



## MINUTES

### City of Kirkland Tourism Development Committee (TDC) Agenda June 2, 2022 (8:30am – 10:00am)

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#### 1. Welcome and Call to Order –

Councilmember Toby Nixon, Chair called the meeting to order at 8:33am.

Welcome Sudie Elkayssi from the Parks Department to the TDC meetings.

#### 2. Roll Call

Committee members: Toby Nixon, Skye Branson, Jac Cooper, Jackie Socha, Phil Megenhardt, Lori Goldfarb and Mike Hill

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

#### 3. Communication

No Public Comment

#### 4. Action Needed

##### a. Approval of May meeting Minutes

Jac Cooper made the motion to approve, Phil Megenhardt seconded. Minutes approved.

##### b. Approve 2023 Tourism Grant Funding Criteria. Revised scoring criteria below approved with a motion made by Lori Goldfarb and seconded by Jac Cooper.

i. Add Multi-day competitive tournaments – 15 points

ii. Eliminate new event bonus

iii. Increase shoulder season bonus to 15

iv. DEIB emphasis (w/review by new DEIB manager) – 15 points

##### c. Begin discussion 2023/2024 Tourism budget

i. Repurpose funds

ii. Advertising/Marketing budget best use

iii. Stopped discussion. Lori had to leave so no quorum to make any budget decision. Continue on July agenda.

##### d. Rescheduling Visitor Center Site Visit. Try for an open-house style visit on same day.

- e. Digital Marketing for remainder of 2022
  - i. TDC discussion to terminate Green Rubino public relations contract as their current scope does not meet the vision for the new direction into digital marketing. City purchasing guidelines would require an RFP with this scale of changes to the scope.
  - ii. TDC discussion to repurpose remaining marketing funds from the Green Rubino contract toward digital marketing.
  - iii. Motion made by Phil Megenhardt to terminate the Green Rubino contract and repurpose the funds for digital marketing. Mike Hill seconded the motion.

## 5. Staff Updates

- a. Kirkland Ca\$h Program
  - i. Staff updated. Businesses joining daily. A few have withdrawn not having fully understood the program and deciding it did not work for them. Program ends June 30, 2022. 284 certs issued to-date.
  - ii. Refresher info to hotels/retailers and front of house on how the program works
- b. Shop Local Kirkland/Explore Kirkland integration
  - i. Staff updated. Launch date mid-August. Existing host contract expires June 30. Prior to this date, data will migrate over to new host.
- c. Timeline TDC Grant Process
  - i. TDC authorized \$60K for 2023 tourism grant funding program.
  - ii. 2023 Tourism Grant Applications opened June 20, 2022. Deadline August 8, 2022.
  - iii. Grant applicant presentations and TDC reviews scheduled for late August. Timeline available on tourism grant webpage.
- d. Hotel Revenues
  - No new numbers available. Will update again in July.

## 6. Good of the Order

Thank you to Jac Cooper for your years of service.

Meeting adjourned by Toby Nixon at 10:04am.