



Independence FIFA World Cup Advisory Committee Minutes

March 11, 2025 11:00 AM

Independence Chamber of Commerce, 210 W. Truman Road, Independence, MO

WELCOME

Attendees: Mike Young, Mark Adams, Aldo Tores, Carlos Cabrera, JJ Kuntz, Zac Harmon-McLaughlin, Jennie Vaught, Cindi Rogers, Amy Jolley, Lydia Calderon, Angie Judy, Joyce Constance, Charlene Traylor, Eileen Weir

Call to Order at 11:04 AM.

Approval of Previous Meeting Minutes

- Motion to approve: M Young
- Seconded by: C Traylor
- Approved unanimously

1. Approval of February 2025 minutes

NEW BUSINESS

Discussion Items

Human Trafficking Training:

- J Kuntz reported that the Capitol is conducting Human Trafficking training and will send contact information out to the group.

1. Update from Events group

- Many unknowns remain, making event planning difficult. There is interest in using the Square, but logistical issues persist. Fireworks display location remains unchanged, for now. Englewood suggested as an alternative venue if needed.
- Concerns about overcomplicating planning compared to other cities was discussed. Existing community events (e.g., popsicles in the park, movies on the square) could be revived to attract visitors.
- Shelby suggested creating tourism goodie bags for marketing purposes.
- Staff was approached regarding parking at the Event Center for visitors. E Weir confirmed she would connect with VisitKC and Event Center staff to encourage EC for a watch party and not parking.

Visitor Guide & FIFA Planning:

- E Weir encouraged developing a FIFA-specific visitor guide. Discussions on whether to expand existing materials or create new content. Potential publication collaboration with Tammie (TS Pubs Digital)
- C Rogers emphasized focusing on existing celebrations and events rather than creating new ones. Possibility of FIFA licensing for streaming events remains uncertain.
- C Cabrera mentioned FIFA will release apps with event and travel details; efforts should be made to integrate city events into them.

2. Update from Communications group

- Budget discussions ongoing. Consideration of billboards and a dedicated website. Discussion on website creation, maintenance, and possible Chamber involvement. Proposal to collaborate between websites for cross-promotion.
- Branding: "Trail to the Trophy" and "Kickin' it with Independence" is still being discussed
- L Calderon to work on branding proposals for review next meeting.
- C Rogers suggested having only one slogan to avoid confusion.

3. Update from Policy group

- Reviewing city ordinances related to FIFA-related concerns.

- Hotel/motel policies to remain unchanged per Stoney Creek recommendations.
- Temporary FIFA policy may be implemented for a limited time. Topics discussed: short-term rentals, camping in public parks, hotel stays, no-cause evictions, currency exchange. Consideration of World Cup HQs at the Mall and Uptown Market for visitor information.
- Collaboration with the Chamber to prepare businesses and resources.
- Scheduled meeting on March 24th to provide an update and answer questions to the Council.

4. Parade of Hearts

Not discussed at this meeting.

OTHER BUSINESS

ADJOURNMENT

- Motion to adjourn: J Kuntz
- Seconded by: J Constance
- Approved unanimously
- Meeting adjourned at 12:01 PM.