MINUTES
City of Kirkland
Tourism Development Committee (TDC)
April 7, 2022 (9am-10:30am)

1. **Welcome and Call to Order** at 9:11am
   Councilmember Toby Nixon

2. **Roll Call:**

Members: Councilmember Toby Nixon, Jac Cooper, Phil Megenhardt, Skye Bronson, Jackie Socha
Absent: Mike Hill, Lori Goldfarb
Staff: Jim Lopez, Martha Chaudhry, Carmine Anderson

3. **Action Needed**
   a. March meeting minutes: Postpone to May meeting in order to redistribute minutes to members at confirmed email addresses.
   b. Acknowledge budgeted $2,500 expenditure for photography services.
   c. Motion to approve matching amount of $2,500 for Port of Seattle Tourism Marketing Grant. Use to purchase part of the digital ad campaign. Jac Cooper made the motion to approve, Phil seconded.

4. **Action Needed: Questions for TDC to Discuss/Answer** (35 minutes)
   a. **Q1**: Does the TDC support in person, remote, or hybrid meetings in the future?

      i. Requirements for hybrid meetings: Meeting room with phone connection at a minimum must be provided for future remote public meetings to accommodate any public attendance who would not have remote access capabilities. This would require City staff in attendance.
      ii. Motion to declare going forward (when approved by CDAG) regular meetings virtual (zoom) with in-person presence at CH, with option to schedule a particular meeting as in-person preferred with remote still possible. Phil made motion to approve, Jackie seconded.

   b. **Q2**: Does the TDC want to financially support the Kirkland Visitor's Center (KVC)?

      i. Discussion point: KDA Cost / Benefit Analysis shared.
         a) Total funding request from KDA is $300K
         b) Funding not available out of lodging tax dollars
         c) Would ARPA funding be available for build/design?
         d) What other businesses would benefit from TDC support?
         e) Review current KDA contract for downtown merchant support services. Does it currently include maintaining information at current visitor center?

      ii. Discussion point: Opportunity cost of support

a) Current visitor center is non-staffed, brochure rack only.
   1) Alternatives to staffing: touchscreens, QR codes, self-help options
b) New Kirkland Visitor Center design proposal would have technology, live interaction, displays for those without smart phones to access info on website.
c) Alternate ideas:
   1) Add trip finder to City website, then the visitor center would not need as much technology
   2) QR codes in visitor center to link to info vs live staffing.
d) Review current KDA contract for downtown merchant services that includes maintaining information at current visitor center.
e) Could KDA present a reduced cost vision of a visitor center that is more self-help oriented?
f) TDC visit current visitor center.

c. **Q3**: Does the TDC want to engage in Digital Marketing strategies for tourism promotion – (Item moved to the May meeting due to time restraints)

5. Staff Updates   (10 minutes)
a. Community Currency Program Update www.kirklandcash.com: Kirkland Cash live and running. Great response.
b. Small Business Relief Program Update: Opened 4/1/22. Runs for 2 weeks.
c. Shop Local Kirkland (SLK) Website/Hosting Support Update: Process of integrating with Explore Kirkland.
d. 2022 Explore Kirkland Updates _see above
e. Parks Events Update: TDC collaborating with Parks to get events on EK and SLK.
f. Hotel Revenues Update: January hotel numbers came in under projections.
g. Port of Seattle Digital Tourism Marketing Grant Received - $10K Awarded

6. Good of the Order

Adjourn at 10:08 am