STATE OF KANSAS)
WYANDOTTE COUNTY)) SS **SPECIAL SESSION, THURSDAY, JANUARY 7, 2021**
CITY OF KANSAS CITY, KS)

The Unified Government Commission of Wyandotte County/Kansas City, Kansas, met in Special Session, Thursday, January 7, 2021, with eleven members present online. Bynum, Commissioner At-Large First District; Burroughs, Commissioner At-Large Second District; Townsend, Commissioner First District; McKiernan, Commissioner Second District; Ramirez, Commissioner Third District; Johnson, Commissioner Fourth District; Kane, Commissioner Fifth District; Markley, Commissioner Sixth District; Walters, Commissioner Seventh District; Philbrook, Commissioner Eighth District; and Alvey, Mayor/CEO presiding. The following officials were also in attendance: Doug Bach, County Administrator; Bridgette Cobbins, Unified Government Clerk; Melissa Sieben, Emerick Cross, and Alan Howze; Assistant County Administrator's; Misty Brown and Angela Lawson, Deputy Chief Counsel; Kathleen VonAchen, Chief Financial Officer; Brett Deichler, Senior Project Adviser for Public Works; Juliann VanLiew, Director of the Health Department; Dr. Erin Corriveau, KU Medical Center/Deputy Health Officer; Bob Bennett, COVID-19 Vaccine Director; Alley Porter, Commission Liaison; and Lynn Melton, Assistant to the Mayor's Office.

MAYOR ALVEY said before I call the meeting to order, I want to announce that due to COVID-19, individuals are attending remotely. All participants joining by phone should mute their phones when not speaking to avoid background noise. During the meeting, please make sure that you announce yourself by name and title every time you speak so that the public participating knows who is speaking. This is critical given the number of remote participants in his current guidance from the Kansas Attorney General.

MAYOR ALVEY called the meeting to order.

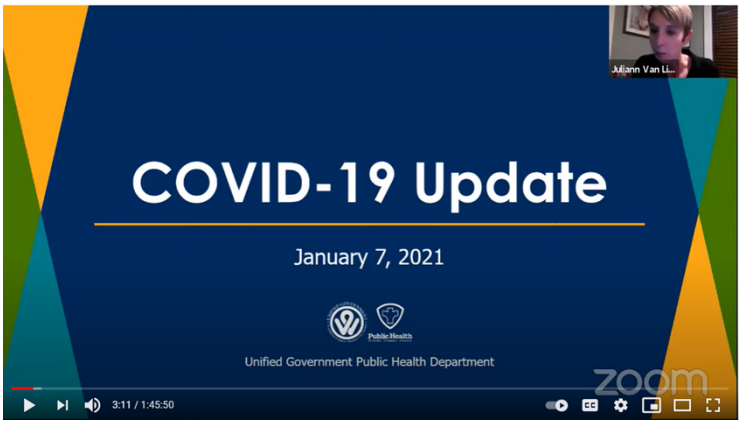
ROLL CALL: Kane, Markley, Walters, Philbrook, Bynum, Burroughs, Townsend, McKiernan, Ramirez, Johnson, Alvey.

NOTICE OF SPECIAL SESSION of the Unified Government of Wyandotte County/Kansas City, Kansas, to be held Thursday, January 7, 2021, at 5:00 p.m. by way of Zoom and online for a COVID-19 update, Convention & Visitors Bureau (CVB) budget & marketing plan, and Casino & Schlitterbahn Vacation Village (SVV) funds update.

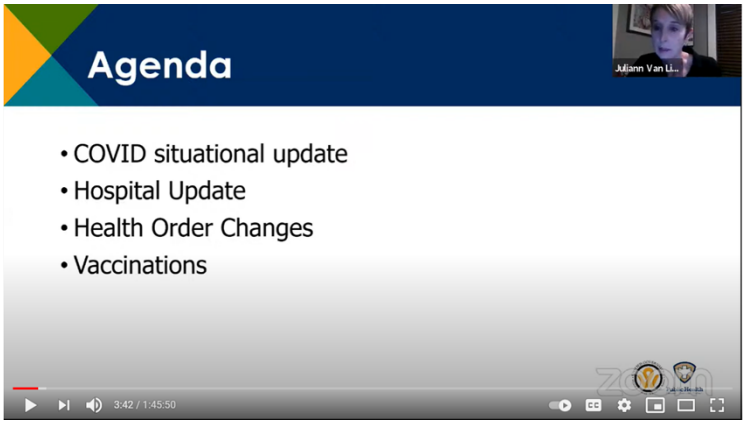
Due to COVID-19 the public will be able to observe or listen to the meeting live on YouTube or UGTV or through Zoom.

CONSENT TO MEETING of the governing body of Wyandotte County/Kansas City, Kansas, accepting service of the foregoing notice, waiving all and any irregularities in such service and in such notice, and consent and agree that we, the governing body, shall meet at the time and place therein specified and for the purpose therein stated.

Mayor Alvey said we start off with a COVID-19 update. I will turn it over to Mr. Bach to introduce staff.



Doug Bach, County Administrator, said this evening, as we have done periodically over the course of the last year, we're coming forward with some updates where we are with the numbers and activity going on regarding COVID. We also wanted to put some special emphasis in talking about vaccine and vaccine distribution tonight, so we will have quite a few things about that this evening. With that, I will turn this over to our Health Director, Juliann VanLiew.

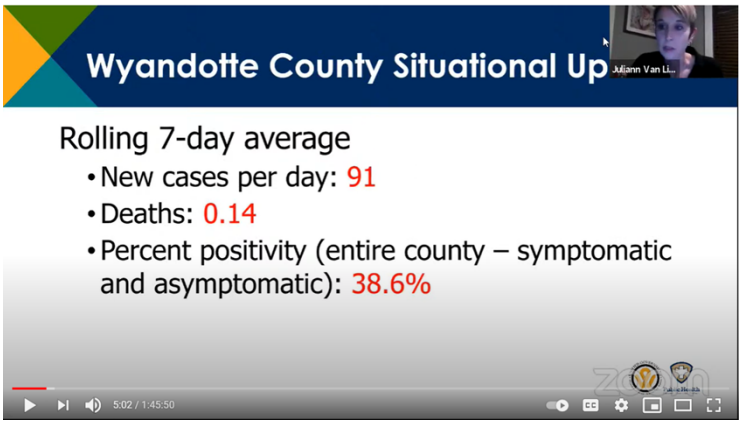


Juliann VanLiew, Director of the Health Department, said Dr. Greiner is unable to be with us this evening, but our Deputy Health Officer, Dr. Erin Corriveau is here and as I mentioned, we will be introducing a new important staff member that we have.

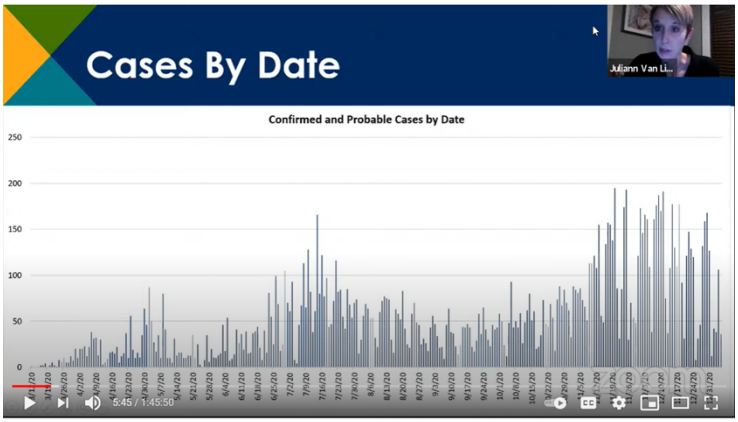
We're going to give situational update and a little bit of an update on hospitals and health orders but really try to dive in and give you some good information on the vaccine situation within our community.

Bob Bennett, COVID-19 Vaccine Distribution Director, said I have joined Juliann's team as the COVID-19 Vaccine Distribution Director. I'm coming to the UG after a 25 year career in the Army. Following the Army career, I served in local government over in Kansas City, Missouri as the Chief Innovation Officer for Mayor James. Upon his departure, I went into private practice and jumped at the opportunity when Juliann asked me to come and join the team here in the UG and to be a part of making this solution. I've been very impressed with what we've seen so far. We are at this point over 1% vaccinated of the county populous which is awesome and things are moving ahead pretty well. I look forward to working with you all.

Ms. VanLiew said we are honored and very happy to have Bob on our team. He has a great amount of logistics and tec and just so much experience. You will see him throughout the spring as we come forward and do vaccination updates for you all.

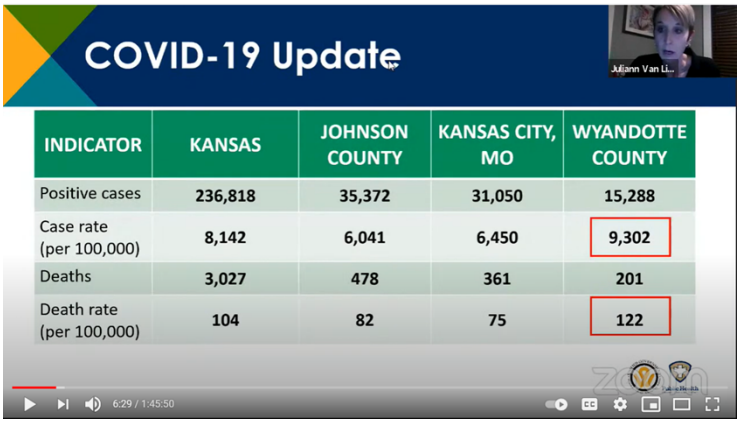


Just a quick situational update of where we are today. We're still averaging about 91 new cases a day. We have had a few deaths in the last several weeks so our deaths are not a net zero on a rolling average unfortunately. I think perhaps most concerning today is that we're nearing a 40% positivity rate which to us means a couple things. 1) that the community spread remains rapid and 2) that we do not believe we are testing enough folks. The majority of folks that come to us for testing are already sick, experiencing symptoms and sometimes several days into those symptoms and so our call continues to be to please come get tested as soon as you're not feeling well or as soon as you believe you've been exposed. We are testing those who are symptomatic and asymptomatic, of course, as we have been.



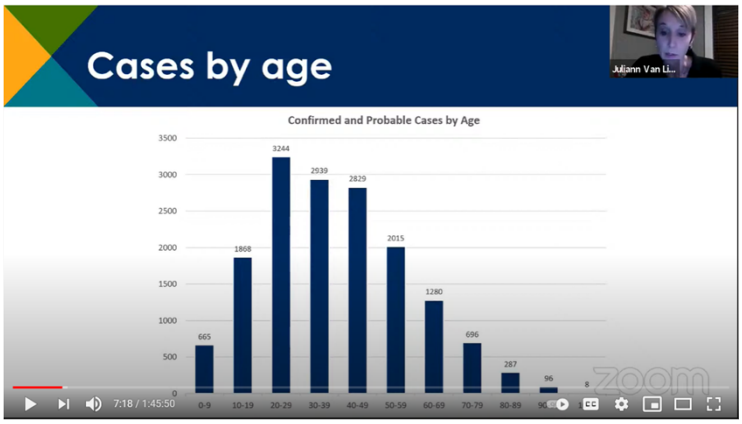
This graph just gives you a little bit of an indication of where we are. You can see on the right-hand side here; we really have an almost two month surge now that we are continuing to experience. It's much, much higher the past two months than you can see with the surge that happened at the end of June into July, so we just continue to be a bit strapped on our contact tracing and, again, people are just coming to get tested too late. We don't believe that a lot of folks who

are being exposed to those positive cases are being notified timely enough and coming to us for testing soon enough. This is really just a reminder that COVID is continuing to really plague our community. It has not slowed down and vaccine is part of the solution here but we need folks to maintain that mask wearing and that social distancing as much as they ever have.



INDICATOR	KANSAS	JOHNSON COUNTY	KANSAS CITY, MO	WYANDOTTE COUNTY
Positive cases	236,818	35,372	31,050	15,288
Case rate (per 100,000)	8,142	6,041	6,450	9,302
Deaths	3,027	478	361	201
Death rate (per 100,000)	104	82	75	122

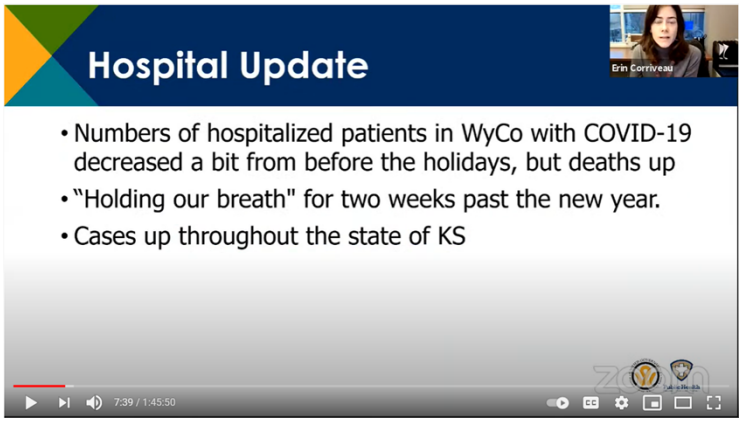
Again, a little bit of comparison of where we fall across the metro and the state. Again, as a reminder, we use case rate per 100,000. You can see on the right-hand side here where Wyandotte falls compared to KCMO, Johnson County and the state. We are in a little bit of a better place than where we were comparatively a few months. We're not double the death rate, but again, we remain higher in terms of cases around us.



