



Small Business Task Force (SMBTF) City of Kansas City, Missouri

AGENDA

Date: Wednesday, July 10, 2023

Time: 1:00PM - 2:30PM

Location: The SMBTF meeting will be virtual,
via TEAMS [Join the meeting now](#)

Agenda:

- I. **Call to Order**- *Chairman & Councilman, Wes Rogers*
- II. **Meeting Minutes** - June SMBTF Meeting
- III. **Small Business Initiative Updates:**
 - I. Ordinance Update - City Business Data Dashboard Ordinance
 - II. Grant Ordinance 240441- KC Outdoor Dining Enhancement Grant Program
- IV. Other Business
- V. **Next Meeting**- August 14, 2024
- VI. Adjournment

SMBTF Meeting Minutes

NEXT MEETING: August 14, 2024, at 1pm (location TBD)

Attendance

Ava Mouton-Johnston
Eze Redwood
Kevin McGinnis
Lara Gray
Joni
Wendy Doyle
Sam Miller
Kamara Malik
Christine Lau
Davin Gordon
Evan Absher
MiErika Jackson
CM Wes Rodgers
Morgan Holecek
Jim Erickson
Becca Castro
Monica Castro
Zack intern
Regina Sosa
Jill Cockson
Eric Martins
Eric Flanagan
Thalia Cherry
Michael Suckey

SPEAKERS

Wendy Doyle (UnitedWE)
Kevin McGinnis (Keystone)
Jana Wagner

CM Rogers – Called meeting called to order

Morgan - Motion to approve April 10 meeting minutes

All approved April's meeting minutes

Presentation - "2024 Women Entrepreneurs Focus Group" conducted by United WE- presenter Wendy Doyle, CEO

- Focus issues: Entrepreneurship, childcare, paid family leave, civic engagement, pay equity

- entrepreneurship and childcare are the biggest
- have research based on a national survey about the intersection between entrepreneurship and childcare
- 750 women in survey, 57% said business could be more successful if they had better childcare
- October 2023 - convened with the center for entrepreneurship to host a roundtable discussion
 - bias in entrepreneurship
 - access to capital is an issue
 - issue - providing benefits to employees
 - discussion on banking. capital needed to launch and grow as well
 - were more successful outside of metro area and in community banks
 - focus section consisted of 10 women here in kc. 60% were WOC
 - issues on banking relationship yes, but biggest issue was knowing how to have those conversations and make the decisions
 - most people they see don't look like them, they are men
 - representation in banks is important. so they look like their customers or who their future customers will be
 - Call to action: join the united WE network and their events
 - Website you can find info about their roundtable discussion and focus group
- Q&A

Presentation- Keystone Innovation District -presenter Kevin McGinnis, Founder

- nonprofit established in 2018
- innovation district in downtown kc
- innovation district is a neighborhood where you gather assets, resources,
- providers infrastructure for collaboration and density of innovation assets
- has been done nationwide, is not a new concept. kc is falling behind in this
- 2018 - innovation district feasibility work
 - site selection
- 2019 - stakeholder interviews and governing strategy (based on ID around the country)
 - created a 3 year startup piece
- 2020 - announced board of directors. the day after = covid
- 2021 - established first location at 18 + charlotte, keystone colab
- impact of first phase / first 2 years
 - over 10,000 people hosted
 - free resource
 - 375 programming events
 - keystone sessions -weekly gathering of innovation community
- create a non-profit campus. 8 non-profits and 5 startups that are headquartered out of keystone
- social venture studio - accelerator for social entrepreneurship, kicked off their first cohort
- the global institution of innovation districts, keystone is part of the 2023 cohort - one of 23 innovation districts internationally elected to participate
 - governance matters, report 1 out of this cohort
 - centrality of land, report 2 out of this cohort
- every ID is different, hard to forklift them from one city to the next.

- Typically, there is no ownership of the land by the nonprofit ID
- Cortex in STL, ID, 200 acres,
- all ID are places where institutions come together, to collate startups so that they get the support that they need
- the more startups that we can get within a walking proximity, other resources come in, investment, educational, etc.
- phase 2 strategies
 - would like to partner with city and local to see what a masterplan might look like
 - with support of EDC they secured to be one of the priorities for 2024 on consensus agenda
 - 27 organizations - children's mercy, Kauffman foundation
 - open keystone innovation center
 - working title - will come up with something more clever
 - so moving from community center to innovation center during this phase
 - 36 degrees north in Tulsa, innovation center
 - capital factory in Austin Texas
 - Cintrifuse in Cincinnati are a couple of ID we are looking up to
 - open a second hub location
 - are a district, need a second location
 - East, can't speak about specific location until LOI is signed
 -
 - increase stakeholder and anchor commitment
 - getting support of civic stakeholders
 - What we need
 - phase 2 funding - planning and facilities
 - programmatic support
 - example brain and brunch event held last Saturday
 - VPs - new hires
 - KCMO support for key phase 2 activities
 - needs development of infrastructure and incentives
 - looking for city's support
- Questions
 - other innovation districts did not historically have social impact, how are you going to think about that lens and how it affects your 1:1 compared to other innovation districts - Evan A?
 - Kevin: some ID have an industry focus. Detroit is doing a global mobility market. here in Kansas city, the industry focus was tough but that's our strength, we are good at a lot of things. cross industry focus. social entrepreneurship was picked out earlier on because we want to be different from other districts. it's kind of an "equity district" where it is available to everyone. AT the end of the day, it's not going to be something that scales to the same size as the district.
 - Jana: will there be an incubator?
 - K: yes, 3 main things. Doubling programming, hub resource center (computer space, maker studio), startup resource center (collaboration space, office space, incubator, accelerator program). So yes
 - Jana: How can local ESOs get involved?

- K: We partner with a lot of them. Whether they bring programming. Give a space to come and collaborate with each other. Keystone definition is a species that optimizes an ecosystem
- Kauffman ESO leadership lab

Small Business Initiative Updates

1. Ordinance Update
 - a. Planning to combine SMB Fund and Biz Data Dashboard ordinances. Will be easier to push the two of them together
 - b. Instead of 4.5% tax redirect, legal advised to do an allocation of a line item. because we don't know how much 4.5% would be. For general fund, we would have to come up with a number,
 - c. Sam Miller, legal advisor with KCMO - overview
 - i. The best way to move forward is to codify an ordinance creating a program, not just a fund. In the past, these ordinances have not been as long-lasting. By putting in a code, we can see programs that can continue for years to come
 - ii. What happens is up to taskforce and council, but Sam is here to help
 - iii. Morgan - do we need to come up with a \$ amount
 1. yes, work with director of finance, city council, city manager to come up with the number
 2. Evan - fundraising? have other organizations be able to contribute to the fund
 3. It's not a redirect (because it would not be consistent, it could fluctuate, its own line item.

Data first, then creating dollar amount. - Morgan

Do we need money for data? yes

We don't know what we need to build this out - Nia

Finance has defined "small business" , working on defining this - Nia

How does the taskforce move forward? - Jana

- Need to sit on this - CM Rodgers
- Talk about it next time