

MINUTES

Meeting: Tourism Development Committee Regular Meeting
Date: March 5, 2026
Location: Rose Hill Room, City Hall, and Virtual via Zoom

1. Welcome and Call to Order

Chair Falcone called the meeting to order at 11:00 a.m.

2. Attendance

Members Present: Amy Falcone, Scott Guthrie, Phil Megenhardt, David Lynx. Jackie Socha and John Tymczyszyn joined late.
Members Absent: Brittany Baumgart
Staff Present: Jen Davis Hayes, Christian Lash

3. Public Comment

No Public Comment.

4. Approval of Minutes

a. February 5, 2026, Regular Meeting Minutes

Member Lynx moved, and Member Megenhardt seconded to approve the February 5, 2026, Regular Meeting Minutes. Motion was approved 4-0.

5. Business

a. FIFA World Cup – City Activities Update, Christian Lash – Special Project Coordinator

Special Projects Coordinator Christian Lash updated the Committee on City activities around the World Cup, including partnering with the Chamber for an upcoming informational event at NW University, and the City's landing page for the World Cup. Lash also touched on what other cities are doing for the World Cup. Committee members discussed joining the Seattle Sports Commission.

b. 2027 Grant Application Timeline, Jen Davis Hayes – Economic Development Manager

Economic Development Manager Jen Davis Hayes proposed an updated timeline for the Tourism Grant application process, adding an informational open house, and opening applications in the spring instead of summer. Committee Members discussed and provided direction to staff.

Chair Falcone moved item 5.d. before item 5.c. on the Agenda with no objection.

d. Lodging Tax Collections, Michael Olson – Finance Director

- Amy Falcone, Councilmember ▪ John Tymczyszyn, Councilmember ▪ Jackie Socha, Kirkland Urban ▪
 - Scott Guthrie, Woodmark Hotel and Still Spa ▪ Phil Megenhardt, Bold Hat Productions ▪
 - David Lynx, Kirkland Arts Center ▪ Brittany Baumgart, Courtyard by Marriott ▪

Finance Director Michael Olson updated the Committee on a reduction of Kirkland's lodging tax from 1% to 0.8% beginning in April.

c. Tourism Data – Placer.ai Reports, Christian Lash – Special Projects Coordinator

Special Projects Coordinator Christian Lash presented varied tourism data from Placer.ai reports, touching on monthly visitors, trip duration, and more. Committee members and staff discussed other ways to use Placer.ai.

e. Tourism Minute, David Lynx – Kirkland Arts Center (KAC)

Member Lynx presented his Tourism Minute, providing information on the live presentation tax, the bill to repeal it, renovations to the Kirkland Arts Center, and his interactions in Olympia.

6. Good of the Order

a. Boards & Commission recruitment to begin in March

Economic Development Manager Jen Davis Hayes noted that recruitment will begin in April, that 3 seats are up for reappointment, and that they'll keep the committee updated.

Member Megenhardt went on a Carnival Festival tour in France and Italy and noted that everything on Nice, France's agenda were in line with items on TDC agendas. Member Megenhardt noted Adam Acampora's departure from Woodinville Wine Country and urged staff stay updated on the organization.

Chair Falcone discussed field trips for the committee and lining them up with the Tourism Minute. Chair Falcone asked staff for an update on the Downtown Lighting RFP, which staff updated on.

7. Adjournment

Chair Falcone adjourned the meeting at 12:08 p.m.

- Amy Falcone, Councilmember ▪ John Tymczyszyn, Councilmember ▪ Jackie Socha, Kirkland Urban ▪
 - Scott Guthrie, Woodmark Hotel and Still Spa ▪ Phil Megenhardt, Bold Hat Productions ▪
 - David Lynx, Kirkland Arts Center ▪ Brittany Baumgart, Courtyard by Marriott ▪