

Kirkland Lodging Tax Advisory Committee (LTAC)

June 8, 2010

8:00 – 9:00 a.m.

Kirkland City Hall, Council Chambers

Present: Les Utley, Shirley Day, Jac Cooper, Ryan Noel, Dan Meyer, Luanne Erikson (joined at 9am), Penny Sweet (Chair), Julie Huffman (staff), Ellen Miller-Wolfe (staff), Rob Mullin (Webmaster), Brenda Cooper (Director of Information Technology), Neil Kruse (Budget Analyst)

Call to Order

Meeting called to order at 8am.

Chair Report

Chair Penny Sweet reported that she met with Woodinville City Council members regarding working together on economic development and tourism.

Review of the Agenda

Committee reviewed the agenda and accepted it with no additions.

Approval of Minutes

Minutes were reviewed and a motion was made by Les, seconded by Jac. Motion approved.

Website Redevelopment

Rob Mullin reported on the redevelopment of the explorekirkland website. The original site was built in 2003 and the technology is now outdated. Redesign of the site was to start in May until the old site crashed. Staff is using the City's content management system to rebuild a temporary site. The price range of the new site was determined by what was estimated would be the cost if the City went out to RFP. Phase 2 of the redevelopment is to design a new, updated website, reorganize the architecture, integrate it with Kirkland First, make sure the search engine is useful, and add the additional features requested by the Tourism Team. Question arose about using City resources to promote private businesses. Tourism team will be writing a new policy that allows the City to host the website and promote private businesses. The committee would like to review a mock up of the new site once it is ready. They briefly reviewed the requirements and would like the work to begin on the new site.

Budget Review

Budget document was reviewed with input from Neil Kruse. Committee does not anticipate lower returns in 2010 than in 2009, despite the current budget revenues that show an 8% decrease in revenue this year.

Grant Application Package Review

Committee reviewed the grant applications and feedback is that the criteria is not specific enough to let applicants know what the priorities or criteria will be for 2011 grants. Committee reviewed the criteria discussed at the last meeting. Due to committee's desire to fund new events, notification of the application will go out to a large audience. Staff would like to

postpone the date of the July meeting one week in order to have time to gather the applications and distribute them. Committee agreed to postpone the July meeting to later in the month.

Joint Meeting between LTAC and EDC

The committee decided they would like a short overview of what Economic Development does to begin the discussion, and a similar presentation from Tourism. Emphasis should be on how the two committees can work together and help each other. Ideas discussed include:

- Kirkland has the highest vacancy rate and also has the highest cost per square foot for those vacancies. What role does the City play in trying to reduce those costs?
- The City can affect new development that can grow the economic base by reducing fees. How does construction of new development affect the businesses around it? It could be helpful for the City to educate the community on the timeline of new development so businesses can prepare.
- Another impact to tourism and economic development is the tolling of 520. It could help some businesses keep Eastside residents from taking their business to Seattle.

Meeting adjourned at 9:20 a.m.