Steering Committee Meeting #1 | May 19, 2020

Summary and Findings
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Meeting Overview

Summary
The Steering Committee for the Imagine Downtown KC 2030 Strategic Plan is comprised of a diverse group of community leaders. This group will help guide creation of the Downtown strategy by shaping the project trajectory, defining scope and priorities, and gathering valuable input from key organizations and individuals.

The first Steering Committee Meeting was held on May 19, 2020. Taking into account recommended Covid-19 precautions, the meeting was conducted digitally using Zoom. MIG facilitated the meeting and digital tools in concert with Downtown Council (DTC) staff and members of the Steering Committee. This first meeting introduced committee members, provided a project overview, laid out the project schedule, and solicited input on a future vision and priorities for Downtown Kansas City.

The entire meeting was recorded via Zoom’s recording function in both video and audio formats.

Agenda

I. Welcome!
Committee Chair Warren K. Erdman provided introductory remarks to open the session, outlined project objectives and goals, and introduced Chris Beynon, Principal at MIG.

II. Steering Committee Member Introductions
Kate Joncas, MIG Project Manager, and Bill Dietrich, DTC President, led an introductions exercise during which the Steering Committee members were asked to introduce themselves and their affiliation, and provide a response to the question: “What one word best represents the future of Downtown Kansas City?” Answers were recorded on a virtual board using the Mural software, which shows the responses in real time on virtual post-it notes.

III. Presentation: Imagine Downtown KC Project Launch
In a dynamic and colorful presentation, Mr. Beynon detailed the project effort and highlighted regional and national trends as well as Kansas City’s assets. He also discussed the implications of Covid-19 and how it could shape the future of our cities and Downtowns.

IV. Interactive Discussion: The Future of Downtown KC
Mr. Beynon facilitated a lively, interactive brainstorming session during which the Steering Committee members discussed Downtown Kansas City’s assets, opportunities, challenges and strengths. MIG again used the Mural software to record a wide range of comments and ideas on the virtual whiteboard.

V. Summary and Next Steps
Ms. Joncas and Mr. Erdman closed the meeting by thanking participants and outlining next steps in the planning process, including upcoming community engagement activities and general timing for the next Steering Committee meeting.

Participation
Total Participants: 42
Steering Committee Attendees: 32
Hosts and Facilitators:
Steering Committee Chair - Warren K. Erdman
MIG - Chris Beynon, Kate Joncas, Lou Hexter, Blaze Syka
DTC - Bill Dietrich, Ann Holliday
Member Introductions and “One Word” Statements

Following the Meeting Overview, Steering Committee members introduced themselves and each provided a one-word statement to summarize their vision of the Downtown’s future. Responses were recorded by Lou Hexter (MIG) on a Mural board. Together, these words provide a starting point for crafting a Vision and set of Goals for Downtown Kansas City.
Mr. Beynon delivered a brief presentation designed to spark thinking and ideas for the brainstorming session. The presentation called attention to some of the assets and opportunities of Downtown Kansas City; areas for potential improvement; urban trends; and impacts of Covid-19 on the Downtown environment and economy. The Covid-19 discussion was a key point of the presentation, recognizing that short-term recovery strategies will be included in the plan. However, the presentation also emphasized that a major focus of this process is to cultivate projects, programs, policies and strategies to realize the Vision over the coming years and decades.

Exhibits from this page are snapshots of the presentation.
Brainstorming Session

Complete Mural board, compiled from input gathered during the interactive session with Steering Committee members.

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What One Word Describes Downtown for You?

Diverse
Welcoming
Authentic
Unfinished
Epicenter
Anchoring
Opportunity
Energetic
Vital
Possibility
Inclusive
Resilient
Relatable
Belonging
Genuine
Inclusive
Change
Vibrant
Community
Complex
Safe
Vital
Equitable
Diversity
Unexpected
Vibrant
Walkability
Outside

May 19, 2020
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Assets & Strengths

Room to Grow -- Doing it Smart

Emerging Visions

Inclusive

Ensuring Affordability/
High Quality of Life

Artistic/
Cultural/
Vibrant

KC Pride:
What Makes Us Unique

Great Design

Great Infrastructure

Public-Private
Partnerships

Adaptable
to Change

Challenges & Opportunities

Reopen...!

