



City of Kirkland
Tourism Development Committee (TDC) Agenda
May 7, 2015
9:00-10:00am
Norkirk Room

Present: Toby Nixon (Chair), Jac Cooper, Michelle Quisenberry, Jennifer Gill, Lori Goldfarb

Absent: Belinda Jensen, Maxim Khokhlov

Guest: Rob Butcher, Kirkland Events LLC

Welcome: The meeting came to order at 9:08am

New Member Introduction:

Lori Goldfarb was introduced. Her company is NxtEvent, a destination management and hospitality company that works with corporate and group inbound events. She grew up in area recently moved to Kirkland.

Approval of Minutes:

The committee approved the minutes from March 5, 2015 without objection.

New organizer of Kirkland Oktoberfest:

Kirkland Oktoberfest will now be produced by Kirkland Events, LLC instead of the Kirkland Downtown Association. Based on the Tourism Funding Guidelines "If there is a new organization producing the same event, the new organization must present to the Tourism Development Committee on the capacity of their organization to carry out the event in accordance with the funding criteria." Rob Butcher of Kirkland Events, LLC presented this year's Oktoberfest. It is the third year of the event and the same people will be working on the event. Kirkland Events, LLC is now the production company and Kirkland Downtown Association is replaced with Kirkland Off Leash Dog as the non-profit. One of the reasons for the change is that the KDA produces Summerfest that takes place just 6 weeks prior to Kirkland Oktoberfest. The Tourism Development Committee had no questions or concerns with the change.

TDC Interview Questions

Toby described the need for TDC interview questions when candidates are interviewed by the council. Philly presented the questions for other Board and Commissions as well as some draft questions for the TDC. The committee made some suggestions and added to the questions Philly had proposed. Philly will send out the questions to all TDC members to review and they can be formal adopted at next meeting.

Staff Reports

Status of WTA Legislation

Ellen gave an update on the current status of the WTA Legislation. The committee consensus was to stick with a neutral position.

2016 Tourism Funding Application Schedule

Philly went over the Tourism Funding schedule and changes to the application.

Moorage Status and Moorage Demand Open House

Philly gave a report on the status of the moorage improvements and that she met with Parks and Finance to put systems in place to understand moorage use both with the free hours and knowing the difference between boat launch and moorage income. She also went over the marketing to promote Kirkland's moorage opportunity.

Marketing Report

Philly summarized some of the press that Kirkland has received. She mentioned the events guide partnership with the KDA and the CKC map that will show access to and from the CKC to commerce and visitor interests.

Kirkland Performance Center Funding for Moisture Festival

Philly had a phone call yesterday with Jeff Lockhart the Executive Director of the Kirkland Performance Center. They did not move forward with the Moisture Festival and wanted to use the \$6,000 that was granted to the Moisture Festival for another event. Unfortunately, due to State mandate funding for an event can't be transferred from one event to another without having to open up the application process and promote the opportunity to all events. The Tourism Development Committee did not feel this was warranted with only \$6,000 available.

US Open

Toby asked if anything was being done to promote hotel stays for the US Open happening June 15th. The TDC felt the event was too far away.

Meeting adjourned at 10:09pm

Minutes Prepared by Philly Hoshko