Lastly, before we move on, just a reminder that what we're seeing right now in terms of who is becoming ill in our community; our younger population is really driving the spread. I think this graph really tells it all, 10 to 19 folks has risen substantially in the last couple of months. Our 20-29 year old's are really driving this the hardest and even our 30 and our 40 year old's are just

seeing really high rates among those folks, so yes, you are still more likely to be hospitalized, pass away from COVID if you are older, but it is our younger population that is really contributing to the sustainable spread that we see.

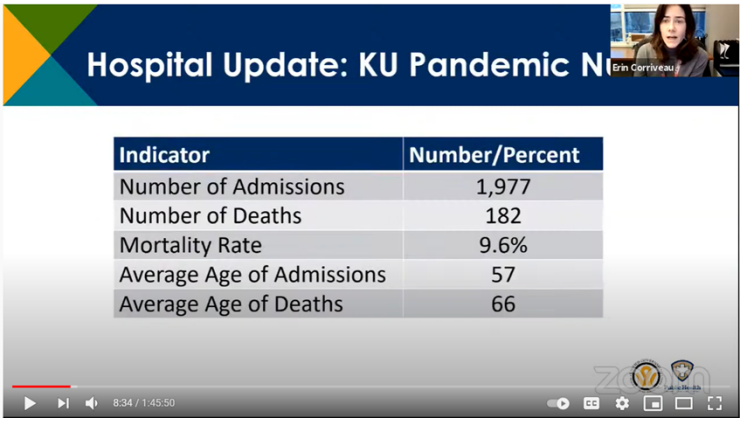
I'm going to pass this to Dr. Corriveau here for a moment just to give a nod to the hospital situation.



Dr. Erin Corriveau, KU Medical Center/Deputy Health Officer, said I just want to update a little bit about the hospital situation. We're seeing that in the past couple weeks, really in the past week for sure, our hospitalizations seem like they have been pretty steady, maybe a little bit down, compared to the numbers right before the holiday season. That being said, we're, unfortunately, still seeing a lot of deaths and I will get into that a little bit more on the next slide. We, at the health department, are holding our breath.

You know after two big holidays, the Christmas holiday and then the New Year holiday, we know that a lot of people traveled, which is understandable, but we do hope that people took precautions. That being said, we are expecting the numbers to go up within the next two weeks.

It's going to be really critical and we'll be watching closely. Of course, as we see, cases are, unfortunately, up in throughout the state of Kansas and some small counties have been hit really hard.



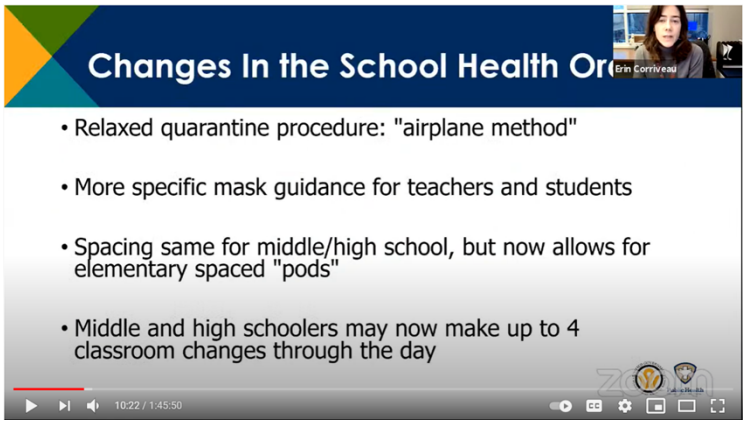
We have some really good information out of KU Hospital. We know a lot about their numbers throughout the pandemic and so these numbers are actually from the beginning of the pandemic to now. It is very interesting that we see that the mortality rate is pretty high there. It is almost 10%, so that means for the people who actually go into the hospital for COVID, unfortunately, 10% of those people die from COVID-19.

Average age of people who are making it into the hospital for COVID is 57 and then average age of death is 66. You know, again, much older than that 20-30 year old range, but unfortunately, we do think that those younger people really matter and really 66 isn't that old.

You can see here throughout the months of the pandemic that at KU Hospital at least through November-December up to now, you know, our hospitalizations are high and they're remaining

high. Again, we'll see what happens in the next couple weeks. Unfortunately, projections are that these numbers are going to increase. The projections throughout the pandemic through the KU health system have never been wrong to this point.

As you can see here, throughout the pandemic as well, a curve representing both number of admissions and number of deaths and mortality rate which is remaining high and climbing.

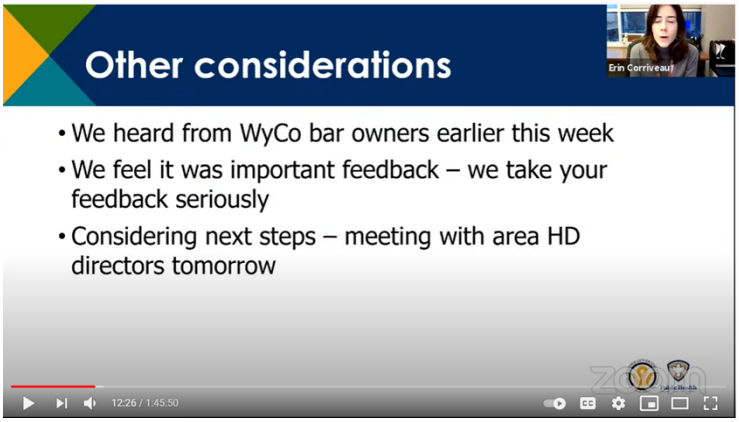


I also want to let you all know that we've had a couple changes in one of our health orders and specifically this is the health order relating to our schools. We've continued to work really hard with our superintendents. We talk with them at least weekly and are in close touch with them about a lot of different things, but we've continued to sort of take this position in the Health Department that we really want to try to get our kids back into school. We didn't know much about this at the beginning of the pandemic and we were extra careful in Wyandotte County, but as we read more and more research about having kids back in school, we do think that it is safe to make some changes in our School Health Order and so we've done that.

A couple days ago we released a new order that puts forth a more relaxed quarantine procedure and so what this means the airplane method, so to speak, is if we have a positive case in a classroom, we're not going to quarantine the entire classroom. We're going to quarantine those people who sit directly to each side and front and back of that positive case.

We are offering more specific mask guidance to teachers and to our students. For our teachers we're asking them to wear a higher grade mask. We're wanting to maintain spacing. The 6 feet distance for our middle and high schoolers. For our little kids, we're asking that they consider sitting in small pods so that they can actually be at the same table together and then those tables should be appropriately spaced.

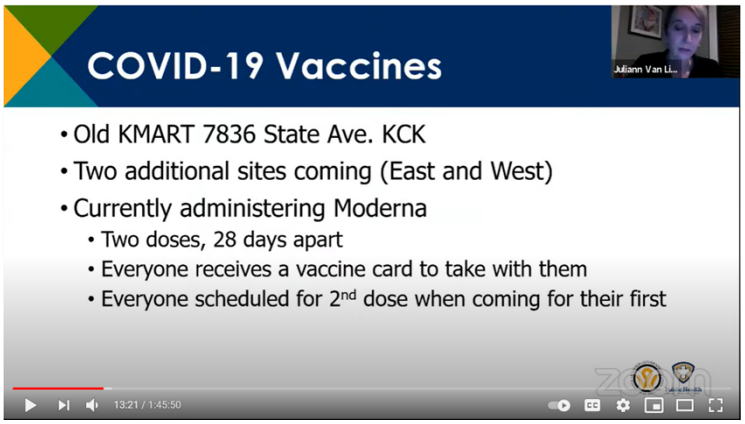
We're also going to allow our middle and high schoolers to make a few classroom changes throughout the day. We really worked hard on this cohorting situation within our schools and the schools have done an exceptional job of it, but we think at this point and time we're going to let up just a little bit and we'll watch very closely. We continue to have testing available within all of our schools so that if there is a kid who is not feeling well, we test them right there on the spot at the school and we can get results fast.



The other thing we want to mention is that we were able to hear on Monday evening from Wyandotte County bar owners and we just want to say that we very much appreciate that feedback. We take that feedback very, very seriously. We're taking that into consideration and we'll be talking about that with our other area Health Department Director's tomorrow. We just want to say thank you again and we think that's important and if we can make changes accordingly, we will, you know, if we feel like we can do that with the current situation for the health of our community.

Juliann, I'm going to kick it back to you.

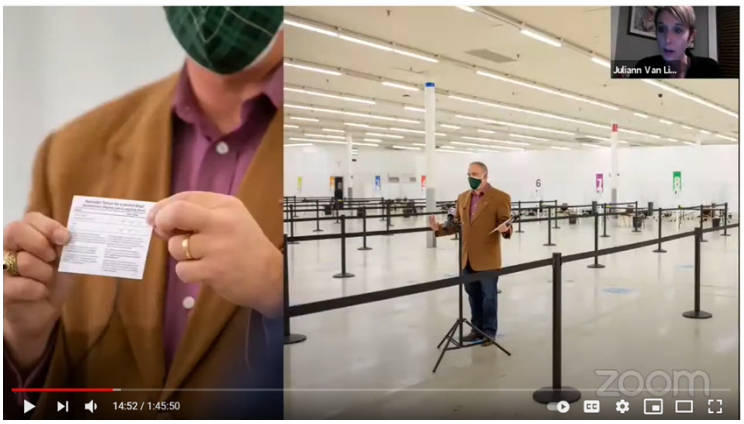
Ms. VanLiew said we will now do some diving into vaccines and we know folks will have questions. We're going to try to cutoff some of those here, but please feel free to jot those down so we can make sure we get those answered for folks.



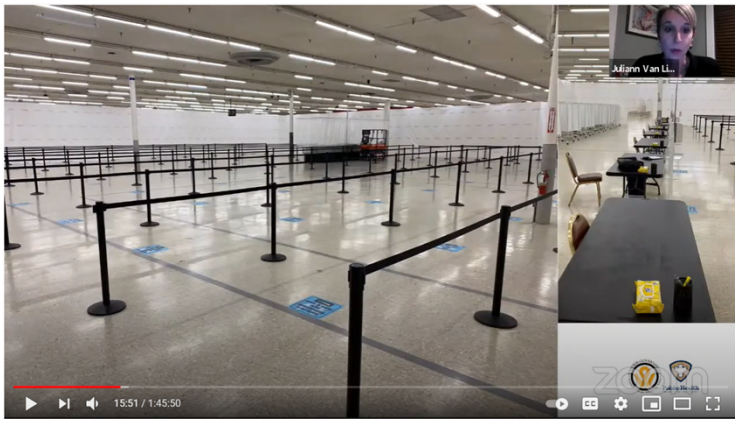
As you all know, we began vaccinating on December 23rd out at our K-Mart site. We started with our health department staff and then shortly after moved on to our EMS staff. There are two additional sites that will be coming on line within about a month, we hope the first or second week of February, one in the eastern part of our community and one in the western part of our community. We know that it is very important that this is accessible for folks. Both of those second and third sites will also be on public transportation lines as is our K-Mart site.

We are currently administering Moderna. That is the only kind of vaccine we have received to date. That does not mean that we will always have Moderna. In fact, I believe we will be transitioning to Pfizer at some point simply because we have the freezers on hand and most folks throughout the state do not. It's probably going to happen that they're going to need to give Moderna to those folks who don't have the lower overflow freezers and we do.

Currently we're working with Moderna which is a two dose vaccine administered about 28 days apart. When anyone comes to receive the vaccine through us they will receive a vaccine card, which you will see a picture of here shortly, to take with them. That vaccine card will have a date for when they are to return, so we want to make sure people know when they come for their vaccine they will be scheduled for their second dose. That second dose will have been set-aside for them. Folks do not need to worry about receiving their first dose and then not having enough availability to then come back and get their second dose. That all happens at the state and federal levels and they ensure those second doses are held back for us.

