



**City of Kirkland  
Tourism Development Committee (TDC) Agenda  
May 6, 2021 from 9 – 10 a.m.**

Join Zoom Conf 4 Meeting:  
206-337-9723 US (Seattle)  
Topic: Tourism Development Committee - Regular Business Meeting  
Time: May 6, 2021 09:00 AM Pacific Time (US and Canada)  
Join Zoom Meeting  
<https://kirklandwa-gov.zoom.us/j/91914434399?pwd=OTQwa3dmZ3kveWNTQVlzdTBMMnBldz09>  
Meeting ID: 919 1443 4399  
Passcode: 197304  
One tap mobile

- 1. Welcome and call to order** **9 a.m.**  
*Chairperson and Kirkland City Councilmember Toby Nixon*
  
- 2. Presentation: Geek Out Gold organizer Peter Klauser, Bullseye Creative** **9:05 – 9:20**  
*Peter Klauser to give an overview of Redmond’s Geek Out Gold program, which incentivizes hotel stays by providing “Geek Out Gold” gift certificates which can be spent at participating restaurants.*
  
- 3. Action needed: 7 Hills of Kirkland Change of Scope** **9:20 – 9:30**  
*Jesse Perrell from Attain Housing to present revised application for the 7 Hills of Kirkland event.*  
***Draft motion: to accept Attain Housing’s revised application as submitted and to approve the change of scope, retaining the same level of funding and authorizing staff to move forward with contract revisions as needed.***
  
- 4. Action needed: Mother’s Day Half Marathon Change of Scope** **9:30 – 9:40**  
*Staff to present revised application for Mother’s Day 5K submitted by Hannah Vanhooser of Orca Running on April 29, 2021.*  
***Draft motion: to accept Orca Running’s revised application as submitted and to approve the change of scope, authorizing staff to move forward with a new contract to reflect the event’s name change and reduced level of funding.***
  
- 5. Application Overview** **9:40 – 9:55**  
*Staff to present the 2022 tourism grant funding application for TDC review, including in-depth analysis of bonus points revisions made based on consensus at the April TDC meeting. [Tourism Funding Application](#)*



**6. Action needed: Approval of minutes**

**9:55 – 9:56 a.m.**

*Approve April 1 and April 14, 2021 minutes*

**7. Good of the order**

**9:56 – 10 a.m.**

*The TDC may begin to proactively contemplate potential strategies to re-energize the Explore Kirkland tourism program in anticipation of expected federal relief act funding. Strategies to support City tourism may be presented to the City Council in the future for Council consideration.*

**Adjourn**

**10 a.m.**