



**MINUTES**  
**City of Kirkland**  
**Tourism Development Committee (TDC)**  
**February 2, 2023 (9am-10am)**

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

2. Roll Call

Members: Skye Branson, Toby Nixon, Lori Goldfarb, Scott Guthrie, Jackie Socha, and Mike Hill

Absent: Phil Megenhardt

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

Guest: Don DeVange/D2 Creative

3. Public Comment

No public attendance. No Comments.

4. Action Needed

a. Approval of January 5, 2023 meeting minutes

Jackie Socha made the motion to approve the January 5, 2023 meeting minutes, seconded by Lori Goldfarb. There was no discussion or objection and the minutes were approved.

5. Discussion:

a. Digital Marketing with D2 Creative.

Don DeVange of D2 Creative presented an update on the marketing strategy performance and lessons learned to-date. The target market is \$75K or greater income couples from the Seattle/Tacoma area looking to travel to Kirkland for a weekend get-a-way. Results show the main driver in drawing visitors to the area is the Woodinville winery with travelers seeking hotels while doing wine tasting. Since the start of the marketing campaign, the Woodmark and the Heathman have seen the highest number of click-throughs from the Explore Kirkland website.

D2 suggestion:

Hotels restart wine shuttles to Woodinville to take advantage of the wine tasting attraction.

TDC feedback/Concerns:

What is the expense if we were to expand the market area to Eastern Washington?

If our marketing strategy adjusts to focus more on drawing visitors for the wine tasting, we run the risk of advertising for the competitive hotel in Woodinville. How do we draw wine tasters to stay in Kirkland and not in hotels closer to Woodinville?

Campaign ends June 30, 2023. Marketing strategy will adjust to draw for Valentine's Day.

b. Digital Marketing budget – spend to date (See Attachment B)

- c. TDC Tourism Event Funding Grant Program: Continued discussion on review of best use of LTAC funds. Need to make our decision by April 2023: 1) either continue with the program as in year's past or 2) try another idea that would have a better chance of drawing visitors to overnight stays in Kirkland hotels.

Next steps:

- i. Need feedback from past recipients of the tourism grant to understand how any changes will impact their ability to continue with their events. What percentage of their budget relies on the grant?
- ii. Staff will send out a survey
- iii. Staff will review receipts from grant reimbursements to better understand what expenses the grant is used for.

## 6. Staff Updates

- a. Parks' Special Events – Sudie  
Recap of 2022. Last year saw a return of pre-COVID event activities although attendee numbers have not fully returned. Lost several long-time events: Shamrock Run and Hopelink Turkey Trot will not be returning. Shamrock Run organizers stating event too expensive and Hope Link organizer stating that they have another bigger event that competes with staffing needs. 7Hills of Kirkland returning in 2023 to Kirkland, now under new management (KIWANIS). Parks continues to post events on their website and link to Explore Kirkland.
- b. Kirkland Ca\$h – Stay & Play promotion  
Entering the final month. Program ends February 28, 2023. Tracking shows a slower uptake than anticipated and in comparison to the 2022 program. Possible reasons could be that this second launch competed with the holidays. Approximately \$2,000 certificates issued so far with about \$500 redemptions. Staff working on another promotion related to KC, not exactly a tourism promotion but may help increase of KC.
- c. Shop Local Kirkland  
Hired a content creator to help expand outreach and engagement with SLK.
- d. Hotel Revenues from October 2022: \$26,721
- e. 2023 Tourism Grants Program
  - i. Tasveer has declined the \$1K award stating budget/staffing issues. They will only hold an event in Seattle this year.
  - ii. Tourism Grant Agreements routing for signatures

## 7. Good of the Order

Toby Nixon adjourned the meeting at 9:59am