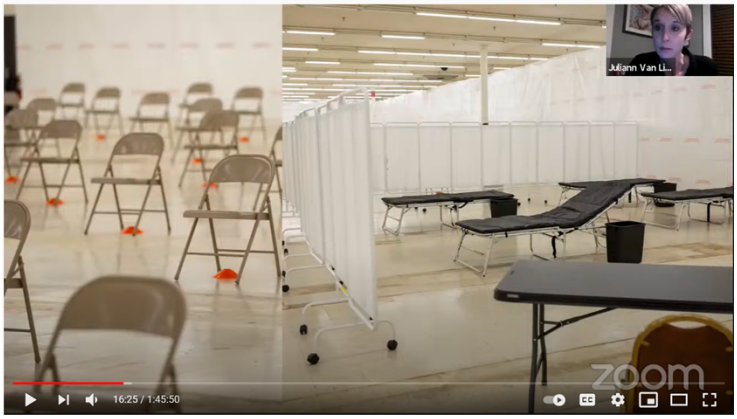


I wanted to show a couple of pictures here, and make sure you're introduced to Bob. We had a great media event last week and got some really good positive press on our large K-Mart site. You can see on the left-hand side; Bob is holding up the small vaccine card that everyone will take with them when they leave the site. That's the card that tells you when to come back. It also has your lot number on there and the kind of vaccine so that if for some reason something happened and you ended up somewhere else for your second vaccine, they would know what kind was appropriate to give you. That card is paramount and people need to make sure they keep that on them and very safe. We encourage people to take photos of the front and back in case they lose it. It's just a really important thing for folks to have and in coming months as we get into the spring and summer and fall, it will become the get out of jail free card. It will be likely the documentation you need to get on an airplane, for example, or to enter certain kind of venues. This card is important and we want to make sure people know that we have these cards and they will receive one when they come to us for their vaccine.



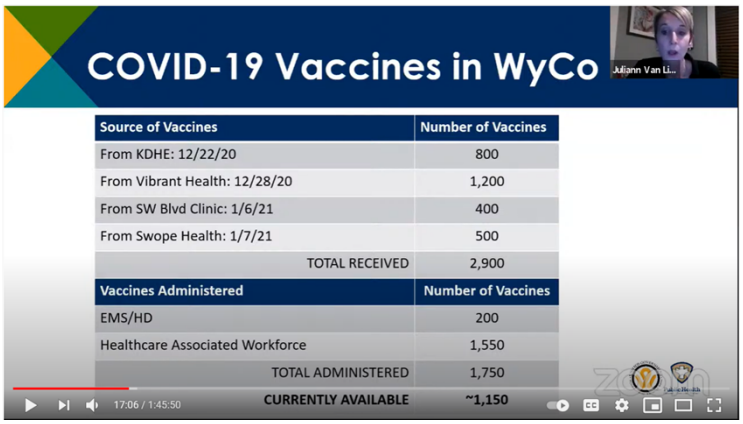
This is another example of our site. We will have 10 lanes that go across with folks obviously spread 6 ft. apart. When they get into the front of their lane, they then branch off into two different small kind of closed-off areas, so for every lane there is two people administering vaccines which means there are 20 vaccines being given at any given time and it only takes a couple minutes to get people through.

We had originally thought that we would get about 1,000 folks through a day at this site. We now think that we can get considerably more through than that, at least 1,500, if not closer to 2,000 if we had access to enough vaccine.



Lastly, here you can see on the left, we want to make sure people know what to expect when they come here. After you receive your vaccine, first per CDC guidance, you need to wait 15 minutes to be monitored. We have nurses and healthcare professionals who are there doing that monitoring to ensure if there is some sort of adverse reaction, that we are ready to respond.

You can see on the right here; we have a small area for anybody who does have an adverse experience. We do have EMS that can be on-site with us within four minutes of the K-Mart site. Again, I mentioned we have nurses, we also have AED's, we have EpiPen's. We just want to make sure people know we are prepared in the event, unlikely event, that we would have some sort of a negative response to the vaccine.



Source of Vaccines	Number of Vaccines
From KDHE: 12/22/20	800
From Vibrant Health: 12/28/20	1,200
From SW Blvd Clinic: 1/6/21	400
From Swope Health: 1/7/21	500
TOTAL RECEIVED	2,900
Vaccines Administered	**Number of Vaccines**
EMS/HD	200
Healthcare Associated Workforce	1,550
TOTAL ADMINISTERED	1,750
CURRENTLY AVAILABLE	~1,150

So, where are we today? As of today we have received 2,900 vaccines. We actually only received 800 in our first allotment from the state. They chose to really tap into local federally qualified healthcare centers or FQHC's throughout the state to assist in administering the vaccine. That is because throughout the state of Kansas there are a lot of health departments that are small and they're not able to pull off a site like ours at K-Mart and they really need to rely on those community partners for that implementation of vaccines. That's great in those communities and we will continue to tap into those methods in our community as well, but we are prepared and we do have the space and we do have the staffing to manage a much higher volume than a lot of health department's around the state.

We have partnered really closely with some of our FQHC's here in Wyandotte County to obtain some of the vaccine that was originally allotted to them. You can see here Vibrant Health sent us a large shipment or we picked it up from them and just in the last two days we received another 400 and 500 from two other partners, Southwest Blvd. Clinic and Swope Health. We're just incredibly appreciative to those three clinics. They did not have to give us or share with us their vaccine. All of those three healthcare providers believe strongly that this needs to get into the arms of our healthcare workforce, so they have partnered closely with us to help us make that happen.

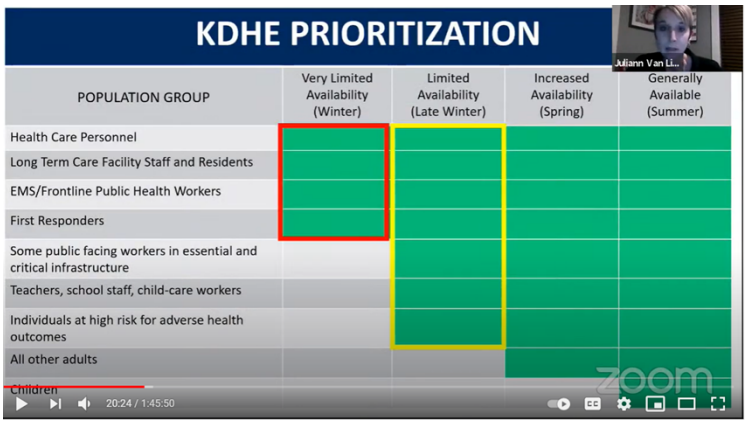
You can see on the bottom part of the screen how many was administered. As I mentioned, we started with health department staff and our EMS across the county and any EMS worker that wanted one. That was only a couple hundred and then we quickly moved to the broader Healthcare Associated Workforce and we've vaccinated about 1,500 or so of those folks.

Again, just as a reminder for people, the Healthcare Associated Workforce is defined very broadly. This is primary care, this is oncology, this is dental care, this is mental behavioral

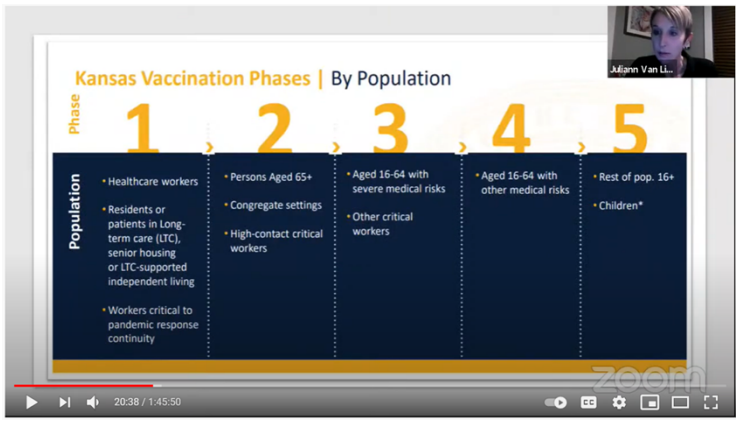
care, any really clinical study where people are receiving health care is eligibility and not just the nurses and doctors in those settings, but those who are cleaning the rooms, those who are translating, those who are registering clients. Anybody who is in that setting who has the ability to be exposed to folks with COVID-19 are eligible to receive the vaccine through us at our K-Mart site.

We have about 1,100 on-hand right now which looks like a lot. We want to make sure people know that we're not holding back. As you can see in the top part of this screen, we obtained just 900 doses in the last two days so without those new 900 doses, we would be sitting with just 200 vaccines right now and about to runout tomorrow, in fact, because we have more than 200 folks scheduled for tomorrow. We just want to make sure people know we are getting it out into the community as quickly as we are getting it and it's our number one priority to move this swiftly and efficiently.

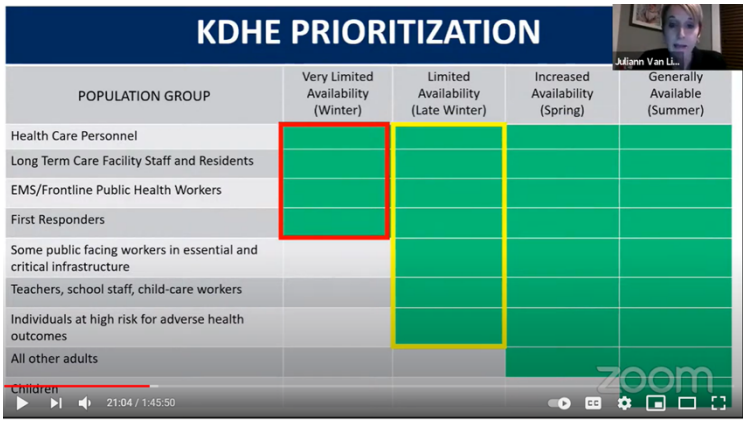
We do not know as of this particular moment when and how many vaccines we will receive from the state in our next allotment. We believe it will come next Monday or Tuesday, is what they are indicating. We believe it will be more than the initial 800 than we got, but we don't know how much more. I don't know if it will be twice as many or three times as many or if we'll only end up with 1,000. At this point really our greatest fear is the unknown and we need to maintain flexibility as communications and vaccines just kind of trickle in.



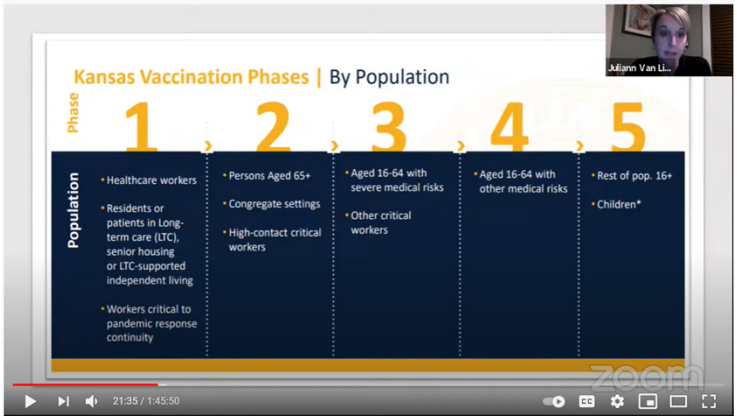
I wanted to spend a little time talking about prioritization as this is top of everyone's mind. Part of the reason, commissioners, you did not get this presentation very much ahead of time is because literally thirty minutes ago we received an updated version…



from the Governor who had a press conference this afternoon, I believe, at 4:00 p.m. putting out new phases. These are not drastic changes to what they previously had, but there are some modifications.



I'm going to start real quick with what we've been working off of so people know where we've been coming from. We've been really honing in—you can see on this red box here on what the State Health Department has told us what we could do, which again, is healthcare personnel, long term care, EMS, health department, and starting to move, hopefully, in the next week or two to other first responders beyond EMS. Then, we were planning within the next couple of weeks to move into this yellow box here which extends to other public safety workers in essential and critical infrastructure, teachers, school staff, childcare workers, and individuals at high risk.



This is what we've been working off of in planning, again, now you will see and we can send a link out to what the Governor's Office put out today, but there are some modifications.

We are still working in phase one on the left here, which of course, is healthcare workers, long-term care folks. There is a bit of an expansion, there you can see senior housing or long-term care supported independent living. That is a broader group than just a tight net of specific long term-care facilities that have been getting vaccinated by CVS and Walgreens, so there is a piece of that population that the health department will need to pick-up. There are congregate living facilities within Wyandotte County that are not termed long-term care. There are supporting folks with disabilities, there are other folks who just cannot live unaccompanied so that's some work for us and we've got to figure out. We have started doing that and we're putting together a drop team that can be deployed on-site to these congregate living facilities because we know a lot of the folks that live in those facilities are extremely difficult to transport and that would be a significant barrier to them receiving the vaccine.

Our hope is within the next—Bob, you may know more than me, but within the next week or so we're actually deploying a team out into a few of those assisted living facilities that we know we need to support. Bob says, yes a week, that's our goal.

The last bullet here on the left-hand column, Worker's Critical to Pandemic Response Continuity. This is a new addition to this phase one for us. We received a little earlier today some information about our ability to now vaccinate some of our critical workers among our local government. Some of those folks who we need in order to literally keep the power, the lights, the water team to keep us all physically and logistically running day to day, so that is opening up a little bit of an ability for us to support the vaccination of some UG staff, some Bonner and Edwardsville staff who are really doing that critical infrastructure piece keeping us all going. We

are undertaking that within the next few days. Actually we hope to do some as soon as tomorrow, but again, we only became aware of that today so we will launch that immediately.

Just a few other things to note in this new tiering that the state has put out. Phase 2 now does include individuals age 65 and up. Previously they were going to limit it to 75 and older for a while, they decided to stick to 65, so we are engaging with our older population and those who represent them. We have put together an older—65 and older representative task force for those folks. We've engaged Area Agency on Aging, Commissioner Bynum has been a great new addition representing Shepard Center in the work she does with our older folks, some medical providers who serve the older folks out of KU and other providers, so putting together a team because we know that's a particular population that we need to try to communicate with and reach out to in particular ways and we'll have specific barriers that we need to meet.

