



Independence FIFA World Cup Advisory Committee Minutes

July 8, 2025 10:30 AM

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WELCOME

Attendees: Eileen Weir, Zac Harmon-McLaughlin, Randy House, Mark Adams, Lydia Calderon, Morris Heide, Carlos Cabrera, Aldo Torres, Cindi Rogers, Amy Jolley, Joyce Constance, Jennie Vaught.

APPROVAL OF MINUTES

1. Minutes from June 10, 2025

BRAINSTORMING SESSION

1. What existing events can be enhanced for the World Cup?

Brainstorming Session

- Reviewed a list of events already scheduled during the same timeframe.
- Brief discussion on other cities participating and their plans.
- Special sponsorship benefits discussed:

- o Placement of sponsor logos on table tents and flyers.
- o Inclusion in promotional materials.

2. What special benefits can we offer to sponsors?

FIFA Visitor Guide

- Eileen Weir discussed how the guide will work with sponsorships.
- Sponsorship revenue would cover the cost of producing the guide.
- Plan is to outsource production to a company, removing the need for in-house management.

Event Planning

- Eileen provided a list of events for Parks & Recreation to review.
- Direction to proceed with getting these events on the MARC regional Calendar as soon as possible.
- 4th of July Celebration to be included on the calendar and proceed with June 26th as the scheduled night.

Fundraising & Sponsorship

- Additional brainstorming on potential fundraising approaches.
- Discussion on sponsorship opportunities beyond logos and guide inclusion.

FUNDRAISING AND SPONSORSHIP DISCUSSION

Fundraising & Sponsorship

- Additional brainstorming on potential fundraising approaches.
- Discussion on sponsorship opportunities beyond logos and guide inclusion.

- Policy Group: Presented ideas to the council; Directors tasked with drafting ordinance changes. Sam stated this is being presented to the City Manager's Office

COMMITTEE UPDATES

Committee Updates

- Policy Group: Presented ideas to the council; Directors tasked with drafting ordinance changes. Sam stated this is being presented to the City Manager's Office and should be on a Council Agenda, soon.

- Communications Group:

- o Discussed the website.

- o Provided a brief demo of new pages and current projects.

- Events Group: Meeting scheduled to discuss enhancing existing planned events.

Meeting adjourned at 11:47am

ADJOURNMENT