



MINUTES

City of Kirkland Tourism Development Committee (TDC) December 1, 2022 (9am-10am)

1. Welcome and Call to Order
Chair, Councilmember Toby Nixon called the meeting to order at 9:01 am.
2. Roll Call
Members: Toby Nixon, Mike Hill, Lori Goldfarb, Scott Guthrie
Absent: Phil Megenhardt, Jackie Socha, Skye Branson
Staff: Jim Lopez, Martha Chaudhry, Carmine Anderson, Sudie Elkayssi
3. Public Comment
No public attendance
4. Action Needed
 - a. Approval of November 3, 2022 Minutes
Lori Goldfarb moved to approve the November 3 meeting minutes. Mike Hill seconded the motion. There was no discussion or objection. Minutes are approved.
 - b. Approval of changing TDC regular meeting time to 9:00am - 10:00am, first Thursdays monthly.
Lori Goldfarb made the motion to change the time for the TDC regular monthly meetings to 9am – 10am on the first Thursdays of each month. Motion seconded by Mike Hill. There was no discussion or objection. Motion approved.
5. Discussion – *LTAC discussion postponed to the January 6 meeting when we have all members present.*
 - a. Lodging Tax Research [RCW 67.28.1817 Lodging Tax – Tourism Promotion](#)
 - b. Discussion of future uses of lodging tax
6. Staff Updates
 - a. Digital Marketing – Explore Kirkland
 - I. Consultant – D2 Marketing
 - b. Kirkland Ca\$h – [Stay & Play in Kirkland](#)
 - I. Most Kirkland hotels now participating in Kirkland Ca\$h
 - II. Round 2 launched Nov 21 – runs through Feb 28, 2023

Changes to KC is the addition of a 'sign up for our newsletter' subscription rewarded with an additional \$25 coupon when you book at a hotel. (This is in addition to the \$50 KC coupons you receive when you book an overnight stay in Kirkland.)

c. Shop Local Kirkland

d. Hotel Revenues Update

Most recent revenue numbers. August \$39,369. This amount exceeds the budget estimate for August and is a 34% increase compared to August 2021. Hotels, The Heathman and The Woodmark Hotel and Still Spa report occupancy numbers are back to 2019 levels and their holiday season is busy.

e. Parks' Events Update

- I. A few of the December Events are Google Lights, Winterfest, 12Ks of Christmas and the Grand Menorah Lighting. All advertised on Explore Kirkland.

7. Good of the Order

TDC requested an update on whether short-term rental (Air BnB) are paying lodging tax. Staff will follow up to confirm if these short-term rentals have a City business license and are paying lodging tax.

Staff will send a separate (bcc) email to the TDC members regarding postponement of the lodging tax discussion to the January 6 meeting. Will include LTAC information materials to help prepare for the LTAC discussion.

Adjourn

Meeting adjourned at 9:21am by Toby Nixon