



BOARD OF DIRECTORS MEETING
Tuesday, April 29, 2025, 3 p.m.
Visit KC Offices
1100 Walnut St Ste 3450A Kansas City, Missouri 64106

- Agenda -

I. CALL TO ORDER – Stacey Paine, Board Chair

FY2024 Marketing and Media Efficiency Study Presentation, Jerry Henry, H2R Market Research

II. CONSENT AGENDA

- A. Approval of January 28, 2025, Meeting Minutes
- B. FY 2024 – Annual Financial Audit
- C. FY 2025 – March Financial Report
- D. FY 2025 – Q1 Budget Analysis
- E. Industry Statistical Reports
- F. New Members
- G. Investment Program Authority – Certificate of Secretary

III. DISCUSSION ITEMS

- A. Chairman's Report – Stacey Paine, Board Chair
- B. Committee Reports – Committee Chairs
- C. Organizational Update – Kathy Nelson, President & CEO

IV. CLOSED SESSION

Pursuant to the following subsections of Section 610.021 of the Revised Statutes of Missouri, there may be a closed session to discuss:

- 1) *legal matters, litigation, or privileged communications with attorneys, pursuant to subsection 1;*
- 2) *personnel, pursuant to subsection 3 and 13; and/or*
- 3) *confidential or privileged communications with auditors, pursuant to subsection 17.*

V. NEW BUSINESS

VI. OLD BUSINESS

VII. ADJOURNMENT

About Us

Visit KC is a non-profit organization whose mission is to ignite global passion for visiting Kansas City. Through marketing, sales and service of the convention and tourism industries, Visit KC supports a vital and growing component of the local economy—generating more than 48,000 jobs and \$5.5 billion in economic impact annually.