



City of Kirkland
Tourism Development Committee (TDC) Agenda
January 7, 2021 from 9 – 10 a.m.

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

Join Zoom Meeting
<https://kirklandwa-gov.zoom.us/j/97672264741?pwd=V0ZlZVFSWFJGczRnd2VrbXcralRRZz09>

Meeting ID: 976 7226 4741
Passcode: 314539

Welcome and call to order

9 a.m.

Chairperson and Kirkland City Councilmember Toby Nixon

Approval of Minutes

Action needed: approve December 3, 2020 minutes

Structure of Minutes Moving Forward

Consensus needed: implement action minutes with reduced discussion detail

Staff report: Green Rubino Scope of Work 2021 - 2022

Tourism vision for 2022 – guided discussion

- *Review timeline and use as a guide to establish decision deadlines.*
- *Continue discussion on future tourism. Do we want to work on attracting one or two new events for 2022? If so, do we want to pursue a competitive volleyball tournament? A cycling event? Enhancements of the Juanita Friday Market? An event that capitalizes on recent improvements at Juanita? An event at the Marina/Marina Park? Pinpoint outreach needed (i.e. Cascade Bicycle Club, Evergreen Mountain Bike Alliance, King County) and task staff and/or TDC members with outreach.*
- *Consider the method for recruiting these new event possibilities. Hold preliminary discussion about implementing an adjusted scoring system that gives more weight to desired criteria.*
- *Which parks facilities are most conducive to a newly structured event?*
- *Continue to contemplate the ideal venue; what would it be, where would it be located? What types of events would it be suited towards?*

Good of the order
Adjourn

9:55 – 10 a.m.
10 a.m.