



Independence FIFA World Cup Advisory Committee Study Session

**October 8, 2024 11:00 AM,
Council Chambers - 111 E. Maple Ave.**

CALL TO ORDER

Approval of Minutes from September 1st, 2024 Meeting

1. Copy of Minutes Attached

DISCUSSION ON CONTRIBUTIONS FROM MEMBERS

STRATEGIC PLAN AND MISSION STATEMENT ACTIVITY

BUDGET DISCUSSION

OTHER BUSINESS/MEMBER COMMENTS

ADJOURNMENT

FIFA World Cup Committee

Meeting Minutes

9/1/24

Called to order 11:01 a.m. by Sam Morris, Staff Liaison

Introduction of members: Morris Heide, Cori Day, Amy Jolley, JJ Kuntz, Eileen Weir, Cindi Rogers, Joyce Constance-White, Zach McLaughlin, Jeff O'Neill, Aldo Torres, Randall House, Michael Young, Joe Nicola, Mark Adams, Kristine Twidwell, Tab Wyckoff, Justice Horn and Angie Judy

Absent: Tom Waters

Non-Committee members present:

Ms. Barrigan Ward 3 for KC – Hispanic Community

Ricardo from Bogota Colombia

- Kansas City is a 3-hour flight from any of the games being played – we will more than likely be the hub
- 500,000 visitors now 1.25 million expected for our region
- Will be the biggest sporting event of a lifetime
- Fanfest opens June 12th (won't be here in KC) but will still be a big day for us
- We will have our own kickoff
- We can start expecting individuals in the region
- Accommodations and sponsorships – 50% under contract; still need 50% What are we doing to encourage them to come here.
- Stoney Creek has tried to get a contract with FIFA to host an event (possible watch party)
- Contractual partners will be Fortune 500 partners and they will be bringing thousands of employees
- Opportunities will come and go, so emails of information will go as quickly as they come in

Information confirmed: Fanfest will be hosted at the WWI Museum of the SE lawn; we will have co-sponsors and co-locations. We have submitted some locations for our City. We will get member feedback when we are contacted for sublocations here.

A cumulative list has been submitted to MARC. MARC has started an excel spreadsheet of cities/people of what is being contributed/assigned to them. Members will be given access to this list.

The four primary languages that FIFA wants to utilize for signs and advertisements are English, Spanish, German and French. We will need resources for people who speak these languages

Justice Horn asked about the meetings being open to the public. A Teams meeting link will be optional once the owl camera is working again

Appointment of Chair and Co-Chair

Tom Waters – not present but is interested in being nominated for Chair

Responsibilities will be working with Sam and Susanne to create agendas, making community connections, goals and objectives. The chair will run the meetings, attend regional meetings and develop relationships with FIFA committees around the KC area

Amy Jolley made a motion for Tom Waters to be Committee Chair, seconded by Angie Judy.

Vote - 17 yes; one opposed (Justice Horn)

Tom Waters is elected Chair

Justice Horn nominated Eileen Weir for Committee Co-Chair, seconded by Angie Judy.

Vote – 18 yes; no nays

Eileen Weir is elected as Co-Chair

One opposed (Justice)

Co Chair – an equal – Chair

Future meetings:

Second Tuesdays from 11-noon

Next meeting will be 10/8

Sam to send out invites; Zach will not be available to be here but may be able to join via Teams

Prefer in person meetings

General overview – already covered

As outside meetings come up, Chair and Co-Chair will be contacted first

Goals and Objectives:

Must haves – efficient safe and according to plan

‘Nice to haves’ don’t necessarily ‘need to have’ but would be nice to have to enhance experiences.

Fiscal Resp - transparency

Long-term investments - What will better the community after the event is over?

FIFA Committee divided into

- what we have to have
- logistics
- official group to enhance the experience

Eileen is interested in long-term investments. Remnants of what is left after the event that will last for generations.

The goal is to have people visit, stay and have a positive experience in Independence so this is a place they will want to visit again. It needs to look good, function well and be safe.

We will have several connections with the FIFA planning committee and MARC. It will be a shared group but our primary focus is Independence.

**We cannot use FIFA logo or trophy without their written consent. We have to have licenses/permission from FIFA for every event. It has to be submitted to them and have their approval.

Depending on what it is will depend on whether it is submitted through FIFA or MARC; the Kansas City group are the only ones that can go to FIFA.

If we wanted to do something local (on the square) we would go through MARC.

What will the Council and elected officials do to expand desire for people to stay in Independence and stay in Independence while this is going on?

- Temporary rules for AirBNBs, etc.
- open liquor permits
- extend curfew hours

We will have to modify and change ordinances for these things.

CivicPride – Grabbing people who don't have a ticket. Most people that will come will not have a ticket they are only coming to be close. We are close, and we want everyone to know what you can do here that will be fun and exciting. Some people save to buy a ticket and have no plans for stay, food, etc. We need to be prepared for that. Kansas City wants to push as many as they can out to the suburbs to spread out the crown.

City Councilmember Vaught is the Committee Liaison.

- She stated we need to be concerned for residents as well as the fans.
- Infrastructure
- Security – needing 20,000 police officers
- Transportation not just for fans but for residents
- Healthcare and emergency services will be needed
- We also need to make sure we don't have the negative impacts after (abandoned stores/areas)
- We need family-friendly events
- We don't want this to have a negative effect on our residents

Goals and objectives will go into categories then we will have subgroups to work on the objectives.

Morris stated that we will have information/videos to educate our residents about what to expect; traffic; crowd; noise, etc This will be very important to get out.

We should also remind residents what we already allow for (alcohol to-go, etc).

- Cities will use this to promote their own recommendations/agenda such as needs
- We can use this solve problems that already exist in our community
- **Reinvest in what we have, or expanding that will benefit the public while highlighting the event
- This group could be used to give feedback to other boards and committees regarding things they see with the City.
- City will do funding based on recommendations of this Committee.
- The East Truman Corridor from 435 should be a big focus. That area is a first impression of Independence.
- Opening ceremony June 12th
- Matches will be on the West Coast, but this will still be a huge event for us with watch parties
- First match is June 16th; quarter-finals are in July

- A week before and a week after – plan for fans Maybe June 1st

Do we have the opportunity to fund-raise for events? What are those opportunities?

We should eliminate no-cause evictions. Landlords may use this to create opportunities for short-term rentals to make more money?? Council needs to look at that and start making this illegal.

Meeting adjourned 12:13 p.m.