



## MINUTES

### City of Kirkland Tourism Development Committee (TDC) Agenda July 7, 2022 (8:30am – 10:00am)

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#### 1. Welcome and Call to Order

Councilmember Toby Nixon, TDC Chair called the July 7 meeting to order at 8:44am.

#### 2. Roll Call

Members present: Toby Nixon, Jackie Socha, Mike Hill, Lori Goldfarb

Absent: Skye Branson, Rod Lapasin, Phil Meganhardt

City Staff: Jim Lopez, Martha Chaudhry, Carmine Anderson, and Sudie Elkayssi

#### 3. Public Comment

There were no public comments

#### 4. Action Needed

a. Jackie Socha made a motion to approve the June minutes. Mike Hill seconded the motion. Motion passed.

b. Lori Goldfarb made a motion for change of grant recipient from Space for Youth to Bold Hat Productions acting as their fiscal sponsor. Jackie Socha seconded the motion. Motion passed.

#### 5. 2023 grant application review TDC Special Meeting Dates (amended item)

a. Lori Goldfarb made the motion to approve City staff making the call to determine if the additional date of August 23 is needed based on number of applicants making the short list for presenting. Mike Hill seconded the motion. Motion passed.

#### 6. Potential Tourism Digital Marketing Budget: Approval of maximum.

a. Lori Goldfarb made the motion to approve \$95K as the maximum for the Digital Marketing Campaign for a 2022 contract (includes ad buy cost of \$3K/month for max. of 4 months). Mike Hill seconded the motion. All approved.

b. TDC will need to decide in a future meeting on the 23/24 digital marketing budget.

- c. Decision made to issue an RFP (Request for Proposal) with monetary limit rather than an RFQ (Request for Quote). Establish in RFP the annual budget if contracting for multiple years.

## 7. Scope of Tourism Digital Marketing RFP/contract

- a. Recommendation: Focus on content, strategy, and campaign for re-launch of Explore Kirkland and Shop Local Kirkland, including paid marketing
- b. Consider specifically scoping to leverage the outdoor focus of [State of WA](#) new marketing campaign – Kirkland could benefit from being a part of Washington State marketing campaign.

## 8. Staff Updates

- a. KDA Visitor Center site visit scheduled for July 18, 10am-3pm and 4pm-6pm drop-in options.
- b. 2022 Tourism Grant Program Update
  - i. Applicants withdrawn
    - a) Kirkland Urban withdrew - \$6K award returned to grant program
    - b) Attain Housing withdrew - \$3K award returned to grant program
- c. 2023 Grants Program Update
  - i. Opened June 20, 2022 - Closes August 8, 2022
  - ii. Strategy: Direct email - New Tourism Grants Master List = 146 emails to date
    - a) Prior TDC Submitting Orgs 21
    - b) EK Tourism Partners 42
    - c) Community Contacts 40
    - d) Event Producers 19
    - e) Other Groups 24
- d. Kirkland Ca\$h Program Update
  - i. 21 merchants actively redeeming
  - ii. Program closed July 1, 2022
  - iii. Coupons expire August 31
  - iv. Wrap up to include exit interviews and up-spend analysis
  - v. Next program ideas
    - a) Second tourism promotion
    - b) Establish 'added benefit' of KC to local businesses
    - c) Consider ARPA funds to assist in the shoulder season as we continue to recover from Covid? Staff will update after the ARPA program review.
- e. Shop Local Kirkland/Explore Kirkland integration
  - i. Expected soft launch August 16. Working on content creation.
  - ii. Consider a demo by Aug TDC meeting, if BETA site is ready.
  - iii. Public launch Fall 2022

- f. Biennium Budget (continued discussion from June meeting)
  - i. Revenue adjustments – pandemic, La Quinta (pending numbers from Finance)
  - ii. Lodging tax: April revenue \$23,956 (correction to YTD as reported on July agenda. Correct YTD is \$73,725 and not \$86,466)
  - iii. Staff working to add to council agenda item the lodging tax revenue reports as they're available.
  - iv. Staff is meeting with budget in August. Staff will update TDC in Sept meeting.

## 9. Good of the Order

### Improving tourism to Kirkland

- What would be helpful is Input/feedback from Parks Department on events held in the city.
- What events take place that do not go through the tourism funding program?
- Ideas for improving success of events.
- Feedback from event sponsors would be helpful.
- Any updated renovations/changes to parks and beaches that might attract a tourism event?
- What tourism events could we attract to Kirkland to make use of the parks and trails?
- TDC interested in learning of film projects (commercials/films) coming to Kirkland (Parks Dept event permitting can provide this information)

TDC Chair adjourned the meeting at 9:55am