



City of Kirkland
Tourism Development Committee (TDC) Meeting Minutes
Date: January 7, 2021 9 a.m. – 10 a.m.
“Virtual” Meeting via Zoom Conference

1. CALL TO ORDER

Chairperson Toby Nixon called the meeting to order at 9:04 a.m.

2. ROLL CALL

Members present: Chairperson Toby Nixon, Lori Goldfarb, Jac Cooper, and Phil Megenhardt

Staff: Assistant City Manager Jim Lopez and Web and Multimedia Content Specialist Chris Hendrickson

Absent: Danielle Dorland and Jeff Lockhart

Guests: None

3. ITEMS OF BUSINESS

a. Approval of December minutes

The meeting minutes from December 3, 2020 were approved. Motion for approval made by Lori Goldfarb and seconded by Jac Cooper. Motion carried unanimously.

b. Structure of minutes moving forward

TDC achieved consensus that moving forward, TDC meetings will be recorded with “action-minutes,” which record actions with a reduced level of discussion detail.

c. Green Rubino Scope of Work 2021 – 2022

Staff presented Green Rubino Scope of Work. TDC reached consensus that staff should invite Green Rubino to attend the March TDC meeting to report out on what they’re doing to help promote tourism during the pandemic and present a recovery-oriented media plan to be implemented after that.

4. DISCUSSION

a. Review timeline and use as a guide to establish decision deadlines

General discussion ensued about grants timeline

b. Continue discussion on future tourism. Do we want to work on attracting one or two new events for 2022? If so, do we want to pursue a competitive volleyball tournament? A cycling event? Enhancements of the Juanita Friday Market? An event that capitalizes on recent

improvements at Juanita? An event at the Marina/Marina Park? Pinpoint outreach needed (i.e. Cascade Bicycle Club, Evergreen Mountain Bike Alliance, King County) and task staff and/or TDC members with outreach.

General discussion ensued about the future of tourism in Kirkland.

c. Consider the method for recruiting these new event possibilities. Hold preliminary discussion about implementing an adjusted scoring system that gives more weight to desired criteria.

Discussion ensued over current scoring system and ways to alter scoring to attract certain types of events. TDC member Goldfarb introduced the idea of a parallel grants process that would take place in addition to our traditional process, ensuring that legacy events are well-funded and taken care of.

d. Which parks facilities are most conducive to a newly structured event?

Item deferred

e. Continue to contemplate the ideal venue; what would it be, where would it be located? What types of events would it be suited towards?

Item deferred

5. ACTION ITEMS FOR STAFF

Standard structure for reporting overnight stays: Chris to reach out to various event coordinators, cities and tourism entities to gather information about how other groups calculate overnight stays in the after-event reporting.

Looking through an equity lens: Jim to chat with Equity Eastside letting them know that we're trying to identify new events that we can have in Kirkland where diversity, equity and inclusion are integrated into the event, so that we attract a more diverse audience.

Next Meeting:

Thursday, February 4, 2021

Meeting adjourned at: 10:01 a.m.

Meeting minutes prepared by Chris Hendrickson