



## MINUTES

### City of Kirkland

### Tourism Development Committee (TDC)

May 5, 2022 (8:30am – 10:00am)

**1. Welcome and Call to Order**

Chair, Councilmember Toby Nixon called the meeting to order at 8:38am.

**2. Roll Call**

Committee Members Toby Nixon, Jac Cooper, Mike Hill, Phil Megenhardt, Jackie Socha

Staff Members: Jim Lopez, Martha Chaudhry, Carmine Anderson

Absent: Skye Branson, Lori Goldfarb

**3. Action Needed**

- a. March and April meeting Minutes: Phil Megenhardt moved to approve both the March and April meeting minutes. Jac cooper seconded.
- b. Change of TDC meeting start time to 8:30am for a 90-minute meeting for the purpose of accomplishing additional tasks over the next few months. Jackie Socha made the motion to accept. Phil Megenhardt seconded. Staff will update webpage and notify Clerk's office.
- c. Notification to TDC that Hybrid meetings could begin in June at the earliest.
- d. Input from TDC on including Parks Dept staff on future meetings to provide input on events. Agreed would be helpful. Staff will send invite to Park's Staff.
- e. Public comment requirement
- f. Digital Marketing: Motion made by Jac Cooper, Mike Hill seconded, all in favor to begin in 2022 going in the direction of PR based digital marketing with these 3 steps:
  - i. Hire digital marketing consultant
  - ii. Amend scope of work with current consultant Green Rubino to move away from traditional marketing to more social media/digital
  - iii. Repurpose TDC advertising budget
- g. 2023 Tourism Grant Funding Program will advertise as budget of \$60K and be a main item on June TDC agenda

**4. Staff Updates**

- a. Site visit to the Kirkland Visitor Center, scheduled for May 13<sup>th</sup> at 2 pm

- b. Community Currency Program Update
  - i. Push by hotels requested
  - ii. Consider additional and continued media
- c. Shop Local Kirkland/Explore Kirkland update
- d. Hotel Revenues Update – Projections came in at 80% of budget.
- e. Port of Seattle Spotlight Ad grant received

**5. Good of the Order**

Adjourn at 10:00am