Again, other congregate settings and then those high contact critical workers, now we are waiting still for a little bit more detail on who is in that high contact critical workers. We do believe it will still include education, childcare providers, expanding who within City Hall, local government, will have access to it as well. We will make sure to get you more information on those critical workers as soon as we have it.

You can see here; it just expands from there. The third phase, moving on to younger folks who have severe medical risks and the last of the critical workers and then eventually moving into age 16-64 with medical risks and lastly onto phase 5, the rest of the population 16 and older.

Again, this new tiering system is very, very new to us. We'll share more information as we get it, but we are quickly adjusting our strategies as recently as the last 20 minutes to make sure that we're complying with this above all else. It's our intention to always be following what KDHE and the state puts forward in our methodology as we push this out as quickly as we can.

Lastly, before we wrap-up; we know the million dollar question on everyone's mind is how do I know when I can get it. It can be hard to know exactly where to go for the right information. Everybody has a different health history and is a different age and works in a different sector, so everybody will be eligible for the vaccine at a different time.

What we are doing is putting up on our website, and I had really hoped to have a screenshot to share with you tonight that is a little bit more updated. What you can see on this current screenshot is these blue buttons at the top say COVID Hub, COVID-19 Test Info and Healthcare Vaccines. We already have a survey up on our website for healthcare workers who are eligible for vaccines and we have been using that for the last two weeks and it has been very effective at letting folks self-identify who the healthcare workers that need to be vaccinated.

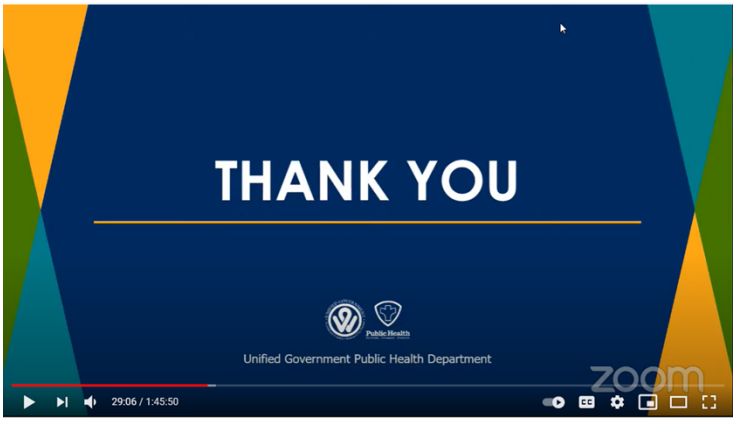
We'll be adding a blue button here within the next day, actually probably before the end of the night here, that will be a blue button that will be a survey available to everyone who lives or works in Wyandotte County. When you complete that survey, that will put you in a database that will then allow us to contact you when we're ready for you. That survey will have basic demographic questions. It will ask you how old you are, what preexisting conditions do you have, what sector do you work in, do you work in a sector that's considered essential and if so, what kind of position do you have within that sector, where do you live. Basic questions like that, that you would expect to be asked and that information will come to us and we will put it in our database and then when we're ready for you, we will get in touch with you.

For example, if you filled out the survey tomorrow and you're 70 years old and you put that in the survey, then in a few weeks when we're ready for the 65 and older population, you will be contacted directly to be scheduled. People can chose for themselves if they would like to be called, emailed, or texted. We want to make sure there are options for how people can be

communicated with, but really what we want everyone to know to move forward, is that completing this survey is the best way for you to know when it's your turn.

We know that not everybody has an iPhone or a tablet or internet, so we are working closely with 311 so that folks can call into 311 and have that filled out over the phone to reduce that barrier. We are also looking to other methods for how we have healthcare providers help get folks enrolled, how we get other social service providers to fill this out on behalf of people, so this will really be the one-stop shop. This survey will be your ticket to get into our system so we can communicate with you when we're ready for you.

Bob, what did I miss? Is there anything you would like to add? That's the end of our formal presentation, but I wanted to make sure there wasn't any vaccine news I left out. **Mr. Bennett** said I think you're spot on with all the data there. The obvious key to this is continuing the engagement with residents as their turn comes up. To that end, we are collaborating with the local startup to create an interface by which people can either make a simple telephone call or operating the web or sending us a text message can get themselves registered. We anticipate that will be functional probably by the time we get into the later stages of the Phase 2 deployments of the vaccine. We will likely have a pilot available for this audience to show you how it works in about two weeks, but I think full deployment probably will be during that Phase 2 timeframe and that was completed today on paper and so we're having our initial meeting with those guys tomorrow to actually get the work begun. That's the only thing I hadn't had a chance to update you on Juliann.



Ms. VanLiew said, Mayor, that's it for us. I would be happy to take any questions.

Mayor Alvey said, Juliann, would you address whether and why it is necessary to continue to take the normal precautions of masking up and washing hands even if you have been vaccinated? **Ms. VanLiew** said absolutely. Dr. Corriveau, please feel free to jump in. I think we are most concerned about—I mean most people do that across the board, but we are most concerned about people letting their guard down after getting their first vaccine.

What the data and the trial shows us is that the first couple of weeks after you get your first vaccine you have really very limited increased immunity to this. Really, the first 14 days the outcomes for folks who got the vaccine and those who didn't are almost identical. It's at that 14 days where your increased immunity starts to really grow and grow and grow until two weeks later when you get that second vaccine to where you're really around that 90% mark and then within a couple weeks of that, we feel you have that 95 and 96% coverage. The first kind of thing we need everyone to know is that between their first and second shot, you're really still at pretty high risk.

Doctor, would you like to add anything?

Dr. Corriveau said yes. One other thing I do want to add is we're still trying to understand how—even though you're protected maybe by the vaccine, how it goes with spreading the virus to other people. So, what we think is best right now and until we figure that out, we just assume that you may be able actually to spread the virus even though you have the vaccine yourself and that's really the big reason why we need to continue wearing our masks. Again, as an act of courtesy and really love to your neighbors, you know, put your mask on so that you don't spread it to them.

Ms. VanLiew said we do want people to know though the CDC has put out formally that there is enough protection from the vaccine that after you receive the second dose, if you have been exposed to someone with the vaccine, you will not be asked to do that 14-day quarantine and that is a really important piece. It's a great incentive for folks, especially in the workplace, that after you have that second vaccine if you're around somebody, we won't be asking you to stay home and miss work and do all that stuff, so that's important for people to know as well.

Commissioner Bynum said, Juliann, and your health department team, there's no quantities of thank yous enough for all you're doing, so please just continue to know how appreciated it is. My question is, just way back early in your slides, just speaking to the 38% positivity rate, can you

clarify for us one more time 38% of what, those tested? **Ms. VanLiew** said yes. So, like if we're looking at today, for example, if 100 people came to the health department to be tested today, 38% of those came back positive, but the numbers we showed you were for the whole county. Anybody that got tested across the whole county, 38% are positive.

Commissioner Bynum said the question I guess I'm really trying to drill down to is when we say a 38% positivity rate, we are seeing that for the duration of the pandemic. Thirty-eight percent from day one to now of those we have tested have been positive? **Ms. VanLiew** said no. The 38% positivity was on a 7-day rolling average, so that's what we're just averaging the last week. We did get down this summer down as low as 12 or 13% for a good six weeks or so, so we would be much, much lower than where we are right now.

Commissioner Bynum said when we say 38%, we mean right now? **Ms. VanLiew** said right now, over the last 7 days on average if you came for testing, 38% of you tested positive.

Commissioner Walters said I appreciate the presentation. I have a couple of questions and there may just be too many moving parts still for you to be able to answer. My question is, as you go through the five phases, do you have a rough estimate of what percentage of the population will be vaccinated as we move through those five phases? **Ms. VanLiew** said we do not. We have started to try to track down every demographic indicator we can using the census, using other data to figure out, you know, how many folks work in grocery stores in Wyandotte, how many folks work in various sectors. It's hard to find accurate up-to-date information on that kind of thing, so we just really don't. We're working under the assumption that the majority of Wyandotte County work in what we would typically call essential workers or essential jobs and so we really think by the time we get through that third phase; we will have hit probably over 50% of our community of people who are willing to get their vaccine. But, no, I have no good numbers on how many would be in each phase.

Commissioner Walters said it was a long shot. I agree it would be really hard to have all that information. Will the process be you will move to the next phase and then keep that phase in operation until applications start to taper off and then you move to the next one. Is that how you will move through the five phases? **Ms. VanLiew** said we are completely at the will of the state on this. We have been told we cannot move onto Phase 2 yet. We have to keep doing our healthcare workers until they allow us to move to Phase 2. In fact, we are hearing mixed messaging

sometimes, but they are asking some communities who claim to be done with the vaccination of the healthcare workforce to give up their vaccine to give to other communities who are not done. The state is really monitoring this heavily and not allowing various counties to move at super different rates than others.

Commissioner Walters said my second question, if we move into Phase 2 and it becomes general knowledge throughout the community that if you're over 65, you're eligible for a vaccination, can people just show up and get a vaccination if they fall under that category or do they have to figure out a way to have to do the survey? **Ms. VanLiew** said at this point, and this may change by next week, but at this point we're going to try to push people to the survey's to be registered. Bob mentioned we are working on the scheduling software so that people can actually self-schedule, but of course, again, we understand that relies on the level of technology as well and we'll be offering phone banks and ways for people to call in to schedule too. It's just really difficult for us to manage staffing and be thawing in the proper cold chain procedure for getting the vaccine to the right temperature and to go right into bodies if we just open it up and let any unknown number of people come. It's just too difficult with this particular vaccine, that is pretty finicky.

We will likely get to that anybody can come phase later, probably mid to late spring when we open up to broader populations, but at least for Phase 2, our goal is really to keep it tighter and ask for people to register and to get an appointment.

Commissioner Ramirez said I go to the words of Commissioner Bynum. There is no amount of thank yous that we can give to you, Dr. Greiner, Dr. Corriveau, the health department in everything you have done these last months. It's incredible. I had a chance to tour the vaccination facility and it astonishes me how fast you guys, the health department, and our logistics department, how fast you guys were to transform an old K-Mart into not only half a testing site, but also a vaccination site. It baffles me. I thank you for that.

It's amazing how fast, and thank you, Bob. You're brand new, you come on and you've taken this head-on and I thank you for that. We all thank you for that. I was still that day after I left, I was still thinking about it the whole day and it like I can't believe my former K-Mart is now a vaccination site and the logistics of everything, it's—I speak for my district, we thank you for all that you have done since March. We thank you for what you continue to do. As I always keep

saying, Wyandotte County, every decision we've made is based on data and the health and wellbeing of our community, not based on politics, so thank you for that.

Again, like Commissioner Bynum, we can't thank you enough. There's not enough thank yous in the world for it. **Ms. VanLiew** said you're going to make me cry, Commissioner. I'm a big sap, but I do appreciate you also giving a nod to our Buildings & Logistics folks. I would be remised to not point out that John Kelly and his team has been, frankly, phenomenal. Those guys scrapped three tons of scrap metal out of K-Mart with their bare hands and tools. It's phenomenal what they had to do to pull stuff out and then re-outfit that building. Yes, the Health Department designed it, it was our brainchild, but we didn't make it happen. That was Building & Logistics and we could not have done it without them. Thank you very much, Commissioner. That means a lot to us.

Commissioner Johnson said thank you, Juliann, for the work that you're doing; Dr. Corriveau, everyone that's part of the staff deserves a great deal of kudos from the top all the way down to the bottom and we have to continue to say these things because we just could not do what you all are doing.

I've always been concerned about the number of persons that have negative reactions to the vaccine, and I don't know, could you speak to that a little bit? I'm sure it's not a lot in terms of percentages, but maybe you could just speak to some of the affects the vaccine could have on different persons. **Ms. VanLiew** said absolutely. Doctor, do you want to take that one? **Dr. Corriveau** said sure, I can say a few words about that. I do want to say we've had really good luck at our site and we haven't had any major reactions. The things I've heard about and Dr. Greiner has heard about is mostly just sort of some swelling and redness at the site of injection. We've even been able to follow-up with a couple of the patients to ensure that they are feeling well and stuff, so we're really committed to taking the time to do that and such.

Again, I just want to emphasize that we are more than prepared for any type of reaction that may occur. There were some reports, of course, initially that some people who have a history of severe allergic reaction may have a severe reaction from the vaccine. We have not seen that in our community and we're grateful for that, but boy if we did, we would know what to do. We've written protocols on how to ensure safety for all the people who come through. Our staff has been well-trained on that and so we are prepared.

I do want to emphasize too that I just feel like this is a really safe vaccine. I have been so impressed with the data and so, you know, make a good decision about it everybody and talk with your doctors and your family, but I'll tell you what, we're pretty jazzed about the vaccine. I appreciate the question about the safety of it. I know it's on people's minds and we plan going forward to have webinars, Q&A sessions, we're going to be putting out messaging about this over and over again. We talked a little bit about this on our weekly messaging video that we do. We made that video today, that will be up tomorrow and so continuing to ensure that the community feels safe.

