



**City of Kirkland
Tourism Development Committee (TDC) Agenda
April 1, 2021 from 8 – 10 a.m.**

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

Time: Apr 1, 2021 08:00 AM Pacific Time (US and Canada)

Join Zoom Meeting

<https://kirklandwa-gov.zoom.us/j/93577339798?pwd=ZGRzL0c0bjVZTHIzeGJjVVNKbk1Zz09>

Meeting ID: 935 7733 9798

Passcode: 833882

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| 1. Welcome and call to order | 8 a.m. |
| <i>Chairperson and Kirkland City Councilmember Toby Nixon</i> | |
| 2. Approval of minutes | |
| <i>Action needed: approve March 4, 2021 minutes</i> | |
| 3. Presentation: Kirkland Downtown Association | 8:05 – 8:20 |
| <i>Tessa Hansen, Anne Hess and Chrissy Roberts to provide detailed cost information on the visitor information center signage proposal.</i> | |
| 4. Feedback to Green Rubino on 2021 PR plan | 8:20 – 8:40 |
| <i>Green Rubino to receive feedback on 2021 PR plan</i> | |
| 5. Kirkland Uncorked – Proposed Change of Scope | 8:40 – 9:00 |
| <i>Phil Megenhardt and Jeff Lockhart to provide detailed cost information and an enhanced proposal to support their vision of transforming Kirkland Uncorked into a dynamic, multimedia experience.</i> | |
| 6. Geek Out Gold/Shop Local Kirkland | 9:00 – 9:20 |
| 7. Tourism discussion - identify new/updated criteria and points structure | 9:20 – 9:55 |
| <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> | |
| 7. Good of the order | 9:55 – 10 a.m. |
| Adjourn | 10 a.m. |