



**City of Kirkland
Tourism Development Committee (TDC) Agenda
July 1, 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 1, 2021 9 AM Pacific Time (US and Canada)
Join Zoom Meeting
<https://kirklandwa-gov.zoom.us/j/92516615515?pwd=TThoVlFzYnR2STNubjJSa0lMMkhQQT09>
Meeting ID: 925 1661 5515
Passcode: 480846

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| 1. Welcome and call to order | 9 a.m. |
| <i>Chairperson and Kirkland City Councilmember Toby Nixon</i> | |
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| 2. Staff report: update on 2022 Explore Kirkland grant application process | 9:05 – 9:10 |
| <i>The press release was published Friday, June 25. Initial outreach to tourism partners initiated.</i> | |
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| 3. Staff report: brief update on Explore Kirkland video project | 9:10 – 9:15 |
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| 4. Staff report: Present Geek Out Gold business plan | 9:15– 9:35 |
| <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> | |
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| 5. Discussion: Geek Out Gold | 9:35 – 9:50 |
| <i>Further discuss the idea of implementing an incentivized program like Geek Out Gold in Kirkland during the 2021 – 2022 shoulder season.</i> | |
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| 7. Action needed: Approval of minutes | 9:50 – 9:55 a.m. |
| <i>Approve June 3, 2021 minutes</i> | |
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| 8. Good of the order | 9:55 – 10 a.m. |
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| Adjourn | 10 a.m. |