

MINUTES

Meeting: Tourism Development Committee
Date: August 1, 2024 @ 11:00am - 12:30pm
Location: Rose Hill Room, City Hall and Zoom

1. Welcome and Call to Order: Chair Penny Sweet called the meeting to order at 11:04am
2. Attendance:
Members: Penny Sweet, Amy Falcone, Scott Guthrie, Jackie Socha, Phil Megenhardt, and Lori Goldfarb
Staff: Jim Lopez, Diana Hart, Mikayla Binns, and Carmine Anderson
3. Public Comment – no public attendance
4. Approval of Minutes
 - a. Member Goldfarb moved and Vice Chair Falcone seconded to approve the June 6, 2024, Meeting Minutes. Motion was approved.
5. Business
 - a. 2025-2026 Lodging Tax Advisory Committee Budget Proposal
 - i. Staff presented and the TDC discussed the proposed 2025-2026 Lodging Tax budget to fund the City's tourism activities and highlighted three new items proposed for inclusion: PlacerAI data tracking services, membership to Woodinville Wine Country, and Events in Kirkland Marketing Campaign.
 - b. 2024 Remaining Grant Funds of \$20K awarded:
 - i. Staff provided an update that Council approved TDC's 2024 mid-year grant fund recommendations.
 - c. Review 2025 Explore Kirkland Grant Program Applications
 - i. Staff led a review of the ten (10) applications received for the 2025 Explore Kirkland Grant Program.
 - d. Decide Grant Evaluation Next Steps
 - i. TDC discussed the grant evaluation next steps and determined the following schedule:
 1. September 5 Meeting – Applicant Interviews
 2. TDC submit scoring to staff
 3. October 3 Meeting – Scoring and Final Recommendation
6. Good of the Order
 - i. Street Scramble project on schedule.
 - ii. Kirkland Urban Summer Events:
 1. 5-week concert series July 31 – August 28
 2. Sunset Market August 15
 - iii. Heathman Hotel new GM will come on board before year end.
7. Adjourn – Chair Penny Sweet adjourned the meeting at 12:00pm.