



City of Kirkland
Tourism Development Committee (TDC) Minutes
October 3, 2013
9:00-11:00am—Houghton Room

Present: Toby Nixon (Chair), Belinda Jensen, Kathryn McNeill, Michelle Quisenberry, Dan Mayer, Jac Cooper, Clarisa Baltazar, Ellen Miller-Wolfe (staff), Philly Hoshko (staff)

Guest: Christine Exline, Kirkland Oktoberfest

Welcome

The meeting came to order at 8:02am.

Kirkland Oktoberfest Presentation

Christine Exline came to present on Kirkland Oktoberfest. She introduced the event and partnerships. She explained that because the event is in the shoulder season there is a lot of potential to increase partnerships with hotels. They partnered with the Baymont hotel for 2013. They would like to encourage more downtown businesses to adopt a Bavarian theme for the weekend. She went over the marketing and described how now that they have year one complete they hope to expand marketing to 50 miles away or more. They hope to capture people that want a traditional Oktoberfest weekend but do not want to go to Leavenworth. They will promote hotel stays through their safe driving messaging.

Approval of Minutes

The committee approved the minutes from July 11th and September 18th with the following amendments. (Dan moved, Belinda seconded, unanimous)

July 11th amendments: Correct Kathryn McNeill's last name.

September 18th: Add who was present and absent

Criteria Discussion

The committee reviewed the criteria for ranking events. It was mentioned that the top three criteria on the list are more quantifiable and more weighted. It was suggested that in the future this is communicated to applicants.

The question of whether to focus funding on a few events or spread the funding over many events was posed. The committee had consensus that the funds should be reasonable spread over events that meet

the criteria in order to encourage as many events as possible. It was also mentioned that there are not many other city funding sources for these events and organizations. The charitable aspect of an event was questioned, however the consensus was that because it is not a state reporting requirement it should not be part of the consideration.

The committee individually ranked the proposals then after scores were combined the committee discussed the ranking and deliberated funding recommendations.

The committee did not recommend funding for the Kirkland Concert Series because it was believed to be a community event that does not attract visitors. The committee did not recommend funding for the Kirkland Events Guide because the city already produces a more comprehensive events guide. The committee did not recommend funding for Early Music Fridays because of its low attendance and lack of tourist attraction. The committee did not recommend funding for Loomis House Bed & Breakfast because there may be more appropriate resources to help with business needs and staff will work with applicant to identify resources. The committee did not recommend funding for the Mighty Tightly Whitey Run due to a lack of understanding on the event and unproven success. The committee recommended \$250 in funding for both the Kirkland Garden Tour and the Kirkland Triathlon for logo and link placement on their respective websites.

Distribution of funds

The Committee recommended the following distribution of funds, (Kathryn moved, Dan seconded, unanimous):

Event Name	Previously Awarded	2014 Funding Requested	2014 Funding Recommended	Score*
Junior Softball World Series	9,000 ('13)	10,000	9,000	30
"Sit 'n Stay"	7,000 ('13)	12,000	8,500	29
SIFF Kirkland	3,500 ('13)	5,000	4,500	29
Kirkland Summerfest	5,000 ('13)	10,000	5,000	28
Kirkland Uncorked	4,500 ('13)	15,000	4,500	26
Kirkland Oktoberfest		10,000	4,000	24
Seven Hills of Kirkland Cycling to End Homelessness	2,000 ('10)	5,000	2,000	24
Kirkland Artist Studio Tours	4,000 ('13)	10,200	2,500	22
Kirkland Classic Car Show	3,000 ('13)	6,000	2,500	21
Tall Ships	4,500 ('13)	5,000	2,500	21

Synchro Soiree	1,000 ('13)	2,000	1,500	21
Kirkland Summer Concert Series		7,500	0	21
12K's of Christmas Holiday Run	2,000 ('10)	3,500	2,000	19
Fall Fashion Nights		10,000	1,000	15
Kirkland Garden Tour		1,175	250	15
Kirkland Triathlon		19,975	250	13
Kirkland Events Guide		4,000	0	9
Early Music Fridays	1,000 ('13)	1,000	0	8
Loomis House Marketing Strategy		4,500	0	8
Mighty Tightly Whitey		49,200	0	6
Total Available Funding: \$50,000		191,050	50,000	

Other Businesses

Ellen introduced the Water Optimization Study which will provide ideas for events, programs and infrastructure improvements to enhance the tourism experience in Kirkland.

The meeting adjourned at 10:47 a.m.

Minutes Prepared by Philly Hoshko