Commissioner Johnson said I appreciate that Dr. Corriveau. You know, of course, it just takes one article that you see in the nations papers and that kind of leads us to false conclusions in terms of well there's something wrong potentially with the vaccine. I think that speaks particularly—it speaks more so even in the communities of color. I think just as Juliann was talking about how we were to get the information out about COVID testing, I think we're going to have to continue to push the need for vaccination within the communities of color where there may be a little bit more apprehension than other communities. I just want to put that out there as something that we need to really contemplate as we roll this out overall to our community.

With that, I will concede the floor. **Ms. VanLiew** said I do want everyone to know our comms team is hard at work putting together a multi-pronged communications campaign with particular messaging to various subpopulations. And that some of the fear and mistrust that you allude to is absolutely warranted given the history of the things that have been done to certain populations by a) the healthcare workforce and b) local government, so there are two levels of fear for some of our populations that we need to overcome and build trust with. It is our intention to do just that. I think we started to do that with testing, but you will start to be seeing messaging and we will come back to you when we have a lot of our messaging kind of ready so you guys know what you will be seeing in the community.

Commissioner McKiernan said first of all, again, I'll echo the thanks of my colleagues and I will say that I did get one of your communications today in another role, not in my Commission role, but in a different role. I have to say I was very impressed, not only that you tracked me down in that role, but with the detail and all that was in the communication itself, so well done on that.

Before I get to my questions, I just have two simple questions, I do want to thank you for recognizing that 66 is not that old, so anyway, just a couple of questions.

You had listed that there were 182 deaths recorded at KU. Well, we only have 198 for the county as a whole. Did KU, in fact, have the vast majority of the deaths of Wyandotte County residents and I think the answer is some of those are not Wyandotte County residents. You just included that number to show the death rate of those who are hospitalized. **Dr. Corriveau** said that's correct, Commissioner. Yes, that is not all—that number is not comprised of Wyandotte County residents specifically, but of people who are admitted and then, unfortunately, die at KU Hospital.

I wanted to give a sense of sort of this really huge hospital that's drawing patients from all over the metro and region and sort of where we're at. I believe we have more than 200 deaths in Wyandotte County. I believe 201. Juliann, would you confirm that? **Ms. VanLiew** said correct and the numbers we share are only the people who have a Wyandotte County address.

Commissioner McKiernan said one of the reasons I bring that up is to just confirm that when we report data to the public, we are accurately reporting the data for Wyandotte County. We are not unintentionally or intentionally lumping in data. These are Wyandotte County numbers and they are accurate numbers when we put them out, so good on that.

Speaking of data, at least a couple weeks ago and this may have changed, one of the things I was hearing in the media was, that the state of Kansas is last in the nation in giving out the vaccine. Certainly, as robust as your preparations are, it would certainly not seem that our infrastructure for delivering the vaccine is the roadblock. Where is the roadblock and why were we, at least for a time, last? **Ms. VanLiew** said there's a couple of roadblocks. A) I think I'll join, at least the larger health department's in the state, in saying we just aren't getting our hands on enough vaccine. We have raised that to KDHE to let them know we could handle the administration of a significant larger amount than what we've seen so far. B) In their defense, there is a significant lag and troubles with the data reporting.

If you administer the COVID vaccine within the state of Kansas, you are required by law within 24 hours to enter the information on that individual into a surveillance system call Web ID. Where the rubber hits the road is KDHE, unfortunately, does not do a very good job of training folks throughout the state who has never used that before. We are well-versed in that because we vaccinate all the time and you also have to put flu and other vaccines into that. There are folks

who are vaccinating for the first time. They are trained healthcare providers, but they haven't done this kind of vaccination, don't know how to use that system, don't put information in the right way that either jumbos up the system or it causes a several days lag. I anticipate that you will see those numbers start to catch-up here very quickly within the next week or so.

Commissioner McKiernan said I have to say that I visited the K-Mart site and was thoroughly impressed with how robust the infrastructure is there and I knew it had to be something other than our ability to deliver so thank you so much.

Mayor Alvey said, Commissioner, I have to correct you, 66 is all—it won't be in six years.

Commissioner Philbrook said let's not talk age. I don't feel 66 but I really do appreciate all the hard work that our UG team has done and I mean everybody in the Health Department, with our ITOs, with everybody else that are getting the word out, with people like Bob Bennett you're bringing on to help keep us coordinated. I guess that's kind of his job, isn't it? I don't know, yeah a coordinated person because I know that everybody that all the work their doing is pretty hard to herd the cast and keep them going in the direction they need to go. It's a good thing that the folks in our Health Department and people that work with you all, you guys kind of have some kind of a mental link or spiritual link that you're all on the same wavelength so you're not going in different directions. I want to say this is very impressive.

I was very impressed with the facility of course. I will say because I hit all three markers for being old and other things, that I did get my vaccination and, you know what, it was pretty unexciting. My flu vaccination hurt more than my COVID vaccination and I didn't have any negative responses to it or anything. I was very impressed with how the nurses in the back were loading up the syringes and getting everything ready to go and how effective everybody was at the frontend. It was just really amazing. The waiting area, you know, I mean that's a fun part trying to herd people into that waiting area. You guys need cattle prod for that, but that's a whole different thing.

There is no way I can thank you guys enough for your hard work, Juliann, and Dr. Corriveau, and I know Greiner's is not there, but you can give him the word. Thanks for coming on board, Mr. Bennett, I appreciate it. I'm sure we'll be able to say more glowing things about you later as you proceed through this crazy onslaught and just thank you, thank you.

Commissioner Burroughs said Ms. VanLiew, Dr. Corriveau, and please pass this onto Dr. Greiner, I sincerely appreciate you being available Monday evening for our subcommittee public comment section. I think it was extremely important we hear from the struggles our small businesses are dealing with during COVID. I personally want to thank you because I know you have been extremely busy and that you took the time to listen and I truly believe that benefits our community. It also assists in the communication between the data that is being presented, not only here this evening, but that continues to be communicated to us as commissioners. Thank you. You're all tireless and I sincerely appreciate and respect the work that you do. We're partners in this process, but you clearly demonstrated Monday evening your willingness to listen and that really does pay dividends in this discussion to the community. Those are my comments and please pass along to Dr. Greiner that I sincerely appreciate your involvement Monday evening. **Ms. VanLiew** said absolutely. **Dr. Corriveau** said thank you, Commissioner, we will pass the message on for sure.

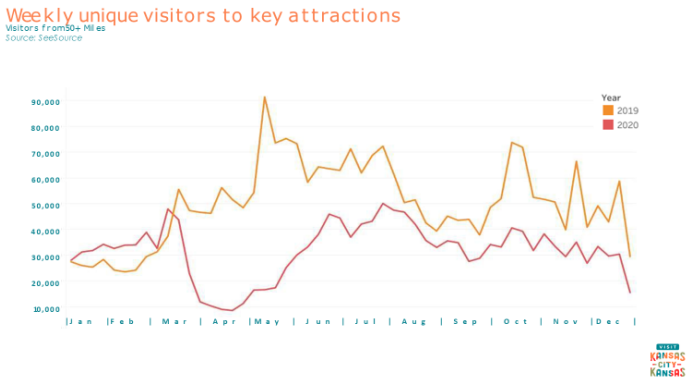
Mayor Alvey said thank you for the presentation. Next, we have a presentation on the Budget and Marketing Plan for the Convention & Visitor's Bureau.

Mr. Bach said I will ask you to promote Alan Carr as a panelist so he can offer this presentation for Visit KCK. This is an item that we are also adding to our agenda tonight for the approval of the budget since we're getting the presentation this evening during this setting. I will recognize Mr. Carr and let him offer the presentation.

Alan Carr, Executive Director of the KCK Convention & Visitor's Bureau, said I appreciate you having me this evening. I started here about a year ago and it has been an interesting year and I think after the presentation from the Health Department, I know tourism is one of those areas that has been really impacted from COVID not only our tourism businesses, but a lot of the employees that work in the tourism industry.

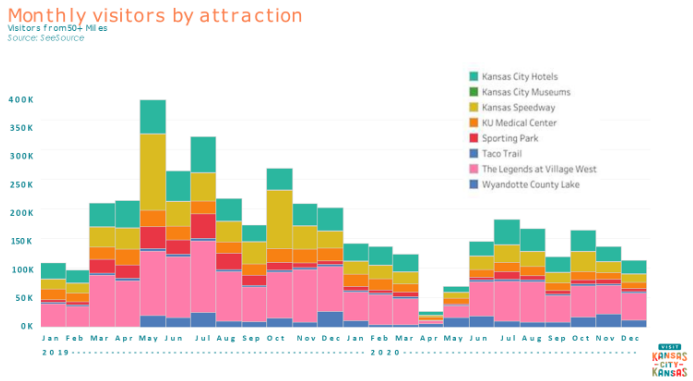
Here in Wyandotte County we have a greater share than a lot of the metro of those employees, so we've really had to adjust what we're doing this year to make sure that we're taking into account what both our businesses are experiencing as well as those employees.

So I want to share just a little bit about how tourism in Wyandotte County/Kansas City, Kansas has been impacted by COVID-19 and then I also want to share a little bit about what we've done this year to respond to the crisis as well as what we've done to move us forward for 2021 and then what our plans are for this year.



To start off, what's happened with tourism. If you look at the red line, you can see what's happened with visitation in Wyandotte County. One of the things that we've done this year is invest in some new tools and some new research to help us better understand the visitors that come into Kansas City, Kansas. One of the new data sources we have is actually cell phone data, so we're able to get actual visitation estimates based on location data from cell phones. This chart shows you based on cell phones that are registered more than 50 miles from Wyandotte County, how many of those were actually here. You can see the huge drop that happened when the lockdown started in March and how things picked up in late May into June.

I think one of the interesting things we did see this year is typically in August when kids go back to school, you see a big drop-off. You can see that in '19. That didn't happen as much this year, but we've steadily been behind where we should have for the year.



In looking at it month by month and looking at those locations that really drive the most visitors into Wyandotte County, I think it's interesting to look at what some of those locations are. First, if you look at the 2020 data, you can see the huge impact in April, but overall if you look over the last two years, you can see that the Legend's tends to be the largest location, single location, for visitation into Wyandotte County. That's in the pink. The yellow is Kansas Speedway and Hollywood Casino, those are combined. You can see in April of '19 and October of '19 the impact that those races had then. We also see KU Med Center is one of the top areas as well for people for more than 50 miles into Kansas City, Kansas.

Village west visitors

Visitors from 50+ Miles

Source: SeeSource

Total Visitors	2019	2020	Change
Q1	403,009	368,930	-8%
Q2	813,449	284,874	-65%
Q3	733,883	497,042	-32%
Q4	728,831	NA	

If you look at Village West where most of our visitors come into, you can see the true impact that COVID had. The first quarter, which was just slightly impacted in March, was down about 8%. The second quarter with the shutdown saw about a 65% decrease in visitation and the third quarter recovered a bit, down about 32% and this data lags about 10 days or so, so we don't have fourth quarter data yet.

Wyandotte County Hotel Performance

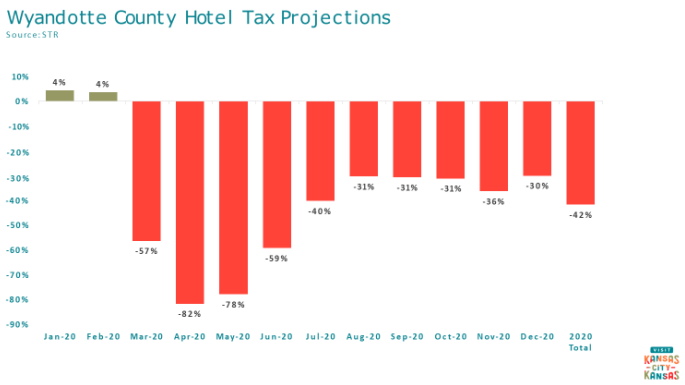
Source: STR

YTD 2020 to 2019 (thru Nov)

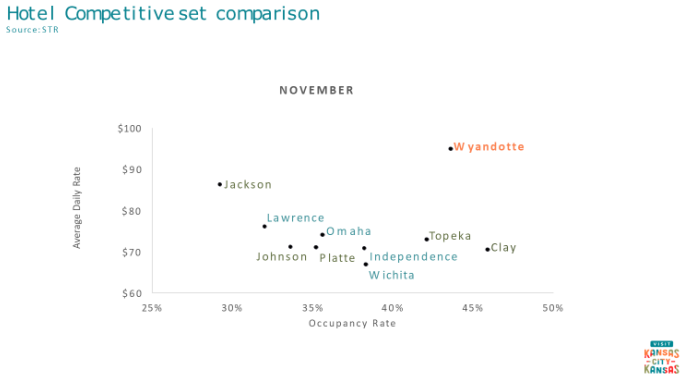
OCCUPANCY	ADR	RevPAR	SUPPLY	DEMAND	REVENUE
45.0%	$102.31	$46.04	664,553	299,068	$30,597,785
-29.4%	-16.2%	-40.8%	-2.6%	-31.2%	-42.3%

Rooms Available: 2,041

On the hotel side, hotel numbers really follow what you saw there, so our occupancy for the year, at least through November, is at 45% which is down almost 30% from where it was last year. We've also seen hotel rates decrease to an average of about $102. Usually that's closer to the $120 range, so that's down about 16% and that means that hotel revenues for the year are down about 42% from where they were last year.



