

## Legislation Text

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**File #:** BILL NO. 23-159, **Version:** 1

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An Ordinance approving the bylaws for the Lee's Summit Visitor's Bureau, a Missouri non-profit 501(c)(6) Corporation, in Lee's Summit, Missouri. (CEDC 8/9/23)

Issue/Request:

Review and Approval of originating bylaws for a Destination Marketing Organization (DMO) for the Lee's Summit community.

Key Issues:

The first steps in the creation of a Destination Marketing Organization (DMO) for our community as recommend by the stakeholder based study is the approval of the Bylaws. These bylaws are the core, base governance documents for the organization. The bylaws were drafted by the community partner planning group with the guidance, research, and expertise of the City's DMO consultant and based on the recommendations of the 2022 DMO Study.

Key Highlights:

- 501(c)(6) organization
- Bylaws approved by Mayor and Council
- 12 member board
  - Appointed by Mayor, confirmed by Council
  - 6 industry related members
  - 3 community partner member
  - 3 city staff members
  - ExOfficio members include
    - Executive Director (once hired)
    - Past Chairperson (if term expired)
    - City Council Liaison
- Regular, publicly noticed meetings
  - Minimum of 4
  - Attendance Requirements
  - Virtual allowed
  - No proxy voting, No email voting

Next steps following approval of bylaws include board recruitment using the City's board and commission recruitment process, as well as, nomination as indicated in bylaws; filing for 501(c)(6) status/incorporation; board appointment at September Council Meeting; board planning sessions with consultant beginning in September.

Committee Recommendation: The committee recommend forwarding to Council for approval. The committee would like Council as a whole to discuss Article II, Sec 1 and 2 as it related to how appoints to the board are made. The Committee member in attendance were split between the existing proposal shown in Exhibit A and the method proposed in Alternative Article II attached as information only.

Proposed City Council Motion:

I move for second reading of an ordinance Approving the Bylaws for the Lee's Summit Visitor's Bureau a Missouri non-profit 501(c)(6) Corporation in Lee's Summit, Missouri.

Background:

In 2022, the City commissioned a study that was guided by a community partner planning group (Chamber, DLSMS, EDC, and City staff) that included broad stakeholder involvement to determine if the community needed and could sustain a Destination Marketing Organization (DMO) and if it could what would be the ideal governance of that DMO. The study determined that a DMO was feasible and could have great impact on visitor traffic and related economic development. It was recommended that the DMO be organized as a 501(c)6 non-profit organization with board that included industry representatives and community partner representatives. The next steps were for the City to create agency which would involve drafting of bylaws by the community planning group, approval of bylaws filing for 501(c)6 status, and the appointment of the DMO Board.

The City continued its relationship with Northstar and Tourism Expert John Whisenant to assist with the initial formation steps above, as well as, the initial work of the Board. This will include Board development of a Tourism Plan and Strategic Plan, as well as, an initial Financial, Staffing, and Space plans.

John Whisenant, NorthStar  
Matt Baird, Lee's Summit Chamber  
Donnie Rodgers, Downtown Lee's Summit Main Street  
Teresa Evans, Lee's Summit Economic Development Council

Staff recommends approval