

MINUTES

Meeting: Tourism Development Committee (TDC)

Date: November 2, 2023, at 9am

Location: Hybrid - Zoom and Peter Kirk Room – City Hall

1. Welcome and Call to Order
Chair, Toby Nixon called the meeting to order at 9:04am
2. Attendance
Members: Toby Nixon, Phil Megenhardt, Scott Guthrie, Jackie Socha and Lori Goldfarb
Staff: Jim Lopez, Diana Hart, Christian Switzer, and Carmine Anderson
3. Public Comment
No public attendance, no public comment
4. Approval of Minutes
With no discussion or objection to the October 5, 2023, meeting minutes, Jackie Socha moved to approve, and Phil Megenhardt seconded.
5. Business
 - a. 2024 Tourism Grant Allocations and Budget Finalization
 - i. Review impact of Park Fees increase to events for 2024
 - ii. Discuss drawing from tourism reserves to provide additional funding for 2024
 - 1) Staff will connect with Finance for reserve amounts available
 - iii. Allocation of LTAC budget for 2024
Lori Goldfarb made the motion that the TDC recommend to Council the 2024 lodging tax budget in the amount of \$295,224 and with the following grant award allocations:

2024 Tourism LTAC Funding Award Allocation

Little League - Jr Softball World Series Event	\$10,000
Chump Change Productions – Oktoberfest Event	\$10,000
Bold Hat Productions – Kirkland Uncorked	\$10,000
Chump Change Productions – Summerfest Event	\$ 5,000
Chump Change Productions - Waterfront Festival Event	\$ 5,000
City of Kirkland - Events in Kirkland Marketing Campaign	<u>\$20,000</u>
Total Awarded	\$60,000

Jacki Socha seconded the motion. With all in favor and none opposed, the motion is passed. Recommendation will go to Council November 21.

6. Good of the Order
 - i. The City Clerk's office is working to fill the vacancies formerly filled by representatives from the Marriott and the Heathman Hotel.
 - ii. Phil Megenhardt shared that the State of Washington Tourism has agreed to purchase the statewide festivals and events economic impact calculator that WFEA members can access on an ongoing basis to do specific economic impact calculations.
 - iii. The Dec 7 meeting will be cancelled.
7. Adjourn
Chair, Toby Nixon adjourned the meeting at 9:52am