This, obviously, would then have an impact on hotel tax collections here in Kansas City, Kansas. This chart shows you our estimation based on data we received from hotels of where that will be so we estimate that will be down about 42% and you can see which months to months during the shutdown were most impacted.

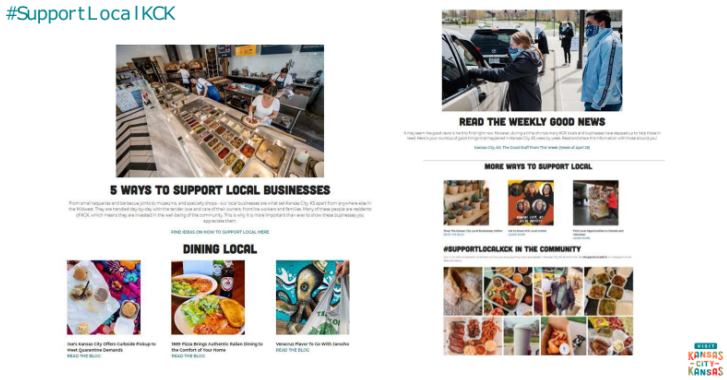


One bright spot in some ways is how we're performing compared to other areas. This chart shows you, if you look at the vertical access, the average daily rate, traditionally Wyandotte County has one of the highest average daily hotel rates in the Kansas City metropolitan area. This is due to a number of factors. The first, we have a lesser number of hotel rooms. A lot of those hotels were mid-range hotels, so they charge a little bit higher rate. We also have a lot of suite properties or properties like Great Wolf Lodge that have a higher per room rate than some of the other areas. We continue to have the highest rates in average rates in the metro.

Also, on the occupancy side, as you see if we move over to the right side, we've had one of the higher occupancy rates, so we've been able to maintain despite the drop we've seen better than some other areas. Only Clay County has performed better over the course of the year. The

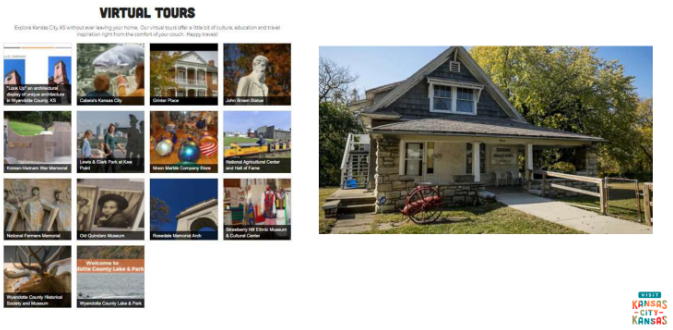
places we're seeing that had the most impact is Jackson County, Johnson County, and then Lawrence are really heavily dependent on group tour business, meetings and conventions, sports business and those things have really been impacted. We've been able to sustain more with those individual leisure travelers.

I also want to share a little bit about what we've done this year to respond to the crisis.



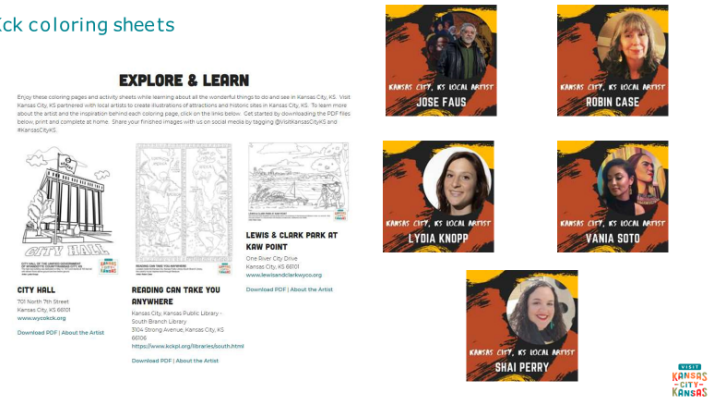
The first thing is we tend to talk to people outside of Kansas City, Kansas, and we're about getting those visitors into the area. So, we really shifted our focus to support those local businesses that were hurting and that were needing support, restaurants in particular. We created a campaign called Support Local KCK during the shutdown where we created a section on our website where we listed all the restaurants that were open during the crisis, those that were offering carrying out, those that were offering delivery and we started messaging that to the metro and to locals to really highlight and spotlight those restaurants and encourage people to dine and support local businesses.

Virtual tours

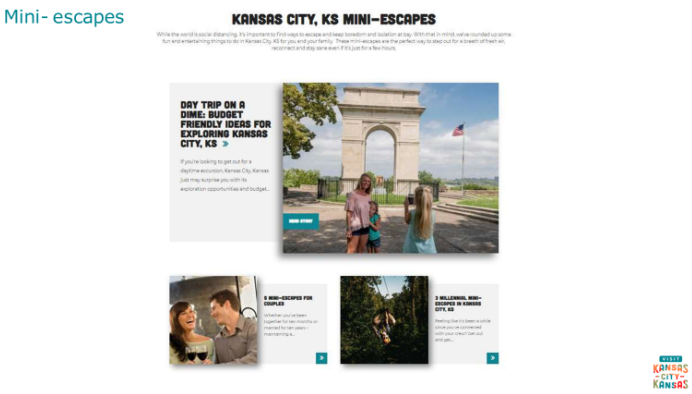


We also wanted to make sure as people were stuck at home that they had an opportunity to still give messages about Kansas City, Kansas and explore essentially from their house. We have a program where—it's called Guide by Cell where we have signage at some of the major sites throughout Kansas City, Kansas where you can go, call a number, and get an audio tour on your cell phone. We converted that into a virtual tour where we added pictures and video and promoted those online and we got a lot of great response to this of people going, essentially from their living room and exploring sites throughout Kansas City, Kansas.

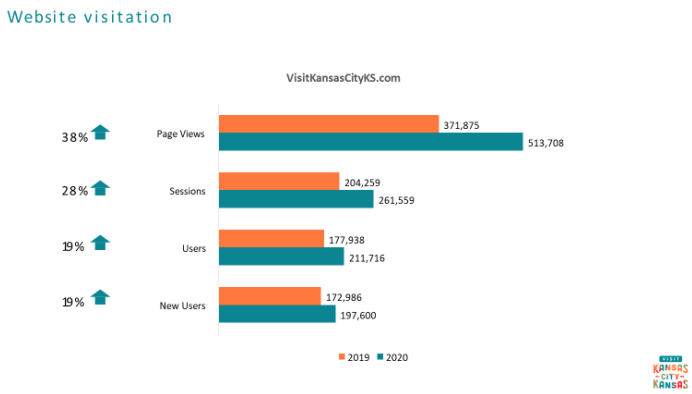
Kck coloring sheets



We also created coloring sheets to give people activities, families activities to do. One of the interesting things we did is we actually partnered with some local artist to create these sheets to better tell the story and learn more about Kansas City, Kansas.



Finally, when the lockdown was lifted, we launched Mini-Escapes Campaign to really encourage safe travel in those activities, especially outdoor activities that people could do and really be socially distanced and we've got some good activity there.



In fact, despite the travel being down and people not traveling, our website actually has grown a lot this year. We've had a 38% increase in patron use in 2020. More people are visiting the site, we have more users and more new users, so we have seen increased interest this year despite the lockdown with some of the programs that we've been doing.

Travel Industry Association of Kansas (TIAK) Awards

1st Place, Print Marketing: KCK Coloring Pages
1st Place, Community Awareness: #SupportLocalKCK Campaign
1st Place, Online Media: KCK Mini-Escape Campaign

These efforts also recently won us some awards. The Travel Industry Association of Kansas, we won first place for three of these programs in their recent awards programs announced just a moment ago.

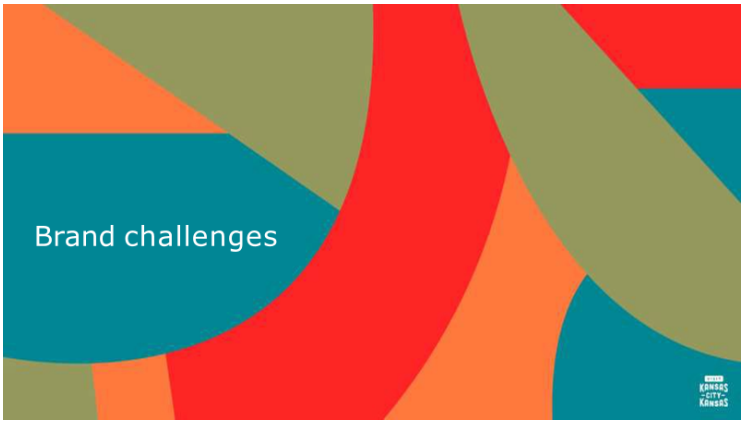
One of the other big initiatives that we partnered with some of our local organizations, sister organizations, the Chamber and the Wyandotte EDC was our Keep WYCO Well Initiative where we want to really communicate with travelers that Wyandotte County and businesses here in Wyandotte County are taking the pandemic seriously and are taking precautions to really make sure that people are staying safe and that people can travel safely.

We're grateful for the UG in helping giving a grant for this program through the Chamber to help fund some of these efforts.

We did an advertising program to help encourage businesses and residents to take this pledge, that they will follow the proper precautions both as a business or as an individual to keep themselves safe and do what they can to prevent COVID. We had some billboard videos that we created as well as some Facebook ads and we've seen a lot of businesses and individuals sign up for this pledge and we continue to promote this program to get more people involved.

The other thing that I wanted to just briefly touch on, one of our big initiatives this year has been our brand and virtual identity of what we look like as an organization. I always use the analogy that's in a book. Our brand is really—it's the story of who we are as a place, it's the story of who we are as a destination. I think a lot of times when people focus on branding, they focus just on the logo and the logo is like the cover of the book, it's what makes people interested in picking up the book, but it's really the book and the story we're telling that people are going to remember and

going to talk about. So, we've got to make sure that we do a good job of both telling that story, but also having an attractive cover and so that's a big project that we worked on this year.



There were three big challenges that we wanted to address through this.

The first is just the fact that, and we saw this in the research, there is a lot of confusion out there about Kansas City and the two Kansas Cities and who is Kansas City, Kansas; who's Kansas City, Missouri. We saw from our research, if you get farther than about Topeka, people don't really realize that there is much difference. They don't really recognize a lot of the difference between Kansas City, Kansas and Kansas City, Missouri, so we wanted to make sure we're addressing that and doing a better job of differentiating who we are as a place.

With our new visual identity, one of the ways we've done that is we're moving away from the KC campaign that you've seen a lot of people adopt to and we're embracing Kansas, so you see Kansas City, Kansas big and bold in our logo. Both the city and the state, we're saying it twice to really differentiate ourselves and make sure people understand that Kansas City, Kansas is a different than Kansas City, Missouri.

We're also using a lot of color to tell the story in a visual way of the diversity both from a cultural standpoint but also a diversity of experiences that you can have here in Kansas City, Kansas.

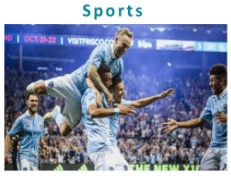
We think this really sets us up nicely with some of the other destinations out there that will help us standout.

Market to diverse audiences

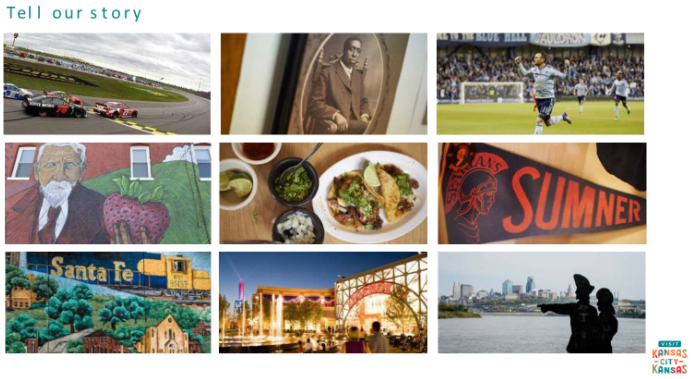
Regional Families

Urban Explorers

Sports



One of the other areas, as I said, is who we're talking to and the story that we're telling. We know that there is a lot of activity and experiences you can have here in Kansas City, Kansas and so there's really three groups that we've identified that we want to talk to. Those regional families: those are those prime visitors out to those major attractions at Village West. People from Wichita, people from Manhattan, from Omaha and we want to make sure that we're targeting messages to them. One of the new groups I think we're going to be spending more time talking to are what we call urban. These are the people that are really more interested in culture. These are people that are more interested in neighborhoods, in trying local restaurants and shops and so we're going to be doing a lot more activities to talk about those opportunities here in Kansas City, Kansas and finally sports. With all of the professional sport venues we have as well as the amateur sport opportunities, this is a really big market for us from both a visitor's standpoint as well as an event standpoint. So, that's something we're going to be increasing our resources around.



