



**City of Kirkland
Tourism Development Committee (TDC) Agenda
February 3, 2022 (9am-10am)**

MINUTES

1. Call to Order

Chairperson Toby Nixon called the meeting to order at 9:03am.

2. Roll Call:

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

Staff: Martha Chaudhry, Carmine Anderson

Guest: Peter Klauser of Bullseye Creative

Absent: Jim Lopez (excused)

3. New Appointments to TDC:

Jackie Socha of Kirkland Urban and Mike Hill of Heathman Hotel

4. Items of Business:

The November 4, 2021 Minutes, and the January 6, 2022 Minutes were approved by a motion made by Lori Goldfarb, seconded by Jac Cooper.

5. Staff Report: - Updates provided by Staff Martha Chaudhry

a. Updated on Community Currency Program

Vendor Bullseye Creative is our guest this morning. Just received branding concept from Bullseye. TDC will not vote on this branding but feedback is helpful. Document to be shared at end of the meeting. City staff will make decision within a week timeframe.

b. Update on Shop Local Kirkland redevelopment

Contract is routing for City approvals. Vendor Simpleview LLC. Should be approved within the week.

c. Update on 2022 Simpleview Amendment for Explore Kirkland Website Development contract:

TDC budget for Explore Kirkland website additional services of SEO, support and alerts was not used in 2021 constricted by the pandemic. These funds were rolled to 2022 and will be utilized this year. An amendment in the works to add services to EK contract.

- d. March 3, 2022 TDC Extended Meeting will be a 90 minute meeting to allow time for the following:
 - i. KDA Visitor Center presentation
 - ii. 2022 Budget discussion
- e. Green Rubino 2022 Proposal – media proposal submitted. Circulated to TDC as a placeholder for discussion in the March meeting.
- f. Port of Seattle 2022 Tourism Grants
Grant is open this year. We backed out of the 2021 grant due to the pandemic. Goal to fund a project for direct digital marketing to San Francisco and Las Angeles to entice visitors from these areas to Kirkland. We will recycle that grant proposal for the 2022 application.
- g. Another grant is available. Related to tourism. Martha will circulate this one to TDC for ideas (\$10K).

6. **Presentation:** Bullseye Creative, Inc. - Peter Klauser

- a. Key points (See attachment for full presentation slide deck)
 - i. How can Kirkland use limited tourism dollars effectively?
 - ii. What does the world expect in a tourism program these days?
 - iii. Is Kirkland currently driving tourists to their Explore Kirkland website?
 - iv. Modernize tourism marketing approach
 - v. Messaging/Strategy: Kirkland is missing a unique message. Something that defines our city and becomes a platform and a roadmap for media mix strategy. Who is our audience? How do we reach them? What are our challenges? What are we known for? Brand attributes.

7. **Good of the Order**

Adjourn: Chairperson Toby Nixon adjourned the meeting at 10:07am.