Making
the
difference

Unwind!

Sprint Center,
Arts/Creative

Regional Venues
(Union Station,
Kauffman Ctr.)

Affordability /
Quality of Life!

Sustainable

Diverse
Entrepreneurs

Diverse
Works!

Educating
about the
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### Brainstorming Session

#### Assets & Strengths

<table>
<thead>
<tr>
<th>Open Streets Initiative</th>
<th>How do we reopen safely?</th>
<th>Make the street space available!</th>
<th>Community Diversity!</th>
<th>Forward momentum!</th>
</tr>
</thead>
<tbody>
<tr>
<td>Performing Arts – jazz and blues history!</td>
<td>Parks and Boulevard!</td>
<td>Beautiful Architecture!</td>
<td>The River!</td>
<td>Growing density!</td>
</tr>
<tr>
<td>Lots of room to grow...</td>
<td>Diverse Neighborhoods</td>
<td>Jazz District and institutions</td>
<td>Philanthropy and Volunteerism!</td>
<td></td>
</tr>
<tr>
<td>Arts/Creative Community!</td>
<td>Local retailers and makers</td>
<td>Food and beverage covets</td>
<td>Large size of the Downtown area!</td>
<td>Midwestern mentality! (KC Nice -- more easygoing and forward thinking)</td>
</tr>
<tr>
<td>Charter schools!</td>
<td>Our infrastructure works!</td>
<td>Population size -- residents and workers</td>
<td>Willingness to collaborate!</td>
<td>Smart City/Telecom infrastructure</td>
</tr>
<tr>
<td>Affordable / High Quality of Life!</td>
<td>Growing innovative entrepreneurs</td>
<td>Walkability!</td>
<td>People talent --</td>
<td>Government Center</td>
</tr>
<tr>
<td>Regional Venues (Union Station, Sprint Center, Kauffman Ctr.)</td>
<td>Diverse cuisine!</td>
<td>New Airport!</td>
<td>Sports History</td>
<td>Innovative Entrepreneurs</td>
</tr>
</tbody>
</table>

#### Challenges & Opportunities

| Greater appreciation for history -- e.g., 18th & Vine | Better density -- doing this smart! | Maintain caliber of design and quality! | Leadership: Private and Public -- explain importance to City and region | So broad it doesn’t feel connected! |
| Maintaining cultural uniqueness! | Creating broad ownership of the future! | Keep residents there -- real displacement | Overcoming complacency / lack of vision / resistance to change | Barriers to investment |
| Maintain authenticity of neighborhoods | Affordability -- ensuring this continues | Political unity -- gains support from across the region | Maintain diverse character of neighborhoods | Supporting public education |
| Educating about the benefits of density | Avoid gentrification / displacement! | Ability to adapt to social change | |
| Overcoming aversion to risk | Small business inclusion | |
| Be welcoming of all -- making this real | Addressing violent crime | Developing a diverse leadership pipeline |
| Overcoming resistance to risk | Talking our story! | Talent attraction and retention | Health Sciences District -- bridge to eastside |
| Be welcoming of all -- making this real | Pushing Innovation! | |
| Overcoming resistance to risk | |
| Overcoming resistance to risk | |

**Challenges & Opportunities for Downtown**

- Regional Venues (Union Station, Sprint Center, Kauffman Ctr.)
- Diverse cuisine
- New Airport
- Sports History
- Innovative Entrepreneurs
- Affordable Housing and Mobility
- Charing our own course, policy and finance-wise
- Affordable and Accessible Housing
- Leadership: Private and Public -- explain importance to City and region
- So broad it doesn’t feel connected!
Pre-Meeting Survey and Word Cloud

Prior to the Steering Committee Meeting, committee members responded to an online survey that asked the question: “In your own words, what is the “vision” for Downtown Kansas City?”

A word cloud was created after the meeting that consolidated responses from the online survey with the session’s interactive Vision discussion. This word cloud will inform development and articulation of plan ideas and strategies moving forward.