

Tourism Development Committee (TDC) Agenda

April 7, 2011

9:00-10:00 am.

Kirkland City Hall, City Council Chambers

Present: Penny Sweet (Chair), Julie Huffman (staff), Ellen Miller-Wolfe (staff), Belinda Jensen, Ryan Noel, Jac Cooper, Dan Mayer, Kathryn McNeil

Approval of Minutes

Minutes from the March 3rd meeting approved.

Chair and Staff Reports

Penny Sweet introduced Belinda Jensen, Sales Manager from the Heathman Hotel.

TDC recruitment

The committee discussed potential applicants to approach, including a restaurant owner or annexation area representative. The call for applications will come from the City Clerk. Staff will forward that to the LTAC members who can forward to those they would like to see on the committee.

Visitor Center

City Council approved funding of the KDA/Chamber Visitor Center. Current hours are 8:30-5 M-F, with the intention that as the busy season comes around they will extend the Friday hours and add Saturday hours.

Business Roundtable

The Kirkland Business Roundtable will focus on Tourism at its meeting on April 13th. TDC members are encouraged to attend. The meeting brings together the colleges and universities, arts organizations and larger businesses in Kirkland. They will present the visitor and dining guides, as well as discuss ways to get involved in local events.

A question arose regarding whether Kirkland Tourism could promote a contest encouraging people to vote for a local business to be chosen as "best of". Staff can ask the question.

Further discussion of Retreat findings

The committee reviewed a list of potential tourism and business partners. They would like to add to the list the Bellevue and Seattle Chambers of Commerce in order to strengthen those relationships and share our unique assets. The struggle is to overcome reluctance to share information or resources.

To assist with networking, the committee members would like to have business cards made with the name Tourism Development Committee, the Tourism logo, explore website and the facebook page links. They could write their names and contact information on the back. Homework is to review the list for further discussion next meeting.

The meeting adjourned at 10:00am