



## MINUTES

### City of Kirkland

### Tourism Development Committee (TDC)

November 3, 2022 (8:30am-10am)

#### 1. Welcome and Call to Order

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

#### 2. Roll Call

Members: Toby Nixon, Phil Megenhardt, Jackie Socha, Scott Guthrie, Mike Hill

Members Absent: Skye Branson, Lori Goldfarb

Staff: Jim Lopez, Carmine Anderson, Sudie Elkayssi, Mary Gardocki

Guests: Mark Nelson (community member observing)

#### 3. Public Comment

No official public comment

#### 4. Action Needed

Jackie Socha moved to approve both sets of minutes (August 4, 2022 minutes and the October 6, 2022 minutes). Phil Megenhardt seconded the motion. There was no discussion. Minutes approved for both sets of minutes.

#### 5. Discussion

a. Brief recap of Oct 18 Study Session – Changes to [Parks Special Events Policy](#) – Sudie Elkayssi

b. Presentation and discussion of [Parks PROS Plan](#) and its relation to tourism – Mary Gardocki

#### 6. Staff Updates - *Moved to the December agenda*

a. Digital Marketing – Explore Kirkland – Martha will update at Dec 3 meeting.

i. InJoy SF/LA Campaign

ii. D2 campaigns

b. Kirkland Ca\$h

c. Shop Local Kirkland

d. Hotel Revenues

e. LTAC-RCW Review

#### 7. Good of the Order

Brief discussion of whether the TDC meeting time should return to 9:00am – 10:00am. Earlier start time of 8:30 am served to allow for longer discussion needed for the 2023-2024 budget and the Digital Marketing Campaign.

Individual emails will be sent to TDC members to request their preference for start time. Item will be added to December agenda for a motion to approve this change, if any.

Chair Toby Nixon adjourned the meeting at 9:30 am.