



NORTH KANSAS CITY SURVEY OF BUSINESSES & RESIDENTS

Results of two City-sponsored surveys

conducted in March by ETC Institute were shared at a recent City Council work session. The sample of residents included 307 respondents; the business survey had 104 respondents. The results were generally quite favorable – and even more impressive when compared with surveys of other communities in the Missouri and Kansas region and other communities around the country surveyed by ETC Institute. This was the first survey of the North Kansas City business community done by ETC Institute and the third one with the residential community.

A five-page questionnaire was completed by business respondents. There was generally the same level of satisfaction as residents. 89% said North Kansas City is an excellent or good place to do business. The level of support for Community Development was less than other departments – especially regarding buildings/codes, property maintenance, and planning/zoning. On a “priority” scale, business respondents said street maintenance was the highest, followed by effectiveness of City communications with businesses and police services.

Additional questions about the Armour Road Complete Streets Project were asked of both groups.

Both sets of respondents expressed more than 50% negative about the new configuration. There will be a public session on August 11 to review satisfaction with the Armour

Road Complete Streets Project, leading to recommendations for next steps. A summary of survey results is shown below:

Residents

- 56% negative about the configuration
- Next steps: 37% restore the previous configuration—
12% keep current

Businesses

- 98% negative about the configuration
- Next steps—49% restore previous—8% keep current

You can review the full report of the surveys on the City’s website at:

www.nkc.org/cms/One.aspx?portalId=2375314&pageId=16713570





Rich Groves

WHAT WILL OUR “New Normal” LOOK LIKE?

Editorial by Richard P. Groves, Executive Director of the North Kansas City Business Council

It is so good seeing restaurants and other businesses re-opening—

even if in a restricted way with capacity restrictions and the use of masks. Following is an editorial I wrote and circulated a few weeks ago. I thought it might be worth repeating, perhaps to an audience that didn't see it the first time.

Customers will expect elevated experiences in the new normal

An article published by McKinsey & Company focused on a topic I think progressive businesses may already be embracing. Three priorities for investing in customer satisfaction seem to make a lot of sense.

Prepare for increased online traffic

While financial flexibility may be increasingly limited, many customers now face a surplus of time. Sheltering-in-place requirements have stimulated record-high engagement for online and digital platforms, and customers are quickly replacing or complementing physical and in-person activities with digital equivalents. Customers are spending significantly more time online: nearly half of consumers have started or

increased online streaming since the onset of the pandemic.

Prepare for a greater emphasis on health and safety

The pandemic's massive health implications and associated public-health policies have normalized physical distancing and the need for constant sanitation. Indeed, McKinsey research shows that most of customers' main concerns about COVID-19 are related to health and safety, so companies must keep these issues front of mind as they plan their transitions to the next normal. Such concerns have led customers to rapidly change how they want to engage with the world, with safe and contactless operations a top priority.

Anticipate, don't just ask for, customer feedback

The increase in digital purchases and interaction also means that companies will have more dynamic data at their fingertips. Now is the time to make investments in the data, technology, and systems required to deliver exceptional experiences in a rapidly changing environment. These investments should aim to anticipate and predict customer sentiment and customer value. This often means being more

proactive and responding in real time, requiring companies to harness data and analytics tools that can extract immediate customer-experience insights and overcome the short-sighted and reactive nature of surveys.

In another recent McKinsey article, I saw some good advice for decision-making in uncertain times (COVID-19 crisis, for instance). Here are a few of the suggestions.

Pause and take a breath—literally

Giving yourself a moment to step back, take stock, anticipate, and prioritize may seem counterintuitive, but it's essential now.

After telling your team you need a moment to think, try to gain a broader perspective. Imagine yourself above the fray, observing the landscape from above. Ask yourself and your team these questions: a) What is most important right now? b) What might we be missing? c) How might things unfold from here and d) What could we influence now that could pay off later?

Involve more people

Amid uncertainty generated by a

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crisis, leaders often feel an urge to limit authority to those at the top, with a small team making the big decisions while huddled behind closed doors. Involve more people and encourage different views and debate. This approach can lead to smarter decisions without sacrificing speed.

Make the critical small choices

Anticipate multiple possible scenarios for how things might unfold over time. Anticipating a range of possible pathways and general scenarios can be extremely helpful in thinking through what might happen. Make a list of five to ten choices or actions

that making today might, depending on what happens, make a difference later. Engage others to help identify which small decisions or actions you should address now, in case they become the difference makers down the road.

—RESCHEDULED—

Mickey Finn Scholarship Golf Classic



Each year for over 20 years Business Council members and guests have enjoyed the annual golf tournament early in June. Because of uncertainties related to the COVID-19 outbreak the event was rescheduled to Thursday, August 27. The event will be at Tiffany Greens Golf Club. Now is the time to register one or more teams or to get recognition as a sponsor. www.nkcbusinesscouncil.com/calendar. Contact Paula@nkcbusinesscouncil.com if you wish to be a sponsor.



