



City of Kirkland
Tourism Development Committee (TDC) Minutes
February 6, 2014
9:00-10:00am – Norkirk Room

Present: Toby Nixon (Chair), Belinda Jensen, Michelle Quisenberry, Jac Cooper, Ellen Miller-Wolfe (staff), Philly Hoshko (staff)

Absent: Kathryn McNeill, Vicci Sorensen

Welcome

The meeting came to order at 9:07am

Approval of Minutes

The committee approved the minutes from November 11, 2013. (Belinda moved, Michelle seconded, unanimous)

Current Tourism Legislation

Ellen explained the history of the State Tourism Office closing, the comparison to other state's tourism funding and the creation of the Washington Tourism Alliance. The City Council was going to discuss the legislation at the Council meeting but ran out of time. The current legislation that proposes a tax on the retail, lodging, restaurant, attractions and transportation industry to raise \$7 million for the Washington Tourism Alliance is out of both houses and Kirkland took a neutral position based on the fact the Kirkland does not received direct benefit from the tax assessed on businesses.

Discussion included that the 1% Lodging Tax imposed by the City has a much larger impact than a tax collected and distributed at the state level.

PR Consultant Status

Ellen and Philly recapped the PR consultant interviews. The City received three applicants and reviewed them all. What was discovered through the interviews is that the City of Kirkland should relook at the brand strategy so it is reflective of current assets. The last brand study was complete in 2009 and Kirkland's Tourism landscape has changed quite a bit since that study was conducted.

To conduct the study the plan is to host visioning session, focus groups and interviews to discover who is coming to Kirkland, why are they coming to Kirkland what activities are the participating in? Philly will create a list of stakeholders to participate in marketing study.

SIFF Discussion

SIFF was approached by Lincoln Square in Bellevue to host SIFF for 10 days. They were offered a great deal and unfortunately at the Kirkland Performance Center SIFF needs to pay for the film equipment as well as the staff to work the equipment. The cost to be in Bellevue for 10 days is the same as Kirkland for 4 days and it made the best financial sense as a nonprofit organization.

Renton gives SIFF 16K plus a free venue. SIFF only requested 5K from Kirkland and received \$4,500. If they had asked for more it may have been considered.

Because SIFF will be in Bellevue in order to make both locations work they will only be in Kirkland for four days (Thursday, May 29- Sunday, June 1).

The committee discussed if they wanted to continue funding SIFF at the current levels. It was stated that not a lot of overnight stays come from SIFF but being part of the SIFF program does provide a lot of exposure for Kirkland.

The consensus was to keep the funding the same.

It was suggested to analysis the results of tourism funded events for this year and for the TDC to determine if the intention of funding events is for overnight stays or exposure.

A discussion also occurred around how to get the Kirkland Performance Center upgraded with digital equipment. A current tax incentive was past that provides theatres that upgrade to digital equipment a break on admission tax. The Park Place Theatres are doing this and the Park Place Theatres as a venue may be a possibility for SIFF in the future.

Kirkland Events Foundation

The Kirkland Events Foundation has dissolved and the Kirkland Downtown Association would like to produce Summerfest and Oktoberfest. It is suggested that the KDA come and present at the next meeting to discuss criteria for funding in regards to organizational capacity to produce the events.

Kirkland Artist Studio Tours

The Kirkland Artists Studio Tours may change the format of their event. If they do, they will come and present to the TDC on new format for the TDC to evaluate for same or altered funding.

New Member Recruitment

Dan Mayer formally with the KPC submitted his resignation from the Tourism Development Committee. The position is for someone that could receive funding and the deadline is Feb 13th. It was suggested to let all events funded by the TDC to know about the vacancy.

Meeting adjourned at 9:55am

Minutes Prepared by Philly Hoshko