



## Minutes

### **Tourism Development Committee (TDC) Regular Meeting April 6, 2023 (9am-10am) Hosted by City of Kirkland**

Join Zoom Meeting 2023

<https://kirklandwa-gov.zoom.us/j/87205963160?pwd=NEhwRTR3MTk2UkNhRGFQTWpxaEcwUT09>

Meeting ID: 872 0596 3160

Passcode: 336304

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1. Welcome and Call to Order

Chair Councilmember Toby Nixon called the meeting to order at 9:05am

2. Roll Call

Members: Chair Toby Nixon, Phil Megenhardt, Jackie Socha, Skye Branson, Lori Goldfarb

Staff: Jim Lopez, Diana Hart, Martha Chaudhry, Sudie Elkayssi, Carmine Anderson

Absent: Scott Guthrie, Mike Hill

3. Public Comment

No public attendance, no public comment

4. Action Needed

a. Approval of March 2, 2023 meeting minutes

Jackie Socha moved to approve the March 2<sup>nd</sup> minutes. Phil Megenhardt seconded the motion. No discussion, no objection. Minutes are approved.

5. Staff Updates

a. Parks' Special Events (Sudie Elkayssi from Parks & Community Services)

- i. Celebrate Kirkland webpage now live
- ii. Council approved revisions Ord. 4842 (Park's Special Events Fees)
- iii. Fee increase in effect Jan 1, 2024

b. Kirkland Ca\$h – Stay & Play promotion Update (Martha Chaudhry update)

- i. Final report from consultant, Bullseye Creative will be distributed to TDC
- ii. Staff working on additional methods to get KC into the field

c. Shop Local Kirkland (Martha Chaudhry update)

- i. Staff working on a spring campaign for a feature program

- d. Hotel Revenues
  - i. January 2023 revenue \$16,971
- e. 2023 Tourism Grants Program Update
  - i. All 2023 event agreements completed with exception of Little League

6. Discussion:

- a. TDC Tourism Digital Marketing Program Proposal for 2024 (Diana Hart)
  - i. Three strategies proposed to leverage best use of LTAC funds in digital marketing as a combined marketing campaign effort for all events that apply.
  - ii. Pros/Cons
  - iii. Need direct feedback from prior years' grant recipients, in addition to survey results
  - iv. Staff will meet to discuss next steps

7. Good of the Order

Discussion of closure of Lake Street during the pedestrian scramble construction summer 2023 and how this impacts summer events. Would be helpful to distribute construction closure plan schedule to summer event organizers.

Toby Nixon adjourned the meeting at 10:05am