CHANGES IN CITY COUNCIL

Even though most people who work in North Kansas City aren't residents and don't have the opportunity to vote to elect city officials, it is important to know who the elected officials are. Every business is in one of the four wards, so each business has two City Council members who represent all aspects of their ward.

Four City Council Representatives were elected in the June 2nd election:

- Ward 1 – Anthony Saper (new); Ward 2 – Lisa Tull (new); Ward 3 – Zach Clevenger (Incumbent); and Ward 4 – Amie Clark (new)
- The other four City Council representatives' terms extend until next year: Ward 1 – Bryant DeLong; Ward 2 – Jesse Smith; Ward 3: Rick Stewart; and Ward 4: Tom Farr.
- The term of Mayor Don Stielow also extends beyond this year.
- Councilman Jesse Smith was elected as Mayor Pro Tem for the coming year.

Exact ward boundaries and contact information for each of the elected officials can be found on the City's website www.nkc.org.

Success Stories During the Pandemic

SM Products at 1201 Swift, owned by Joe & Judy Roetheli, has had remarkable success with their line of innovative Spyder power tool accessories, at Lowe's in particular. SM Products and the Spyder® brand have recently been granted a new major display and several new product lines near the Lowe's Pro Desk in all 1,727 stores. This further expands the Spyder brands presence nationwide. Spyder recently introduced an extremely well-received circular saw blade program to complement spade bits,



augers, diamond cutting wheels, patented hole saws system, innovative jig saw blades, and linear edge reciprocating saw blades. Lowe's will also begin selling the co-branded Spyder-Lowe's stools—the same stools available for pro customers to use at the Pro Desk. Because of their popularity, Lowe's is introducing these stools as a new SKU in their stores. Lowe's senior leadership has called out Spyder in each of the last four quarterly reports to stockholders for helping Lowe's improve their financials with innovative pro focused



products. Visit a Lowe's store to see the Spyder line of power tool accessories or go to www.spyder-products.com.



COMING EVENTS

First Friday Coffee

on the second Friday of July: July 10
FDF Wealth Strategies, 1609 Swift – 7:30 a.m. to 9:00 a.m.

Monthly Membership Luncheon

Thursday, July 23, Harrah's Tahoe Ballroom
11:30 a.m. to 1:00 p.m.
registration required
go to www.nkcbusinesscouncil.com/calendar

Mickey Finn Scholarship Golf Classic

Thursday, August 27, Tiffany Greens Golf Club
registration required.

New Home

for the NORTH KANSAS CITY BUSINESS COUNCIL

In April, during the COVID-19 pandemic lockdown, the North Kansas City Business Council relocated a block away from the Life Unlimited building at 320 Armour to the Maxus-owned building at 405 E 19th Avenue.

The new office is in the northwest corner suite of the building, facing Country Club Bank and Armour. East 19th Ave is not really a through street; the building has the appearance of actually being on Erie. Enticements for this selection were comparable amount of space, street level exposure, being near the central downtown business district, no stairs or elevator, adequate parking and a lease rate similar to the former location.

It was necessary for the Business Council and all the others in the Life Unlimited building to move out for several months to enable total refurbishment of the 90-year-old building. The goal is to enable more usable space for Life Unlimited staff members in the former bank

building. Life Unlimited has undergone growth in its administrative staff because of recent mergers. Although very satisfied for almost six years in the building, the Business Council chose to find a permanent new home rather than go to a temporary location and then move back later in the year.



The North Kansas City Business Council is located at 405 E 19th Avenue, south of Armour Road behind Country Club Bank.

NEW BUSINESS COUNCIL MEMBERS

Welcome to the following businesses that recently joined
the North Kansas City Business Council:

- BEARS Printing and Bindery, Inc., Alex & Becky Hinkle, 203 W 23rd Ave
- Empowered Electric, Josh Levin, 110 E 13th Ave
- GrooveWasher, Steve Chase, 1313 Atlantic
 - KC Book Manufacturing, Rick Smith, 110 W 12th Ave
- KC Performance Chiropractic & Rehab, Alex Miller, 2014 Swift
- Mosquito Joe, Matt Perry, 1401 Swift
- Multiple Services Equipment Company, Byron Fischer, 1124 Howell
- Scimeca's Online Retail Market & Deli, Toni Bonadonna, 1611 Swift
- The Soap Bubble, John & Kara Ryel, 422 Armour

NORTH KANSAS CITY BUSINESS COUNCIL

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North Kansas City, MO 64116



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*Together,
We Can
Do More*

