



**City of Kirkland**  
**Tourism Development Committee (TDC) Meeting Minutes**  
**Date: February 4, 2021 9 a.m. – 10 a.m.**  
**“Virtual” Meeting via Zoom Conference**

**1. CALL TO ORDER**

Chairperson Toby Nixon called the meeting to order at 9:05 a.m.

**2. ROLL CALL**

**Members present:** Chairperson Toby Nixon, Lori Goldfarb, Jac Cooper, Jeff Lockhart, Danielle Dorland and Phil Megenhardt

**Staff:** Assistant City Manager Jim Lopez and Web and Multimedia Content Specialist Chris Hendrickson

**Absent:** None

**Guests:** None

**3. ITEMS OF BUSINESS**

**a. Approval of January minutes**

The meeting minutes from January 7, 2021 were approved. Motion for approval made by Lori Goldfarb and seconded by Phil Megenhardt. Motion carried unanimously.

**b. Staff Report: Green Rubino update & report on January action items**

Staff gave a brief update on Green Rubino efforts to enhance and promote tourism. Additionally, staff reported on outreach conducted to other tourism entities to determine if there's a standardized formula to help calculate overnight stays from event attendance.

**c. Explore Kirkland website update**

Staff presented updates to the Explore Kirkland website which included a new banner video, a winterized home page, plus COVID-19 updates for tourism businesses and an updated events section. TDC reached consensus that City staff should move forward with an official launch and “ribbon cutting” of the Explore Kirkland website.

**d. TDC Budget Review**

The TDC reviewed the 2020 lodging tax revenues.

**4. DISCUSSION**

**a. Develop list of two to three events the TDC will pursue for 2022, pinpoint event types, identify basic outreach strategies to attract these events.**

TDC zeroed in on preferred event types including a multiday athletic tournament utilizing existing facilities and/or a multiday cultural event possibly including some type of a folkdance festival that would take place over a weekend. Discussion delved into an emerging event typology that captures both live and virtual elements, creating a “hybrid” experience. Hybrid events, done well, can accommodate both adventurous travelers who want an in-person experience, along with those who want to stay safe and reduce their risk of COVID exposure.

Another idea would be to go “all in” on a BIPOC-themed event and target organizations interested in organizing a largescale cultural event that would showcase our BIPOC community.

**5. GOOD OF THE ORDER**

After the approval of the minutes, Chairperson Nixon mentioned that the Greater Kirkland Chamber of Commerce (along with the Kirkland Downtown Association) has completed its move to Kirkland Urban and is dedicating half its space to an official Kirkland Visitor Center, as they now have three times the available space they had at their previous location. Executive Director Samantha St. John indicated that the Kirkland Downtown Association is interested in pursuing funding previously awarded to them in January 2019 for a visitor center sign. The KDA would like the TDC to consider rekindling this contract.

**6. ACTION ITEMS FOR STAFF**

Invite Greater Kirkland Chamber of Commerce Executive Director Samantha St. John and the KDA to attend the March TDC meeting, along with a permanent, standing invitation to the Chamber to attend TDC meetings regularly as a nonvoting stakeholder. Chris to complete this outreach.

**Next Meeting:**

Thursday, March 4, 2021

**Meeting adjourned at: 10:00 a.m.**

**Meeting minutes prepared by Chris Hendrickson**