



**City of Kirkland
Tourism Development Committee (TDC) Meeting
Minutes**

**Date: January 6 (9am – 10am)
“Virtual” Zoom Conference Room**

1. CALL TO ORDER

Chairperson Toby Nixon called the meeting to order at 9:15 am.

2. ROLL CALL

Members present: Chairperson Toby Nixon, Jac Cooper, and Phil Megenhardt

Staff present: Deputy City Manager for External Affairs James Lopez, Special Projects, Economic Development Martha Chaudhry, and Administrative Assistant Carmine Anderson

Absent: Lori Goldfarb, Skye Branson

Guests: Leanne Novak, Scott Stanislav, and Jason Swick with Simpleview, LLC.

3. ITEMS OF BUSINESS

a. Due to lack of quorum, acceptance of November 4, 2021 Minutes postponed to the February 3, 2022 meeting.

4. STAFF REPORT

a. Update on Kirkland Community Currency Program

Staff updated on the Kirkland Community Currency Program. The RFP was awarded to Bullseye Creative, Inc. Working through contract process and ARPA compliance. Intended launch continues to be 1st quarter of 2022, with the program operational by February 2022.

b. Update on Shop Local Kirkland Website new vendor selection

Staff updated on the vendor selection. Contract awarded to Simpleview, LLC. Will move into contracting process and ARPA compliance.

c. Update on 2022 Explore Kirkland grant process

Staff has notified awardees and the contracts will be distributed in the upcoming months.

d. Kirkland Downtown Association (KDA) Revamping Visitor Center

Kirkland Downtown Association has contacted staff regarding their intent to hire a consultant to revamp their visitor center. KDA has raised private funding for this consultant work. KDA would like TDC involvement. More to come.

d. Update TDC Recruitment

Staff update. Three applicants at present. Planning to have a special council meeting tentatively on January 18, before the regular council meeting, to consider the applications, interview the applicants, and make appointments.

5. Special Tourism Presentation

Simpleview, LLC - Tourism Promotion Strategy Options

Presented by Jason Swick, Scott Stanislav and Leanne Novak of Simpleview LLC.

Presentation emphasized five recommended strategies for Kirkland:

1. Focus on Data
2. Be Present in Search
3. Enhance User Experience
4. Agile Marketing Approach
5. Measuring Beyond the Click

Presentation pdf available for viewing on Tourism Program webpage.

<https://www.kirklandwa.gov/Government/City-Managers-Office/Tourism-Program/Tourism-Development-Committee-Meeting-Materials>

Next Regular Business Meeting:

Thursday, February 3, 2022

Meeting adjourned at: 10:05am

Meeting minutes prepared by Carmine Anderson