



City of Kirkland
Tourism Development Committee (TDC) Minutes
November 22, 2013
9:00-10:00am – Norkirk Room

Present: Toby Nixon (Chair), Belinda Jensen, Kathryn McNeill, Dan Mayer, Ellen Miller-Wolfe (staff), Philly Hoshko (staff)

Absent: Michelle Quisenberry, Jac Cooper

Welcome

The meeting came to order at 9:04am

Approval of Minutes

The committee approved the minutes from October 3, 2013. (Kathryn moved, Dan seconded, unanimous)

Lodging Tax Funding Expenditures

Toby introduced the new interpretation of the Joint Legislative Review Committee. The Lodging Tax Advisory Committee (TDC) must recommend all Lodging Tax Expenditures to municipal City Councils for final budget approval. The TDC also discussed having the City request an Attorney General opinion and plans to ask Representative Larry Springer to facilitate the discussion.

The budget that was presented to the TDC was already passed by City Council as part of the biennial budget; however, due to the new legislation the Lodging Tax Advisory Committee must approve it for recommendation to Council to adopt in the mid-biennial budget.

The Tourism Development Committee (TDC) acting as the Lodging Tax Advisory Committee recommended the proposed Tourism budget to City Council. (Kathryn moved, Dan seconded, unanimous).

Waterfront Optimization Study Request

Ellen presented the waterfront optimization study service package. Staff would oversee the study and seek help from consultants to identify areas of focus to further develop the waterfront as a tourism asset. A feasibility study will be conducted on the identified top priorities.

Toby brought up the idea of larger picnic shelters and outdoor performance space.

Ellen mentioned that this optimization study could be a template for other optimization studies including parks and the Cross Kirkland Corridor.

The question was raised if the timeline of the project could be aligned for inclusion in the Comprehensive Plan.

The Water optimization study service package includes \$12,000 from Lodging Tax Reserves.

The committee voted to recommend \$12,000 from Lodging Tax Reserves for the Water Optimization Study to City Council. (Dan moved, Kathryn seconded, unanimous)

Discussion regarding Lodging Tax Reserves

The committee asked about the process for taking money out of reserves and putting it into budget. Ellen will research the process and policy around using reserve funding through the year. Additionally, it was questioned if we could increase grant amounts after the Tourism Funding application process if the TDC was able to pull additional funding out of reserves.

Events Policy

Ellen summarized the status of the event policy and that a conflict has developed because two events want to have weekends that are in two different months but are back to back. The current policy under review states that there can be no more than two events per month. There has been a proposal to amend the policy to state “events taking place in the same location can occur no more than every other week”.

The committee indicated that a policy should be put in place and that developing rules in an ad hoc fashion tends to just make it more of a political process.

Staff Updates

Philly presented the 2014 advertising plan. Committee feedback was that the plan was too focused on summer and there should be more attention to shoulder seasons highlighting events such as Christmas Ships, holiday performances and holiday shopping.

Philly will meet with hotels to see how the Explore Kirkland brand can be included in their individual meetings and wedding advertising plans as certain subtopics like weddings had been deleted from the City advertising plan. Philly also will schedule meetings with other tourism partners to coordinate Explore Kirkland branding with their marketing plans.

Philly updated the committee on the status of the Marketing and Public Relations Consultant RFQ. Procurement rules require that this key consultant position be re-advertised every few years. She will send the RFQ to the committee.

Philly mentioned the status of the empty TDC seat.

Meeting adjourned at 9:59am

Minutes prepared by Philly Hoshko