



**City of Kirkland
Tourism Development Committee (TDC) Minutes
October 1, 2015 9:00-10:00am
Lakeview Room**

Present: Toby Nixon (Chair), Jennifer Gill, Lori Goldfarb, Belinda Jensen, Ellen Miller-Wolfe (staff), Philly Marsh (staff)

Absent: Jac Cooper, Michelle Quisenberry

Welcome: The meeting was called to order at 9:07 a.m.

Approval of Minutes: The minutes from September 3, 2015 were approved (Lori moved, Jen seconded, unanimous)

Approval of Interview Questions:

The committee reviewed and approved the interview questions for City Council to use when interviewing Tourism Development Committee members (Jen moved, Lori seconded, unanimous)

Additional Regional Co-op Ad Opportunities:

Philly explained that the revenues for 2015 are on track to be higher than expected so the reserve level is higher than budgeted. An opportunity discussed in the previous meeting was to put additional funding in the 2016 budget for co-op advertising with other Kirkland entities.

The committee approved moving \$15,000 from reserves to the 2016 Advertising budget for Co-op advertising opportunities (Belinda moved, Lori second, unanimous).

Staff Reports

Moorage Expansion Status

Ellen explained the expanded marketing and outreach to the public that was conducted over the summer and a service package that is going to Council to fund engineering feasibility and permitting preparation for the downtown marina and also to explore other potential public moorage opportunities along the lake.

Toby mentioned that exploring a breakwater should be in the feasibility work.

Ellen mentioned that the Parks Department is applying for State funding to repair the dock that is used for recreation but the commercial portion of the marina is not in their scope as the grant only covers recreational boating facilities.

Ellen mentioned that King County is preparing a preliminary report on the potential for a walk-on ferry, similar to the West Seattle ferry, operating between Marina Park and the UW. An interim report is due to be released sometime in October. King County has asked Kirkland to comment and while the City is interested, one concern is that there is currently no additional parking in downtown for this operation, so there would need to be a connector for passengers to get to the ferry from locations outside of downtown.

Event Committee

Philly explained the event committee commitment of once a month for a few hours. Philly will go to these meeting to stay informed on event information and the information will be passed along to the Committee when and if an event that has transpired seeks tourism funding.

Kirkland Downtown Association

Ellen mentioned the KDA is potentially separating from the Chamber.

For the Good of the Order

Lori mentioned that it is really hard to have time for the tourism application presentations to happen in August and September and wondered if it would be possible to move them to later or earlier. Philly explained the budget cycle deadline and that any earlier is hard for new events to apply.

Meeting adjourned at 9:50 p.m.

Minutes prepared by Philly Marsh