if they have a final decision on how to proceed. Mr. Denker suggested removing some of the many references to the UCM Gigabit Lab in the contract.

## **6. Administrative Report**

- a. Mr. Beaudoin read Velocity's mission statement. He also read Velocity's description and purpose from the Facebook page. They are similar but all of the statements need to be unified and shortened. He asked that the Board consider revising the mission statement so it can be put on the wall at Bridge Space. He also asked Board members to get more engaged in social media. Likes and shares are good but comments and checking in from events and meetings are even better. He said engagement on LinkedIn is especially needed. Board members were asked to pass the request along to Committee members, as well. Velocity currently has 1,520 Mail Chimp subscribers. The click rates and open rates are quite high for a nonprofit. The number of Eventbrite tickets reserved for the last four events have been the highest yet. The number of likes on the Facebook page has quadrupled over the past year to nearly 600 likes. The video views are very high and there are even more videos coming now. More press releases out to the media are needed. Board members should share anything connected to Velocity that could be a news story with Mr. Beaudoin. Mr. Beaudoin will try to get a Business Journal writer to come to the pub crawl. "Apply to pitch" has been added to the website. That information needs to get out.
- b. Mr. Cundiff provided an amended proposal from Simply Smashing Events, a new proposal from Encore, and another copy of the Bridge Space (events) proposal. General liability and a 1099 are being provided by all. Mr. Cooper made a motion to reaffirm the decision to contract with Simply Smashing Events. Mr. Mullins seconded. The motion passed. The contract start date will be Mar. 1.
- c. The Connect Midwest program will be in Lee's Summit on Mar. 20 and 21. For a sponsorship of \$1,500, Velocity will receive one event pass, a mention in all print marketing, and 2' by 2' tabletop. The event will draw 200 to 300 people. Velocity has an event scheduled at Libations just 30 minutes after the close of the program. Mr. Cooper made a motion to sponsor the Connect Midwest event in the amount of \$1,500. Ms. Hampton seconded. The motion passed by voice vote.

## **7. Review Proposed Bylaw Amendment Regarding Renewal of Annual Service Contracts**

Mr. Cundiff provided two options for the language of the amendment. One would require annual approval to renew agreements and the other would provide for automatic renewal unless there were fee increases. Mr. Viar made a motion to amend the Velocity bylaws so that effective Feb. 25, 2019, all annual service agreements will be subject to review and approval by the Velocity Board of Directors prior to the renewal of the agreements. Mr. Good seconded. The motion passed.

## **8. Advisory Report**

Mr. Cundiff said that ACA is interested in cohosting an event with Velocity and Bridge Space. Six breweries would set up at Bridge Space. There would be some up-front expenses but likely less

than \$500. The event is expected to sell out. Tickets would be approximately \$20. Fifty percent of the proceeds would go to charities and 50% would be shared by ACA and Velocity.

**9. Fundraising**

**10. Roundtable**

**11. Adjourn**