



**IGNITE! STRATEGIC PLAN
STRATEGIC ECONOMIC DEVELOPMENT**

MEETING SUMMARY

**Thursday, January 9, 2020
6:00 PM**

**Missouri Innovation Campus
1101 NW Innovation Pkwy Room A222
Lee's Summit, MO 64063**

Attendees:

City Council: Mayor Baird, Councilmember Forte (Mayor Pro Tem Lopez "Absent")

City: Steve Arbo, Mark Dunning, Ryan Elam, Bette Wordelman

Community Partners: Brad Culbertson, Rick McDowell, Chip Moxley (Jon Cundiff and Matt Baird "Absent")

Citizens: Will Coats, Todd Haynes, Paula Derks, Mike Van Buskirk, Fred Delibero, Jon Ellis, Stacey O'Brien, Gary Moore, Clint Haynes, Steve Rich, Terry Trafton, Shane Veritasi (Jon Lovell "Absent")

Also Present: Lauren Palmer (Facilitator) and Stacy Lombardo (Recorder)

The following handout was provided at check-in: Process Overview (available on www.LSignite.net)

The desired outcome of this critical success factor is to *build an adaptable framework for continued growth in a changing environment.*

This team's objectives are:

1. Define and plan for a diversified economic base
2. Focus recruitment and retention efforts
3. Implement economic development plans
4. Ensure fiscal sustainability

The facilitator, Lauren Palmer, Director of Local Government Services with Mid-America Regional Council provided a quick review of the agenda and ground rules for respectful discussion. She then asked everyone to introduce themselves and state what they have done to further an objective.

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Ms. Palmer then gave an overview of the process and the goals for tonight's meeting. The team divided into four groups and were assigned one of the team objectives to discuss and brainstorm ideas. Small groups were asked to discuss two questions: (1) What should the community continue to do to achieve this objective? (2) What new strategies should the community employ to achieve this objective? Each group rotated through all four objectives. The entire team then reviewed all the ideas and added others if needed. Below are the brainstorming lists for each objective:

Objective 1: Define and plan for a diversified economic base

What should the community continue to do to achieve this objective?

- Public/Private Partnerships
- Continue to promote the targeted businesses/industry the EDC study identified
- Reliance and use of long-term planning models

What new strategies should the community employ to achieve this objective?

- Spec office/warehouse space
- Clearly define diversification
- Vertical and horizontal incentives
- Create educational awareness campaign of what Lee's Summit already has!
- Flexible zoning
- Establish community's economic profile
- Identify future trends (Co-share, office space) to create target economic development goals
- Identify and play on existing strengths

Objective 2: Focus recruitment and retention efforts

What should the community continue to do to achieve this objective?

- Being attractive to businesses (Lee's Summit attractive to outsiders)
- Connect targeted business and industries to the Comprehensive Plan
- Continue relationship with KCADC (Kansas City Area Development Council) for regional opportunity pipeline

What new strategies should the community employ to achieve this objective?

- Incentive tools for enticing businesses
- Spec buildings – incentives
- Transportation needs – workforce
- Create study on market demand for targeted business and industry
- Lobby at state level for incentive enhancement
- Engage all C4 partners in to proactively identify and pursue targeted businesses
- Enhance accountability of all players

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Objective 3: Implement Economic Development Plans

What should the community continue to do to achieve this objective?

- Maintain welcoming and innovative culture for investors
- Focus on existing businesses
- Strengthening and maintaining relationship with KCADC (Kansas City Area Development Council)

What new strategies should the community employ to achieve this objective?

- Involvement with state level incentives to better coordinate incentive packages
- Increasing certainty, clarity and ease of incentive process
- Targeted areas with incentives and zoning in place, and infrastructure
- Start up expansion program for targeted industries
- Create/build better synergy and cooperation between EDC (Economic Development Council), Velocity, Chamber and DLSMS (Downtown Lee's Summit Main Street)
- PSA (Public Service Agreement) Coordination
- Consolidate and invigorate citizen committees (Economic Development Council)
- Create spec inventory space for positive impact on economic development (and Class A)
- Target specific LCRA areas to focus for new development and specify sites and outcomes
- Create comprehensive data points to give investors confidence
- Innovative approach to creating good culture for investors
- All PSA (Public Service Agreement) to fulfill obligations

Objective 4: Ensure fiscal sustainability

What should the community continue to do to achieve this objective?

- Continue "Strategic" Commercial Development
- Continue to maintain and adapt incentive policy to measure impact to community
- Train/Educate citizen participants (Example: Planning Commission Members)

What new strategies should the community employ to achieve this objective?

Modernize revenue sources

- Create an adaptive framework to allow for the evolution of new ideas and approaches to meet consumer and businesses changing needs
- Conduct "purpose driven" conversations between City Council and Planning Commission
- Focus on tools for small business/workforce development
- Partner organizations need to play larger role in creating analytics and data to drive economic decisions
- Diversify economic BASE – multiple sectors
- Fiscal impact model and scenario modeling
- Better partnership with school district for trades vs. college

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In closing, Ms. Palmer asked each group what they thought had been missed. Examples included:

- How to use incentive tools – educational component and fiscal sustainability
- Why do things have to degrade to the point that blight exists. Talk to existing businesses to better identify opportunities – dirty energy disrupting manufacturing
- How to keep C4 groups going – collaboration and turnover
- Housing needs
- PRI land has to be really thought out. It can either be an opportunity or a detriment if it floods the market and hurts existing businesses

Ms. Palmer stated that the next meeting would involve further refining and prioritizing the strategies.

ADJOURN: This meeting adjourned at 8:00 p.m.