



**City of Kirkland
Tourism Development Committee (TDC)
Meeting Minutes
July 11th, 2013
9:00-11:00 am
Norkirk Room, Kirkland City Hall**

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

Absent: Dan Mayer

Guest: Jeannie McGivern (staff)

Welcome

The meeting came to order at 10:08 a.m. Committee members gave a brief introduction of themselves.

Toby informed the committee that Maxim Khokhlov had submitted his resignation. Ellen shared that she is hoping that another representative from the Marriott could be on the committee since we are required by the state to have three hotels represented and the Marriott has had a long standing presence on the TDC. If this is not possible, then the Baymont Inn and Suites has been contacted.

Approval of Minutes

The committee approved the minutes of June 6, 2013 (Belinda moved, Jac seconded, unanimous).

LTAC Funding Application Review and Approval

Philly reviewed the Lodging Tax Funding Cover Letter, Application, Expenditure Worksheet and Reimbursement Form. She stated that the changes made on the application were in response to State reporting requirements. Additional changes on the cover letter are intended to help clarify the requirements to the applicant. Philly and Ellen had previously met with Chair Toby Nixon to receive feedback on the application.

The TDC discussed if the tourism funding application should include a question regarding an organization's prior LTAC funding of their event or program as well as current funding sources. The committee decided that this could be interview questions and that the question "Has the organization received Lodging Tax funds in the past?" should be deleted from the application.

The changes discussed for the documents included:

Cover Letter

1. Under new state reporting requirements (iii) change of their business to “or” their business
2. Event Permit Section: Last sentence was changed to “Please contact the Special Event Special Project Coordinator, Sudie Elkayssi selkayssi@kirklandwa.gov or call 425-587-3347 to determine permit needs and requirements.”
3. Municipal Service Agreement template: The committee would like an example of the Municipal Service Agreement posted online for applicants to review what they will sign if they are awarded tourism funds. Philly will work with Assistant City Attorney Bill Evans to get this online.
- 4.

Application

1. Delete question number 3. “Has your organization received TDC funds in the past?”
5. Adjust numbering
6. Change sections to identify state required questions.
7. Create consistency between “Lodging Tax” and Hotel/Motel tax. Look at the statute language and change as necessary.

Philly reviewed changes and the committee approved the application and supporting documents with the above amendments. (Kathryn moved, Belinda seconded, unanimous).

Updates

Photographer

Philly gave an update on the signed contract with Merrill Images.

Trail-Based Tourism

Ellen passed out information on Trail-Based Tourism and spoke of the potential of the Cross Kirkland Corridor and Tourism. It is important to start creating a buzz around the tourism potential of the trail. Philly will send a link to *Trail Towns* a study and guide put together for communities in Pennsylvania.

Ellen mentioned that Kirkland did receive money out of the legislature for the park and ride accessibility to the trail. Jac mentioned the draw and potential of the lake trail.

Tourism Funded Event Review

Committee members were not able to attend Early Music Guild or Syncro Soriee.

Philly mentioned the potential of Tournament Tourism especially with shoulder season sports such as volleyball or basketball. Committee brainstorming included: using the Eastside Tennis Center for volleyball tournaments, "video" gaming tournaments, Bridle Trails horse events and taking advantage of the water with waterskiing tournaments or sailing regattas.

Upcoming Tourism Funded Events

Philly relayed the two upcoming tourism funded events:

- Kirkland Uncorked - July 19-21
- Kirkland Classic Car Show - July 28

Code of Ethics Packet Distribution

Toby described the intention of the Code of Ethics and present committee members returned the signature page back to Philly.

Meeting adjourned at 10:30 a.m.

Minutes prepared by Philly Hoshko