Finally, as I said, telling that story. One of the things I think we saw in the research is you've done a great job of developing these major venues out in Wyandotte County, but in some ways those have been so successful that in some ways people have lost the identity of who Kansas City, Kansas is. People will say that they are going to a race out at the Speedway, they're going to a sporting game, they're going to Great Wolf Lodge, but they don't necessarily equate that to going to Kansas City, Kansas. We want to bring those two together and tell the story not only of those great experiences you can have out at Village West, but those things that you can do in the neighborhoods and what happens in the neighborhoods. There's a couple of ways we're going to do that. I'm going to show you a new video that will do some of that, it's one of the first ways we're doing that.

(Video was shown).
(PowerPoint was not available)

Mr. Carr said we're going to be investing a lot more of our resources in marketing in telling that story and creating visuals and things that will tell kind of that story of diverse cultural and diverse experiences you can have.

VISIT KCK

TRAILS

One of the other major initiatives that we've kicked off is our trails initiative and this is a way to really reach out to those urban explorers and promote more of the neighborhoods and the experiences you can have throughout the neighborhoods. We're hoping to launch two of these trails per year. We launched our first trail back in October.

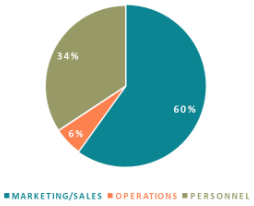
Hopefully, you've all heard about the KCK Taco Trail. This features more than 50 restaurants that serve tacos here in Kansas City, Kansas. We have an online path that people can download and sign up for and go out and explore these restaurants, check-in and then earn prizes.

We've actually seen greater success in this program then we anticipated. In just the first month we had more than 2,600 people sign-up for the program. Just before Christmas that number was up to 4,500 people. We've already had over 3,000 people check-in at restaurants here in Kansas City, Kansas and, believe it or not, we've actually already given out 121 prizes based on the number of restaurants that people have attended.

As I said, the first trail, we're actually working on the second trail which is going to focus more on the heritage and the history of the people that settled here in Kansas City, Kansas and we're actually doing that in partnership with the Kansas City Kansas Community College in a program they're doing that tells that history. We're going to take that project and bring it out into sites in neighborhoods throughout Kansas City, Kansas.

2021 Budget

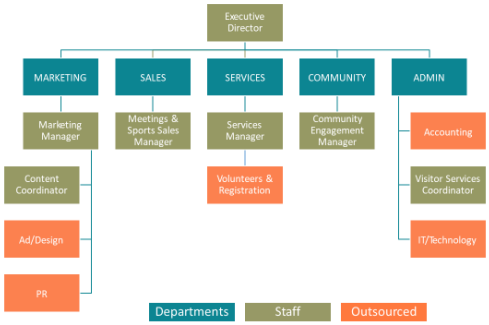
	2021	2020
TOTAL INCOME	$ 1,542,599	$ 1,506,921
MARKETING/SALES	$ 924,372	$ 899,062
OPERATIONS	$ 89,399	$ 85,450
PERSONNEL	$ 528,828	$ 522,409
TOTAL EXPENSES	$ 1,542,599	$ 1,506,921



Lastly, I just want to briefly touch on 2021and what our priorities are. From a budget standpoint, we see our budget as being pretty stable. I think that's one of the things we're very grateful for, the support of the Commission in keeping that budget stable. I know a lot of CVB's, and destinations have had large swings in their budget because they're more directly tied to the tourism tax and we're on a contract basis, so that makes it a little different, but we appreciate your support in keeping that stable. That really, I think, is going to give us an advantage over other destinations especially here in the metro in getting our message out and when people are ready to travel again, to really better capture that.

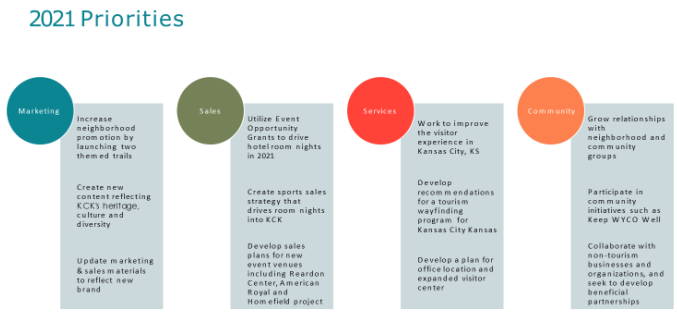
In terms of how we spend that money, we are a sales and marketing organizations, so we spend most of our dollars, 60% of our dollars. In 2021 we plan to spend on our programming in sales and marketing and about 34% of that will go to staff and 6% of that to operations.

visit kck Structure



In terms of our staff, we have grown our staff a little bit over the last year, we now have seven people on staff and we've really reorganized our operations around our mean functional areas of

marketing, sales, services, and community. That's one of the areas we've really seen a growth in especially during COVID, connect more with the local organizations and businesses.



Just briefly I want to touch on some of those priorities for us.

On the marketing, as I mentioned, we want to increase our neighborhood promotion through trail programs. We want to create new content that reflects the heritage, culture, and diversity here in Kansas City, Kansas and then we're going to be updating all of our materials to conform with our new visual identity brand.

On the sales side, we are really focused on tracking events. We, last year, had gotten a special allocation from the UG to help attract events. This has not been a good year to do that in 2020, but we've rolled that program forward into 2021and we have several events that we think we're going to have some success with.

We are also working on a new sports strategy to attract some unique sports I think we're well positioned for and we will be putting together a plan and we will have some members of the community that will be able to weigh-in on that.

Also, with all the new development coming online, we're working on sales plans around all those developments to make sure we're ready to attract events to those new venues.

Event Opportunity Fund

Cabela's King Kat
Catfishing Tournaments

Venues: Kaw Point, Wyandotte County Lake, Cabela's

Regional Tournament, Fall 2021		Annual Qualifier Spring 2022	
Regional Tournament	700 room nights	Annual Qualifier event	270 room nights
Regional pre-fish	400-500 room nights	Annual Qualifier pre-fish	260 room nights
Total	**1,150 room nights**	**Total**	**530 room nights**

TOTAL ROOM NIGHTS	**1,680 room nights**
TOTAL ECONOMIC IMPACT	**$1,313,484**

I did mention our opportunity fund, we actually did book a big event just before Christmas. It's actually a catfishing tournament that will take place on the Kansas River out at Kaw Point and potentially also with a children's event out at Wyandotte County Lake. This is actually two events, a regional tournament in the fall of '21 and a smaller event qualifier in the spring of '22, but this represents a total of 1,600, almost 1,700, hotel room nights to Kansas City, Kansas for an economic impact of about $1.3M.

2021 Priorities

Services

- Work to improve the visitor experience in Kansas City, KS
- Develop recommendations for a tourism wayfinding program for Kansas City Kansas
- Develop a plan for office location and expanded visitor center

Community

- Grow relationships with neighborhood and community groups
- Participate in community initiatives such as Keep WYCO Well
- Collaborate with non-tourism businesses and organizations, and seek to develop beneficial partnerships

On the services side, we're working to improve the visitor experience once people are in town. One of the things that our board has been keen on through our strategic plan is to really improve

the wayfinding and the signage here in Kansas City, Kansas so you better know that you arrived in Kansas City, Kansas and you can more easily find the tourism places and attractions around.

We also want to look our Visitor Center and offer some expanded opportunities there. As I said, on the community side, we're working to grow our relationships with neighborhood and community groups, continue to participate in community initiatives and build better relationships with some of those non tourism businesses here in Kansas City, Kansas.

Thank you for the time. I would be happy to take any questions.

Mayor Alvey asked, are there any questions or comments from the Commission.

Commissioner McKiernan said I will go ahead and on behalf of my colleagues say thank you to you and your staff and everybody at the CVB. This is really impressive. It is a well thought through way to reach out to more people to get more folks into our community to appreciate all of the places that there are to visit, to have fun, to stay, to workout whatever it might be in Kansas City, Kansas. I want to say well done. Thank you to you and your staff.

Mayor Alvey said thank you, Alan. Excellent presentation. Very good information for us and Commissioner Kane and Mr. Cross we expect you to bring home the catfish trophy to Wyandotte County. **Mr. Cross** said we will. We will probably need to do that during the week, right, Mr. Kane? **Commissioner Kane** said I absolutely think that's a good idea. I will tell my boss that the Mayor is going to pay us both to go out there and do that. **Mayor Alvey** said I will sponsor the team. I will dig up bait for you, how's that? **Commissioner Kane** said deal. **Mayor Alvey** said

that's wonderful. I look forward to the catfish tournament. That's hoping to bring those folks in, that is just awesome.

Mr. Carr said I should mention, that's actually the second catfish tournament that we've booked. The first one was a series that's actually a local group that was going to have four tournaments in 2020. Unfortunately, COVID impacted those, but they are planning those events in 2021. This event actually heard about those events and I think people are discovering just the awesome opportunities catfishing that exists that confluence of the Missouri and Kansas River. This one is a group out of Ohio that contacted us and wanted to bring their event here and we were excited we were able to make that happen. **Commissioner Kane** said I think we should order about 10,000 more pounds of catfish and trout to go along with that tournament.

Commissioner Townsend said I want to echo Commissioner McKiernan's comments about the ingenuity that you and your group have shown in marketing. There are a lot of things that despite COVID have to go on. For instance, eating, so by marketing the taco trail where you get your food and go and you've identified this is the new thing, so I'm going to have to get on that trail and, hopefully, you can add barbeque as a new trail. That may already be in the works.

One question I have about the catfish event which is going to be at Kaw Point in my district, that's wonderful. Is it opened to people who are not actually fishing because if it's not, something is fishy about that. **Mr. Carr** said I don't know all of the details. I believe that spectators may be allowed. You know part of that, this is in the fall, so we're kind of hoping we will be under fewer restrictions with COVID, but I know—I believe you can register to participate but they may have some events. As I said, I think one of things they're looking to bring here will be a children's tournament that would take place out at Wyandotte County Lake and so I think there will be some opportunities for sure I think for the community to participate.

Commissioner Townsend asked, do you have a specific date identified already for that tournament. **Mr. Carr** said I believe they are still finalizing that. They're looking at, I believe, October. We have a lot of events that happen in October so we're making sure that it's an event that doesn't conflict with any other major events going on in October. **Commissioner Townsend** said I ask that question because traditionally October, and I think earlier than later in that month, has been a time that the Fairfax Industrial Association has sponsored its rodeo. Now, COVID put

a kibosh on that this year, but if you have not checked with them at least in giving them a heads up for planning, I think that would be worth it. I can email you the name of the president of that association. Otherwise, thank you and well done.

One last question, the 60% that was shown on the pie chart of the percentage of your budget that goes to, what was that, the operations? **Mr. Carr** said the 60% is our marketing and sale efforts, so that's the money we spend on advertising sale trips, trade shows, any of our programming to attract visitors and events. **Commissioner Townsend** asked, do you have any comparison to that number for this year to prior years, the percentage. **Mr. Carr** said it's pretty similar. I think in past years it may have been a little less as I think our operations have always been between about 6 and 8%, but then there has been some shifts over the years between our personnel costs and our programming costs as we've added more personnel.

Commissioner Townsend asked, do you have any idea how that may compare to other travel and tourism and bureau numbers for the amount spent on operations and advertising. **Mr. Carr** said in terms of operations, I think we're at about 6% of our budget, so we feel like we're being very thrifty with those dollars in terms of what we're doing. Typically, I think DMOs, Definitions of Marketing Organizations, the bulk of their money goes into personnel as we're sales and marketing organizations and so that's a lot of people, intensive things. So, it tends to be split between personnel and then those program costs of those advertising costs. I think we're pretty similar, but I can certainly get you a better comparison with some of the other organizations. **Commissioner Townsend** said I would appreciate that. Thank you very much.

Mayor Alvey said thank you Mr. Carr and that brings us to our last item, the Casino and Schlitterbahn Vacation Village Funds. I will turn it over to Mr. Bach.

Mr. Bach said I will just note with Mr. Carr leaving, that we did put the approval of his budget on tonight's agenda and a reminder that we have a couple of our commissioners that sit on that board throughout the year to listen to everything as we go through it.

Mr. Bach said next up, is one we decided to put on here for discussion. With additional money coming in from Schlitterbahn in more of a one-time allocation for this year, we thought it would be good to set this out and have some early discussion before we were in a decision-making mode or in the timeframe when we would start asking for applications for grants to discuss how we may be spending this year and make sure we have the right direction from the governing body.

With that, I'm going to turn this over to Mr. Cross who has been in charge of helping to administer this program for the past couple of years.

Emerick Cross, Assistant County Administrator, said after being here for 28 years I thought I would try something different tonight. Instead of coming to asking for funding, I thought we would come to you and talk about how we allocate some funding. We have a good problem to have tonight and I would like to go through that with the UG Hollywood Casino grant process.

