



Tourism Development Committee (TDC)

Meeting Minutes

March 7, 2013

9:00-10:00 am

Norkirk Room

Present: Dan Mayer, Jac Cooper, Kathryn McNeill, Maxim Khokhlov , Penny Sweet (Chair), Belinda Jensen, Ellen Miller-Wolfe, staff

Guests: Sheryn Hara, NWBookfest

Approval of Minutes

The committee approved minutes of February, 2012 (Jac moved, Maxim seconded, unanimous)

Presentation by NWBookfest

Staff introduced the item indicating that the event had changed and that she wanted to make sure that the TDC was satisfied that it was still a tourism event and qualified for City funding. Sheryn described the new location, NWU, and said it was more cohesive. She described exhibitors and a focus on writing workshops. She discussed lowering the vendor fee and charging \$99 for attendance at the workshops. She said there would be three wine and words events. The event would take place on November 2-3, 2013.

Penny expressed concerns about lack of event organizers and advertising for last year's event. Sheryn said that there had been a banner, the Kirkland Reporter had advertised, bookmarks were distributed, there were 125 posters and King FM was a sponsor.

Jac asked about outreach beyond the state. Sheryn responded that there had been exhibitors from Oregon and Idaho.

There was a suggestion that packages with hotels and restaurants should be incorporated.

Dan expressed concern that the money that was given would be spent toward promotion. Ellen responded that the money could only be used for promotion and that the event promoters needed to document expenditures in order to be reimbursed.

Sheryn described an enhanced web presence and said a board member would be responsible for social media. She discussed the possibility of Nancy Pearl speaking and some big name authors. She did say that the King County Library System was not a sponsor this year.

Penny asked that the promotion hit writers in Portland and that the event should be hyped right now.

There was a suggestion that the event do a better job tracking the numbers of attendees.

Ellen agreed to send Sheryn a written list of the committee comments to be incorporated in event planning.

Updates

Penny updated the committee on the events discussion, changes at the KDA, and the question of City involvement in events.

Dan expressed concern that tourism-funded events would be confused with the community events. He noted that the tourism events were more about economic development. The committee asked that the coop ad discussion and video distribution be reported on at the next meeting.

Meeting adjourned at 10:00.