



City of Kirkland
Tourism Development Committee (TDC) Agenda
October 7, 2021 from 9 – 10 a.m.

Zoom Conf4 is inviting you to a scheduled Zoom meeting.
Topic: Tourism Development Committee - Regular Business Meeting
Time: Oct 7, 2021 09:00 AM Pacific Time (US and Canada)
Join Zoom Meeting
<https://kirklandwa-gov.zoom.us/j/92701016191?pwd=eEl1c3dGN2cxdlldieEtWZDdEdVh3UT09>
Meeting ID: 927 0101 6191
Passcode: 986680

- 1. Welcome and call to order** **9 a.m.**
Chairperson and Kirkland City Councilmember Toby Nixon

- 2. Kirkland Community Currency Update** **9:05 – 9:10**
Staff to give update on community currency program

- 3. 2022 Grant Awards Process Update** **9:10 – 9:15**
Staff to give brief update on progress of the 2022 Explore Kirkland grants recommendation

- 4. Discuss TDC vacancies and recruitment strategy** **9:15 – 9:20**
General recruitment discussion to include ideas on how to engage with and recruit a short-term rental owner/operator, plus ways to attract a new events organization

- 5. Future of marketing and PR for Explore Kirkland** **9:20 – 9:50**
Review current contract with Green Rubino and engage in discussion on how to best invest \$84,000 in lodging tax funding to better market Explore Kirkland and more dramatically increase heads in beds
 - *Begin preliminary discussion about launching RFP process in 2022 for a marketing PR firm (the Green Rubino contract ends December 31, 2022)*
 - *Contemplate other potential investments, including television ads and promoted/boosted social media campaigns*
 - *Discuss alternate opportunities for PR and marketing*
 - *Explore marketing/PR through Simpleview, including mobile apps, digital passports, and/or paid search engagement*

- 6. Action needed: Approval of minutes** **9:50 – 9:55**
Approve September minutes

- 7. Good of the order** **9:55 – 10:00**

- Adjourn** **10 a.m.**