



## City Council Study Session Minutes

July 8, 2024 6:00 PM

Council Chambers - 111 E. Maple Ave.

### CALL TO ORDER

6:00 P.M.

### COUNCIL SPONSORED ITEMS

1. An Ordinance of the City Council of the City of Independence, Missouri to prohibit the operation of gaming machines not specifically authorized by State statute. *(Sponsored by Mayor Rowland)*

### CITIZEN REQUESTS

1. Citizen Requests - Per Council Rules, Sec. 6.4 only "Council Sponsored Items" are eligible

There were no citizens who spoke on this topic.

### PRESENTATIONS

1. Tourism Consultant Findings and Recommendations

Karen Hibbard, Consultant, spoke about her findings and recommendations for Tourism within the City of Independence.

#### Recommendations:

Modernize/Update Website

Acquire/Utilize robust CRM software to track sales, events, etc.

Enhance Marketing of Independence

Enhance partnership with Visit KC  
Determine budget

Next Steps:

Continue working closely with the City Manager

Identify personnel to promote Independence

Director: Visionary, Politically savvy

Sales Manager: Dynamic. Constantly at trade shows promoting Independence

Social media/website FTE

Administrative Asst: Half-time FTE

There is currently a survey being handed out at hotels for people to fill out. They could win a free weekend in Independence. Survey asks about where they stay, eat, sight-see, do for entertainment, etc.

Average spend: \$381/day

Average age: 55

Average stay: 2 days

Reason for visit: HARRY!

2. Campaign Ethics Dos and Don'ts by Todd Smith

Todd Smith, Lauber Municipal Law Firm

3. 24-739 A Resolution establishing standards for the recruitment and selection of board members, amending Resolution 6975

Councilmember Fears asked that this be placed on this study session to discuss a further amendment that would take this back to how they used to do committees but only for the Charter-specific committees/commissions. Three council members, on a rotating basis, would interview those who applied for these boards or commissions.

Councilmember Stewart stated he was here when this was the way they appointed members. There were problems with it then and that is why it was disbanded. He will vote no if this comes up on the ordinance.

## STAFF REPORTS

## INFORMATION ONLY

1. **Please Note:** *In accordance with RSMo. 610.021, the City Council may convene in an Executive Session during or after the meeting, in the Council Chambers and move to Conference Room D for the closed meeting, on matters of litigation, legal action, and/or attorney client communications, as permitted by Sec. 610.021(1), on matters of personnel, as permitted by Sec. 610.021(3) and personnel records, as permitted by 610.021(13), on matters of contracts, as permitted by 610.021(12), on matters of real*

*estate, as permitted by 610.021(2) and/or matters of labor negotiations, as permitted by 610.021(9).*