

## **Kirkland Lodging Tax Advisory Committee (LTAC)**

**April 13, 2010**

**8:00 – 9:00 a.m.**

**Kirkland City Hall, Council Chambers**

**Present:** Shirley Day, Jac Cooper, Ryan Noel, Luanne Erikson, Les Utley, Dan Mayer, Penny Sweet (Chair), Julie Huffman (staffmember), Ellen Miller-Wolfe (staffmember)

### **Approval of Meeting Minutes**

Meeting called to order at 8:06am. Reviewed agenda with no changes requested. Motion to approve minutes by Les, seconded by Jac, motion carried to approve as written.

### **Staff Report**

Ellen reported that staff is working on the Department of Commerce (formerly CTED) State report that is due yearly. Staff and Frause completed the new hard copy quarterly print version of the event guide. The electronic guide will continue to be distributed monthly, with a printed version available to be downloaded. Frause also assisted staff in reviewing the advertising plan moving forward. Their suggestion is to move toward more electronic advertising. Staff is working on two projects with 425 magazine—several coop ads with downtown merchants, as well as an article that focuses on the future of Kirkland. The committee commented that they would love to have the information that was gathered, if possible, as that data could be used for tourism purposes. Kirkland Tourism representatives met with Woodinville and wine interests and the group is looking at a long term strategy that connects the two cities.

### **Budget overview**

Staff reviewed the proposed budget for 2011. The budget assumes no increase in revenue next year. The committee discussed the website redesign and the cost of building and rebranding the Explore Kirkland website. LTAC would like to have Rob Mullin present at a future meeting to discuss the budget and plans for the new website. They would also like quarterly reports from both consultants groups: Frause and Black Ink. LTAC reviewed the proposed allocation for outside agency grants and discussed whether additional funds should be taken out of reserves to increase the amount available for grants. They discussed the amount of funds as well as the criteria for reviewing the applications and decided to encourage new events and shoulder season events. Committee decided to allocate \$40,000 in funds toward grants to outside agencies. Criteria discussed included: new events, shoulder season events, art events, events that clearly draw overnight visitors.

Meeting concluded at 9:00am.