



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

Zoom Conf4 is inviting you to a scheduled Zoom meeting.
Topic: Tourism Development Committee - Regular Business Meeting
Time: Nov 4, 2021 09:00 AM Pacific Time (US and Canada)
Join Zoom Meeting
<https://kirklandwa-gov.zoom.us/j/96109439606?pwd=Q3BGMm9QYktOMTBpZmVrSG9UbG55QQT09>
Meeting ID: 961 0943 9606
Passcode: 772067

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| 1. Welcome and call to order
<i>Chairperson and Kirkland City Councilmember Toby Nixon</i> | 9 a.m. |
| 2. Action needed: Approval of minutes
<i>Approve October minutes</i> | 9 – 9:05 |
| 3. Staff updates <ul style="list-style-type: none">• <i>Community currency program update</i>• <i>2022 Explore Kirkland grants recommendation</i>• <i>TDC member recruitment efforts</i> | 9:05 – 9:10 |
| 4. Strategic planning: marketing and PR for Explore Kirkland <ul style="list-style-type: none">• <i>Review draft 2022 timeline/workplan</i>• <i>Review and discuss the possible merger of Shop Local Kirkland and Explore Kirkland (RFP to transition SLK to a more robust platform is in progress)</i>• <i>Review and contemplate the primary differences between an RFP (request for proposals) and an RFQ (request for qualifications) to help determine which is the best mechanism for PR for Explore Kirkland</i>• <i>Marketing strategy Q & A: what are your priorities for future marketing and PR? What do you want to make sure is included in the RFQ/RFP?</i> | 9:10 – 9:55 |
| 5. Good of the order | 9:55 – 10:00 |
| Adjourn | 10 a.m. |