



**City of Kirkland  
Tourism Development Committee (TDC) Agenda  
February 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/92000861932?pwd=RDQvT0E0dGMvMW5rTk1TOXZoVmNSdz09>

Meeting ID: 920 0086 1932  
Passcode: 325114

**1. Welcome and call to order**

**9 a.m.**

*Chairperson and Kirkland City Councilmember Toby Nixon*

**2. Approval of minutes**

*Action needed: approve January 7, 2021 minutes*

**3. Staff Report: Green Rubino update & report on January action items**

*Staff to report on current efforts and focuses including upcoming media visits, recent media visits completed and outcomes, press received*

**4. Staff Report: Explore Kirkland website update**

*Staff to report on Explore Kirkland website*

**5. TDC budget review**

*Review recent data from finance*

**6. Tourism discussion**

*Action needed: develop list of two to three events the TDC will pursue for 2022, pinpoint event types, identify basic outreach strategies to attract these events*

**7. Continue to discuss and hone new/updated criteria and points structure**

**6. Good of the order**

**9:55 – 10 a.m.**

**Adjourn**

**10 a.m.**