



City of Kirkland
Tourism Development Committee (TDC) Agenda
November 5, 2020 from 9 – 10 a.m.

Join Zoom Conf 4 Meeting:
206-337-9723 US (Seattle)

<https://kirklandwa-gov.zoom.us/j/97516357087?pwd=cTVmb3BFeklTSS91aXUxYnY0czhUUT09>

Meeting ID: 975 1635 7087
Passcode: 870705

Welcome and call to order

9 a.m.

Chairperson and Kirkland City Councilmember Toby Nixon

Approval of Minutes

Action needed: approve October 1, 2020 minutes

Staff report: Update committee vacancy outreach

Discussion on whether to hold December meeting

Future of Tourism in Kirkland

Broad discussion on the future of tourism in Kirkland and how to best achieve the mission of Explore Kirkland. What does the TDC want the tourism program to be moving forward into 2022 and 2023? All ideas welcome and encouraged. Points to guide discussion:

- *Further collaboration with Parks and Community Services to leverage parks as a tourism asset*
- *Enhancement of Kirkland Marina and opportunities for more waterfront Tourism. Public private partnership? Marina study can be a resource*
- *Revisit the Peter Kirk Park Enhancement Concept Presentation, consider broad tourism appeal of a landmark aquatic and fitness center, vast underground parking, outdoor stage/concert venue*
- *Massive multifaceted, multiday event with art walk that extends from Marina Park through Peter Kirk Park*
- *Future of the Tourism Grant funding program and further consideration of soliciting one new largescale event via an RFQ or RFP process*

**Note: decision on what the 2022 grant process will look like needs to be made by spring*

Good of the order

9:55 – 10 a.m.

Adjourn

10 a.m.