

MINUTES

Meeting: Tourism Development Committee Regular Meeting
Date: August 7, 2025
Location: Rose Hill Room, City Hall, and Virtual via Zoom

1. Welcome and Call to Order

Chair Penny Sweet called the meeting to order at 11:01 a.m.

2. Attendance

Members Present: Penny Sweet, Amy Falcone, Scott Guthrie, and Jackie Socha. Member Phil Megenhardt arrived late at 11:03 a.m.
Members Absent: None
Staff Present: Jen Davis Hayes, Christian Lash, Abby Harrod

3. Public Comment

No Public Comment.

4. Approval of Minutes

a. June 5, 2025, Regular Meeting Minutes

Vice Chair Falcone moved, and Member Guthrie seconded to approve the June 5, 2025, Regular Meeting Minutes. Motion was approved 4-0.

5. Business

a. Lodging Tax Revenue Update

Economic Development Manager Jen Davis Hayes presented an update on the status of the Committee's budget, tax revenue, and reserves. Committee members discussed using reserves and creating a policy for usage. Staff will return with this report quarterly and the item will be brought back in October for a vote.

b. KDA Grant Funding Reallocation Process

The Committee discussed reallocating previously approved grant funds to the Kirkland Downtown Association from their former Car Show event to their new Downtown Ice Rink event. Vice Chair Falcone moved, and Member Megenhardt seconded to authorize the Kirkland Downtown Association to change the scope of their grant application from the Car Show to the Downtown Ice Rink. Motion was approved 5-0.

Economic Development Manager Jen Davis Hayes noted that the Kirkland Arts Center has requested to amend the scope of their application. Vice Chair Falcone moved, and Member Socha seconded to amend the scope of the Kirkland Art's Center Grant Application to include operating costs on top of marketing costs for the Fringe Festival. Motion was approved 5-0.

c. 2026 Tourism Grant Application Judging

Staff recommended an extension of the grant application timeline to diversify outreach and provide more time for previous applications and recipients to re-apply. Vice Chair Falcone moved, and Member Socha seconded to extend the 2026 Tourism Grant application deadline to August 18, 2025, at 8 a.m. Motion passed 5-0.

Special Projects Coordinator Christian Lash proposed that staff share Placer.ai data to 2026 grant recipients to support marketing efforts and then use data for the 2027 Tourism Grant application process and evaluation.

Economic Development Manager Jen Davis Hayes presented previous Tourism Grant interview questions and Committee members provided feedback and edits.

d. TDC Member Recruitment Update

Economic Development Manager Jen Davis Hayes updated the Committee on the status of the current recruitment, noting the 4 applications received.

6. Good of the Order

Member Guthrie noted that they do not currently have many rooms booked for the FIFA World Cup event. The Committee discussed a possible watch party for the event, noting that the City Council officially requested one. Member Megenhardt highlighted the initiative and cooperation between Bold Hat Productions and the Kirkland Downton Association for Kirkland Uncorked.

7. Adjournment

Chair Penny Sweet adjourned the meeting at 12:03 p.m.