2021 Contributions

Hollywood Casino:	$500,000 annual contribution	
S.V.V.:	$175,000	2019
	$200,000	2020
	$375,000	One-time allocation
Aggregate total for 2021:	$875,000	
Minus GKCCF fee:	$22,500	
	$852,500	

What has happened thanks to Catherine Carttar and Doug Bach, through the Homefield Project out off State Avenue, the old Schlitterbahn, our annual Hollywood Casino contribution is $500K,

but they were able to negotiate that we receive the 2019 allotment from Schlitterbahn which is $175K and also the 2020 amount due which was $200K for a grand total of a one-time allocation for $375K. So, the aggregate total, as you can see, is $875K. Now, we have an agreement with the Greater Kansas City Community Foundation and their fee to help us distribute these funds is $22,500. That leaves us with a total amount of $852,500 for this year.

2021 OPTIONS

1. Allocate all the additional $375,000 in 2021?
2. Divide the additional funds for this year and future years?
3. Direct or allocate the additional funds towards a one-time special project or program?
4. Other options?

With that being said, what are our options here, and I will go over them with you, that we thought maybe we could entertain with you on deciding how we did want to allocate these funds. One option that we came up with is just to allocate all the additional funds of $375K, the additional funds in 2021. As you know, this was a COVID year and I want to make sure to point out that the non-profits these go to—I was talking to Commissioner Bynum earlier in the week, the non-profits that depends on these monies have had a very tough year along with everybody else including ourselves, but I would be remiss if I didn't mention that.

A second option we can look at is divide the additional funds for this year into the future years either this year and next year, this year and a couple years down the road, however the Commission would want to do that.

Or, we could take this opportunity with a lump sum of $375K and allocate the additional funds towards a one-time special project or program. That's a pretty good lump sum of money and it would probably have a pretty good impact if we did that on a certain program or a special project that we would like to allocate that to.

Finally, we are here to solicit any other options from the Mayor or the commissioners on what we would like to do with this additional $375K this year. Like I said, we'll have $500K for

sure and up to $875M minus the $22,500 to the Greater Kansas City Community Foundation this year.

Mayor, I would like to turn it back over to you for discussion and any other options you would like to discuss or any new options that the Commission would like to discuss to disperse these funds.

Commissioner Ramirez said, Emerick, I can't remember, we had this conversation I believe last—or in November our last meeting. How much was it that was allocated for the one trail that we choose for our new trail system. How much does it cost for that one trail for, I believe it was—I can't remember the name of the park, but how much does that project cost? **Mr. Cross** said, Commissioner, I apologize. I don't have those specifics from last years—you're talking about last year, correct? **Commissioner Ramirez** said yes. I believe it was in November when Angel came to us about the new trail system. **Commissioner Johnson** said Klamm Park. **Commissioner Ramirez** said Klamm Park, yes. Do you know how much that would cost for us to put that new trail system in Klamm Park? **Mr. Cross** said it was the beginning phase of several phases and no, I cannot, I don't want to speculate on that, but I can found that out and I'll certainly get that to you. I apologize for not having that.

Commissioner Ramirez said my reasoning for the question was I could see where Option 1 is a one-time big investment and then also Option 2 is dividing it with however many years we chose to. The third one—I'm leaning towards 1 or 3 because I think with 3 depending on how much that trail for Klamm Park was, maybe this additional amount could towards creating and saving up and creating for the next trail, whichever trail we chose next. That was my thinking. Like I said, for me it could be—honestly, any of these options I would be open to, but I think 3 would be a good one to look at because I know, everyone knows, Parks & Rec has a special place in my heart and so I think with something like this I think we could—even if it's not with the trail system, but we can find something in our Parks Department that we can make a big investment like this, I think it would be very good for the community to have this type of investment. **Mr. Cross** said sure, okay.

Commissioner Kane said I hate to be selfish, so we could put the $375K into Wyandotte County Lake, but I'm not selfish, but I would take it. I would rather divide the additional funds for this year into the future years just in case some of that money dries up and that's it.

Commissioner Markley said I do think this is an opportunity to put money toward our Parks & Rec Master Plan which, unfortunately, I think is one of those areas that we do a master plan and then the money is gone and we're hunting to put toward it so I think it is an opportunity for that.

I did want to just clarify, particularly for those who might be watching who don't know how this fund is used, I'm assuming these funds are still limited to the purposes that we set forth for the original funds which were all health related. It isn't money we can just take, and for instance, pay for police officers or something like that. Is that correct? **Mr. Cross** said yes. That's a point. These funds were supposed to be allocated to things for Wyandotte County and it's to eat healthy and to live a healthy lifestyle, an active lifestyle. **Commissioner Markley** said I just wanted to clarify that.

Personally, I'm fine with any of these options. We want to spend the funds in the best way possible, but I do think it is an opportunity for us to put some money toward that master plan and we might not have that opportunity again in the immediate future. So, just my thought.

Commissioner Walters said I'm responding I guess to a comment about the COVID issue this year and the fact that a lot of the charities that helped the most desperate in our community are really struggling. I think there is a need this year that's greater than in past years, so my first preference would be to distribute the entire amount under the same processes that we normally do. However, if there's a compiling single project I could also be interested in hearing about that, but my first choice or my first inclination is to get it to the charities as quickly as possible. Do not hold it in our bank accounts for future years because the need is obvious and the need is very urgent in our community.

Commissioner Burroughs said I will pass on to Melissa Bynum.

Commissioner Bynum said I agree that the need is great. I had commented to the Mayor several months ago the suggestion of maybe dividing it in half. Half in '21 and half in '22. I'm talking

about the additional funding. Commissioner Walters is correct. The need is great, and I still have a lingering desire to not spend it all at one time and I'm putting forward an option of carrying $100K of the $375K into '22 to add to the '22 Casino funds. That's the suggestion I'm making.

Commissioner Philbrook said I agree with everybody, but the problem is I don't have enough money to spend for everybody. The additional $375K, I know we really do need to put money toward our parks, but I also know that, as Commissioner Walters said, we are in dire need for our community for our folks that are of need and we definitely don't have enough money for that. If somebody knows of money that I don't know of, hey, please jump out there and donate it. I kind of move for that. Maybe hold back the $100K for future year, put everything else in this time so we can give out more money to the organizations that have been taking care of our community. That's where I am on this.

Commissioner Burroughs said I'm going to take a little bit different approach and I appreciate my colleague's comments because I believe there's some validity in all the comments that have been made. I'm one who would like to see the money put into quote a "lock box" or a trust fund and possibly utilize it to payoff another amount of money that we may have borrowed to put toward these projects over a 10 or 15 year period and you utilize those dollars as a way to payoff the bonds or the debt necessary to meet these projects and/or organizations requests.

I believe $375K is a good lump sum of money that is not spoken for and in my opinion it would be prudent to lock it up and save it for a time that—and spread it around all over different projects. I believe it would over a 20-year project it could pay the limited amount of dollars necessary to payoff a bond and/or payoff additional funding. It's something the state has utilized over the years that's been extremely effective in meeting the needs of local communities and/or local projects. Just food for thought, but all the recommendations have merit, Mayor.

Commissioner Bynum said just to Commissioner Burroughs comment, I would ask that we check with Legal on a plan like that. Just because we've had a good look in the past at what our agreement with Hollywood Casino states. There's a very specific paragraph in that development agreement that regulates how the money is to be spent. So, unless I misunderstood, but I think it's specifically for non-profits.

Commissioner Burroughs said, if I may, Mayor, I would just state that I would encourage Legal to do that, but I would say this is a unique situation. These dollars didn't come from that. These dollars come from a development agreement. These are different dollars, so I'm just stating I think this is an opportunity for us to lock up those additional dollars and utilize them on a larger purpose to meet the needs of not only not-for-profit but Parks & Rec. I believe we could find that these dollars did come from a different source from a development agreement versus the casino revenues.

Commissioner Johnson said, Emerick, if my math is correct, with the additional $300—I guess roughly $352K, that would equate to roughly about an additional $32K per commissioner and Mayor, is that correct? Is my math correct on that? **Mr. Cross** said if we broke that $852,500 among 11, it's $77,500. **Commissioner Johnson** said okay, right, that's the exact. I think I would lean towards Commissioner Walters recommendation. I know for a fact there are a lot of small non-profits who have been deeply affected by COVID and desperately needs additional funding. Even though $32K per—additional $32K is not a lot of money, it would be to a lot of these organizations that we support. However, I would be remiss not to endorse Commissioner Ramirez recommendation on paying off the trail in Klamm Park. **Mr. Cross** said, Commissioner, I would like to interject. Commissioner Ramirez, that was $200K for that first phase, Angel has told me. **Commissioner Johnson** said and so you would still have some money leftover then. That's all.

Commissioner Townsend said I'm inclined to want to see the monies used for the purposes that we're all familiar with the Casino Grant Fund. Even though the development agreement is the current vehicle for which we're getting these funds, it still identified as Casino Grant money, therefore, I would think that we would still be bound by the requirements for the use of Casino Grant funds. I would be inclined to see the money divided over a couple of years only because people are going to have—these organizations are going to have—some are going to make it and some may not. I was thinking it might be more prudent to divide it over a couple of years, but I wouldn't be averse to if we decided as a body to allocate it all at once.

The concern I have with doing a special project goes back to when we as the Commission changed the way, almost 6 or 7 years ago, as to how we allocate Casino Grant funds. At one time the project was proposed to us as the board had no reference to division by district and that raised

some concerns. I've come to appreciate the fact that as a commissioner I can look to assisting not only where the organizations in my district but others who are maybe domicile outside my district that could help. That is the thing that gives my pause with addressing one big project. Not totally against it, but I recall that the district allocation method came to us because it was more fair in getting the money out through the county. Those are my current thoughts.

Mayor Alvey asked, Mr. Bach, did you have a comment.

Mr. Bach said I was just going to answer and clarify on these monies coming from the Schlitterbahn account, the agreement with Schlitterbahn in the original language with them were to donate it for us, they were to be charitable but it was non-restrictive in nature so it was really fully up to the Commission designation as to how you would determine you would spend that money.

Commissioner Walters said I'm hearing this conversation and I just thought I would put out there that, you know, it's always been divided into 11 equal parts and I would have no objection if some commissioners wanted to hold back some of the portion of the distribution from this year to next year or delay it to the following year. I would say that we allow them to do so and if a commissioner decides that they do not want to delay and wants to get the money out to the public as quickly as they can, they could go ahead and do that. At the end of the day, there would be no change to the overall distribution per commissioner and they could decide whether they want to do it all at once or meat it out more evenly.

Mayor Alvey said, Commissioner, I was thinking along those same lines. Certainly, any place we put the money, it will be well received and helpful. I do think that there are certainly, obviously, there are some not-for-profits who needs some additional help this year given the pandemic. For instance, if you look at Avenue for Life, their fundraising was down significantly this year and they've just done a tremendous job, especially with some of our poorer families, providing food and working on homeless issues, so they are in desperate need for help.

I also see that all the money could be spent this year, but also it's a large chunk of money. It might be better to distribute it and the fact that the Commission does already have that option to

not expend all their funds, in any year for that matter, is an option for those who want to move this on to the next year or even the year beyond that, carryover.

Commissioner Burroughs said I think between the discussion we've had this evening and I appreciate Administrator Bach clarifying the comment I had made earlier. We are mindful that if there was CARE funding that went into a lot of our not-for-profits and those that are challenged financially, we don't know exactly where we're going to be with federal funding that will come down to the state and then to the local government for disbursement among our not-for-profits. I understand and appreciate that. This is a fairly large sum of money that we as a Commission would be challenged to set-aside, as I stated, to fund projects all across the board. These are discretionary dollars. If I'm to follow Mr. Bach's comment in reference to what I consider monies that came in through a development contract versus casino grant money, and if that would be the case, I mean there's nothing that says we couldn't find an additional bonding or borrowing resource that would keep that locked up and pay the interest and/or costs of such funds and pay that out over 10 years which would allow us to spend actually more money on more projects and meet the needs more timely throughout our community whether it be for not-for-profits or they would be parks or individual projects in commissioner's districts. Just food for thought.

I do respect my fellow commissioners' comments and requests on how to spend this money. I just thought I would at least present this avenue of how to utilize the limited resources we have at this particular time.

Mayor Alvey said that seems to be it on comments. I think we will be pursuing this further. I'm trying to think what would be the best way to move this forward. I think if we would—come back to us, Emerick, with some summary comments of what we thought and then we can, I think, probably move this forward as a Commission. Obviously, there's no urgency, but I think within the next month or two we should revisit this and come to some conclusion on it.

2021 CASINO GRANT TIMELINE

- Application available in late February
- Grant information session in early March
- Application deadline is early April
- GKCCF Review/Eligibility Recommendations in early May
- Commission Review of Grants and designations returned in May
- Commission meeting vote on designations in late June
- Notifications sent to grant recipients in early July

Mr. Cross said I will do that, Mayor, and I have the 2021 Casino Grant Timeline up on the screen now as a reminder. We get started with that application, available in late February, so we do have a little time. We'll put all the notes together and bring it back to you and proceed from there.

MAYOR ALVEY ADJOURNED
THE MEETING AT 6:46 p.m.

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Bridgette Cobbins
Unified Government Clerk

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