



City of Kirkland
Tourism Development Committee (TDC) Minutes
March 6, 2014
9:00am-10:00am – Highlands Room

Present: Toby Nixon (Chair), Belinda Jensen, Jac Cooper, Michelle Quisenberry, Ellen Miller-Wolfe (Staff), Philly Hoshko (Staff)

Absent: Vicci Sorensen

Guests: Rob Butcher, Kirkland Downtown Association

Welcome: The meeting came to order at 9:02am

Approval of Minutes: The committee approved the minutes from February 6, 2014. (Michelle moved, Jac seconded, unanimous)

Kirkland Downtown Association presentation of Summerfest and Oktoberfest

Rob Butcher gave the historical background of the Kirkland Downtown Association (KDA) and Kirkland Events Foundation (KEF) partnership. The KEF was created during the time when the KDA's future was questionable as an organization able to continue the events. The KDA has continued to be the fiscal agent of all events under the KEF. Kirkland Summerfest and Kirkland Oktoberfest will now officially operate under the KDA.

Staff will need to administratively change the name of the organization for the events on contracts. The TDC discussed whether an official vote and recommendation to City Council was needed. Toby will address this during his report at City Council.

Staff Reports

Tourism Legislation Updates

Ellen introduced the Washington Tourism Alliance (WTA) and the current legislation regarding an act relating to long-term funding for a state tourism marketing program. In short, the WTA would report to the Legislature by the end of 2014 on how the funding would be collected and used. The report would also identify other sectors that could provide additional funding for the state program. Toby explained the current status of the bills (House bill 2229 and Senate bill 6195).

The Senate bill died in committee. The House bill passed out of Committee and is currently on the second reading calendar. However, nothing stops the WTA from putting together the report if the study bill is not passed. Philly will send information out to the TDC.

Tourism Funding Administrative Process Development

Ellen explained the development of administrative procedures to institute guidelines for the TDC to consistently operate by.

The TDC expressed that it was nice to have it in writing and that it would be helpful to add:

1. The provision that no lodging tax can be spent without approval of the TDC.
2. Recommendations and guidelines for reserve targets and surplus policy.

A discussion occurred around what some of the surplus reserves could be used for. Jac mentioned that he would like to see funding used to get new programs started. Ellen mentioned that the waterfront optimization study may have events and programs come out of it and there may be a need for Cross Kirkland Corridor activation with events and programing. Additionally, the committee expressed their interest in recruiting sporting tournaments, especially those that take place in the winter months such as Basketball, Hockey, Aquatics and Gaming.

JLARC Tourism Funding Questions Feedback

Philly presented the Lodging Tax Reporting draft questions from JLARC and how they differ from the original reporting stated in the legislature. Toby mentioned the numbers referenced in "8.g" were incorrect and that the questions would need validation information attached to them.

Branding Outreach

Philly distributed packets on the Tourism "refresh" project that outlined the background, objective, scope and timeline of the project. She solicited feedback on the survey questions and key stakeholders identified.

Meeting adjourned at 10:07am.

Minutes prepared by Philly Hoshko