



City of Kirkland
Tourism Development Committee (TDC) Meeting Minutes
Date: October 7, 2021 9 a.m. – 10 a.m.
“Virtual” Meeting via Zoom Conference

1. CALL TO ORDER

Chairperson Toby Nixon called the meeting to order at 9:01 a.m.

2. ROLL CALL

Members present: Chairperson Toby Nixon, Lori Goldfarb, Jac Cooper, Skye Branson and Phil Megenhardt

Staff: Web and Multimedia Content Specialist Chris Hendrickson, Parks & Community Services Director Lynn Zwaagstra

Absent: None

Guests: None

3. STAFF REPORT

a. Update on Kirkland community currency program

Staff gave a brief update on the Kirkland community currency program. ARPA funds have been authorized for the first iteration of the Kirkland Community Currency program freeing up the TDC’s previous allocation of up to \$50,000 in lodging tax reserves. Community currency is moving forward and is currently in the RFP process, with an intended launch of 4th quarter of 2021 or 1st quarter of 2022.

b. Brief update on 2022 Explore Kirkland grant process

The TDC’s 2022 funding recommendation will be forwarded to the City Council for approval during a Council meeting in November. The Council memo is completed and pending review by CMO staff.

c. Discuss TDC vacancies and recruitment strategy

Brief discussion ensued over the idea of recruiting a short-term rental operator to fill the vacant position that must be filled by a representative of an organization that pays lodging tax. Upon deliberations, this is not the preferred direction at this time. Instead, TDC consensus favored the idea of staff engaging in a more vigorous pursuit of a hotel/motel representative.

4. DISCUSSION

a. Future of marketing and PR for Explore Kirkland

General discussion ensued over the idea of renovating the Explore Kirkland marketing strategy to move away from static posts in travel magazines and transition to a social media-based approach including paid advertising and other digital marketing strategies like television commercials and smartphone apps. The current contract

with Green Rubino extends through 2022. TDC consensus agreed that a fact-finding mission should commence to comprehensively review options for online marketing to gain insight into what's available and to learn more about best practices.

5. ITEMS OF BUSINESS

a. The meeting minutes from September 7 were approved. Motion for approval made by Lori, seconded by Jac and carried unanimously.

6. ACTION ITEMS FOR STAFF

a. Outreach to Heathman about TDC membership

b. Arrange for Leo Speaks from Integrity Marketing Solutions, Simpleview and Green Rubino to come and present at future TDC meetings

c. Establish timeline for decisions based on when the TDC needs to start solidifying its 2023 – 2024 budget

d. Staff to prep six months' worth of agendas

Next Regular Business Meeting:

Thursday, November 4, 2021

Meeting adjourned at: 10:02 a.m.

Meeting minutes prepared by Chris Hendrickson