



**City of Kirkland  
Tourism Development Committee (TDC) Agenda  
March 4, 2021 from 9 – 10 a.m.**

Join Zoom Conf 4 Meeting:  
206-337-9723 US (Seattle)

Join Zoom Meeting

<https://kirklandwa-gov.zoom.us/j/95412185971?pwd=aGJZRmhkZjZGUgtIT3dKaGR1R1BIUT09>

Meeting ID: 954 1218 5971

Passcode: 874220

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|---|-----------------------|
| <b>1. Welcome and call to order</b>   | <b>9 a.m.</b>         |
| <i>Chairperson and Kirkland City Councilmember Toby Nixon</i>   |                       |
| <b>2. Approval of minutes</b>   |                       |
| <i>Action needed: approve February 4, 2021 minutes</i>  |                       |
| <b>3. Presentation: Greater Kirkland Chamber of Commerce &amp; Kirkland Downtown Association</b>  | <b>9:05 – 9:20</b>    |
| <i>Invited: Samantha St. John, Tessa Hansen, Anne Hess and Chrissy Roberts</i>  |                       |
| <i>Action needed: motion and vote to enter into an agreement with KDA to fund visitor information center signage. Note: this project was previously funded in January 2019. The contract was closed as of December 31, 2019 and the funds unencumbered.</i> |                       |
| <b>4. Presentation: 2021 PR plan by Green Rubino</b>  | <b>9:20 – 9:30</b>    |
| <i>Green Rubino to present 2021 PR plan</i>   |                       |
| <b>5. Kirkland Uncorked – Proposed Change of Scope</b>  | <b>9:30 – 9:45</b>    |
| <i>Presentation by Phil Megenhardt and Jeff Lockhart</i>  |                       |
| <b>6. Tourism discussion - identify new/updated criteria and points structure</b>   | <b>9:45 – 9:55</b>    |
| <i>Prepare to discuss ideas about ways to expand/change/update the existing funding criteria in order to attract a new multiday athletic event</i>  |                       |
| <b>7. Good of the order</b>   | <b>9:55 – 10 a.m.</b> |
| <b>Adjourn</b>  | <b>10 a.m.</b>        |