



**City of Kirkland**  
**Tourism Development Committee (TDC)**  
**Meeting Minutes**  
**July 3, 2014 9:00-10:00am Norkirk Room**

**Present:** Toby Nixon (Chair), Brad Zorich, Belinda Jensen, Michelle Quisenberry, Jennifer Gill (phone), Philly Hoshko (Staff) Ellen Miller-Wolfe (Staff)

**Absent:** Jac Cooper

**Welcome:** The meeting came to order at 9:03am.

**Approval of Minutes:** The committee approved the minutes from May 1, 2014. (Michelle moved, Belinda seconded, unanimous)

**Staff Reports**

Open Tourism Development Committee Position

Philly let the TDC know that Vicci Sorenson of the Baymont Hotel and Suites took a position in Arizona and resigned from the Committee. The position has been announced and they have reached out to eligible businesses (hotels) to apply. Maxim Khokhlov General Manager of the Courtyard by Marriott has expressed interest on re-joining the committee.

New PR Consultant and current results

Philly let the TDC know that they hired Green Rubino PR as the PR Consultant. Their strengths in tourism promotion rose to the top of the six different consultants they interviewed. In the month that they have been under contract they are pleased with the interest and coverage received. ROI would be monitored through media tracking.

Tourism Funding Application and New Event Research Findings

Philly mentioned that the Tourism Funding Application will be announced at the beginning of next week and shared some of the new events that she has researched and will conduct outreach too.

Waterfront Optimization Study

Philly spoke to the new event and programming that they have researched and learned about through the various interviews they have conducted.

Ellen spoke to additional moorage at Marina Park that they have identified a need for and that they are working with the Parks and Planning department to assess permit needs, associated cost and feasibility.

#### Cross Kirkland Corridor Updates

Ellen mentioned the Cross Kirkland Corridor Interim trail construction has begun and that new businesses that align the corridor such as ChainLine Brewing and Nytec are activating the corridor through private programming.

#### **Budget**

Ellen introduced the draft 2015/2016 budget and what is currently being managed with staff time. She gave an overview of the opportunities and challenges that the Kirkland Tourism program could face over the next two years. Toby mentioned the intention of the budget would be to boost tourism over the next two years to attain a level of income to sustain the budget and that it is the responsibility of the committee to approve the program and associated expenses.

Philly explained the draft 2015/2016 budget by line items and gave reasoning and explanation to changes. Committee asked clarifying questions but ultimately expressed little concerns.

The committee will have the opportunity to review the budget and budget narrative over the next month and email Philly questions or concerns they have. If there are questions or concerns that arise they can be addressed in the August meeting. At the time there is no agenda items for an August meeting. A final budget will be presented to the TDC for approval in the Fall.

Meeting adjourned at 10:02am

Minutes Prepared by Philly Hoshko