



MINUTES

City of Kirkland Tourism Development Committee (TDC) August 4, 2022 (8:30am – 10:00am)

1. Call to Order

TDC Chair, Councilmember Toby Nixon called the meeting to order at 8:34am

2. Roll Call

TDC: Toby Nixon, Mike Hill, Jackie Socha, Phil Megenhardt, Rod Lapasin, Lori Goldfarb,
City Staff: Jim Lopez, Carmine Anderson, Martha Chaudhry, Sudie Elkayssi,
Absent: Skye Branson

3. Public Comment

No public in attendance

4. Action Needed

a. Approval of July 7, 2022 Minutes. Correction needed to item 5.a to replace 'okay' language to 'moved and seconded and passed. Lori moved to approve the July minutes as amended. Phil second. Motion passed.

5. Discussion

- a. Consider a return to tourism networking meetings focusing on collaboration on tourism related subjects, reinventing our businesses with covid impact. Add this for discussion to the 2023 workplan – proposal of what this would include, schedule, budget.
- b. TDC planning/strategizing retreat to include larger topics that can't be covered in a regular monthly meeting. Include KDA, Chamber, other organizations.

6. Staff Updates

- a. Parks & Community Services Update (Sudie Elkayssi)
 - i. Pickleball courts discussion
 - ii. July activities: 40 events received funding
 - iii. PCS in process of reviewing special event policy.

- iv. Parks hosted 3rd community listening event
 - a) Public concerns included parking, request for increase in law enforcement presence, gated events reduce foot traffic to local businesses, trash.
- b. Hotel Revenues Update
- c. TDC Budget 2023/2024
- d. Digital Marketing RFP Update
 - i. RFP in the field, deadline is August 8, 2022
 - ii. Budget \$95K (includes ad buy at \$3K for 4 months maximum) 2022
- e. Port of Seattle Grant SF/LA Marketing Campaign
 - i. Consultant [Injoy Studios](#) under contract
 - ii. September campaign launch
- f. Community Currency Program – Kirkland Ca\$h.
 - i. \$7,050 checks issued YTD on coupons redeemed
 - ii. Survey completed of hotels/merchants. Additional onboarding needed of all hotels/merchants
 - iii. Estimated up-spend results still in progress although businesses with higher priced goods and services saw a much higher up-spend. Even if no up-spend, businesses recognized other benefits (new customers).
 - iv. Second tourism program with Kirkland Ca\$h
- g. Shop Local Kirkland redevelopment
 - i. August 16 soft launch
 - ii. Public launch fall 2022
 - iii. Issued contract cancellation to Meylah Corp with migration complete Aug 16.
 - iv. Simpleview site soft launch available soon and staff will share with TDC
- h. 2022 Tourism Grant Program Update
 - i. Bold Hat Productions and Space for Youth fiscal agreement received
 - ii. Grant recipients withdrawn (funds returned to grant program):
 - a) Kirkland Urban Pride Parade event cancelled \$6,000
 - b) Attain Housing 7 Hills of Kirkland event discontinued \$3,000
- i. 2023 Tourism Grant Program Update
 - i. Deadline August 8
 - ii. Eight applications received so far
 - iii. Second and Third emails sent to generate interest
 - iv. Applicant presentations scheduled for Aug 22.
 - i. Second presentation day not needed. Will cancel hold on 8/23.

- ii. Final ranking meeting schedule change from Sept 9 to hold instead on the regular TDC scheduled meeting of Sept 1 due to staff/TDC member availability.

- j. KDA Visitor Center Redesign
 - i. TDC members visited
 - ii. Discussion of KDA's vision and funding request
 - iii. Shared with KDA the competition of use of tourism dollars.
 - iv. Next Steps: KDA needs to make the case that hiring additional staff and upgraded tech and redesign will attract more stays/heads in beds.

7. Good of the Order

New hotel in Kirkland. Lakeview Boutique hotel on corner of 68th near Google.
Staff will stop by and visit

Chair Toby Nixon adjourned the meeting at 10am