



City of Kirkland
Tourism Development Committee (TDC)
MINUTES
October 6, 2022 (8:30am – 10:00am)

1. Welcome and Call to Order

Chair Toby Nixon called the meeting to order at 9:04am.

Welcome to guests Sara Shellenbarger from the City's Parks and Community Services Department and Scott Guthrie, General Manager at The Woodmark.

Rod Lapasin's departure from The Woodmark as General Manager leaves a vacancy on the TDC. Vacancy posted. Scott Guthrie of The Woodmark will apply to fill Rod's seat. Appointment will be on the City Council's October 18 agenda.

Skye Branson will return from maternity leave in November.

2. Roll Call

Members: Toby Nixon, Jackie Socha, Phil Megenhardt, Lori Goldfarb, Mike Hill

Staff: James Lopez, Carmine Anderson, Martha Chaudhry, Sara Shellenbarger (Parks)

Guest: Scott Guthrie, Hotel Manager/The Woodmark

3. Public Comment

No public attendance.

4. Action Needed

a. The September 1 meeting minutes were approved with a motion made by Jackie Socha and seconded by Lori Goldfarb. No objections or discussion. Minutes approved.

b. The TDC voted to approve the recommended 2023-2024 Tourism (Lodging Tax) Budget in the amount of \$599,961 upon review of the Lodging Tax 23-24 Budget Meeting_Finance Document (attached). This includes the Lodging Tax Discretionary Budget. Approval made with a motion by Lori Goldfarb and seconded by Phil Megenhardt. No object or discussion. Motion approved.

5. Updates

a. Parks & Community Services Update – Sara Shellenbarger, Recreation Manager

Presentation 'Overview of Events Hosted by Parks in 2022'

More information on these sites:

- b. Tourism Digital Marketing Program Update – Martha Chaudhry
 - i. Digital Marketing Consultant RFP awarded to D2 Creative LLC
1-year contract on this pilot program
Campaign commencement expected November 21, 2022
 - ii. SF/LA Marketing Campaign (Port of Seattle Tourism Grant)
Consultant Injoy Studios
Campaign underway. Final versions of video content available soon.
 - iii. Shop Local Kirkland and Explore Kirkland now a tandem asset and both will launch November 21, 2022. Cash certs offered in exchange for email subscription to events guide.

6. Discussion Items

- a. 2022 Tourism Grant Process – Recap and Feedback
 - Assume we continue the program; what process is the most effective?
 - Is current process because of state lodging tax law? Or other reasons?
 - Would a mentor option program for new events be beneficial? Event organizer with experience could mentor new event applicant.
 - Option to invite new events to contact (staff) with questions/guidance on the process for chance of greater success.
 - Feedback from the Chamber of Commerce would be helpful on what they've learned/heard regarding the impact of these tourism events on the city/community.
 - Email from Rob Butcher of Chump Change with feedback on 2022 event

TDC will continue discussion at a future meeting.

7. Good of the Order

Chair Toby Nixon adjourned the meeting at 9:52am