



**City of Kirkland**  
**Tourism Development Committee (TDC) Special Meeting Minutes**  
**February 4, 2016 9-10am**  
**Kirkland Performance Center**

**Present:** Toby Nixon (chair), Jac Cooper, Lori Goldfarb, Troy Longwith, Michelle Quisenberry, Ellen Miller-Wolfe (staff), Philly Marsh (staff)

**Absent:** Jennifer Gill, Ardene Skraban

**Guests:** Jeff Lockhart, Jeff Cole and Molly Arkin from Kirkland Performance Center. Chris Dodd, City of Kirkland Facilities Manager

**Welcome:** Meeting came to order at 9:07am. Quick introductions were made.

**Tour of Kirkland Performance Center:** Jeff Lockhart gave a quick intro and the members took a tour of the Kirkland Performance Center. Jeff explained and pointed out the light, sound, camera and projection upgrades that would occur as part of the proposal.

Following the tour Chris Dodd, City of Kirkland Facilities Manager gave background on the Capital Improvement Projects that the City of Kirkland has already funded taking place over the next four years. \$400,000 will be invested for roof, HVAC, interior painting and water heating improvements.

Jeff Lockhart gave a recap of the proposal and that the total funding needed is \$500,000 for the technology upgrade proposal. The Kirkland Performance Center (KPC) is asking the Tourism Development Committee for \$100,000. The \$100,000 commitment will help in leveraging other funds but is contingent on the remaining funding being raised.

Jeff Cole, the president of the KPC board stated that the board is 100% behind the proposal for the needed investment in technology infrastructure. The upgrades are needed to be competitive in the type and caliber of programming the KPC would like to bring to Kirkland.

Questions were asked regarding an ROI analysis and depreciation schedule. The KPC would set up a depreciation schedule for the equipment so the equipment could be replaced without another capital campaign. With upgraded equipment the KPC would be able to charge more for rentals which would fund the depreciation account.

A question was asked regarding the capital campaign and board participation. The board would participate and contribute the campaign and Jeff Lockhart shared that he would like 80% of the needed funding raised before going to the public.

The KPC's hope is to have the funds raised by July and equipment installed by their season opening in September.

Toby asked if the committee thought this investment would bring visitors and increase hotel stays. Jac stated that he felt the upgrades were needed but did not believe that tourism funding was the right source to fund the request. He noted that \$100,000 is a large investment that could be used for more direct tourism marketing to increase hotel stays.

Jeff Lockhart shared that other municipality tourism funds go toward theatre funding including Bellingham in which 400,000 goes to the Theater, Longview, Washington, Federal way and Leavenworth.

Troy Longwith mentioned that it was as good use of fund and with a higher caliber of out of state performers coming through they would stay at the Kirkland boutique hotels.

Lori mentioned that it is a great place to gather people and accommodate groups for corporate bookings.

Philly mentioned an initiative she is hoping to achieve with the Kirkland Performance Center, The Woodmark Hotel and The Heathman Hotel to come up with a marketing plan to attract corporate groups to have their conference at the KPC and stay at the Kirkland hotels.

Toby suggested that the KPC should present to City Council and ask for council contingency funding as well.

The Tourism Development Committee approved a recommendation to City Council to commit \$100,000 of Tourism Reserves to fund the Kirkland Performance Center technology upgrades proposal, contingent on the Kirkland Performance Center successfully raising the remaining amount needed to fund the full proposal.

Troy moved, Lori seconded, 4 in favor (Troy, Lori, Michelle, Toby), 1 opposed (Jac) Motion passed.

**Meeting adjourned at 10:04am**

Minutes prepared by Philly Marsh