



**City of Kirkland  
Tourism Development Committee (TDC) Agenda  
July 16, 2021 from 9 – 10 a.m.**

Zoom Conf4 is inviting you to a scheduled Zoom meeting:  
Topic: Tourism Development Committee - Regular Business Meeting  
Time: Jul 16, 2021 9 AM Pacific Time (US and Canada)  
Join Zoom Meeting

<https://kirklandwa-gov.zoom.us/j/91572134112?pwd=MmR6YUdWeIVjNjUxd24zZW9Bb0p0UT09>

Meeting ID: 915 7213 4112

Passcode: 316195

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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. Staff report: update on 2022 Explore Kirkland grant application process</b>   | <b>9:05 – 9:10</b>      |
| <i>The press release was published Friday, June 25. Initial outreach to tourism partners initiated.</i>   |                         |
| <b>3. Staff report: brief update on Explore Kirkland video project</b>  | <b>9:10 – 9:15</b>      |
| <b>4. Staff report: Present Geek Out Gold business plan</b>   | <b>9:15– 9:35</b>       |
| <i>Staff to present a formalized business plan including a target launch date for a program modeled after Geek Out Gold in Kirkland, including a timeline showing the milestones needed to achieve the target launch.</i> |                         |
| <b>5. Discussion: Geek Out Gold</b>   | <b>9:35 – 9:50</b>      |
| <i>Further discuss the idea of implementing an incentivized program like Geek Out Gold in Kirkland during the 2021 – 2022 shoulder season.</i>  |                         |
| <b>7. Action needed: Approval of minutes</b>  | <b>9:50 – 9:55 a.m.</b> |
| <i>Approve June 3, 2021 minutes</i>   |                         |
| <b>8. Good of the order</b>   | <b>9:55 – 10 a.m.</b>   |
| <b>Adjourn</b>  | <b>10 a.m.</b>          |