



**City of Kirkland**  
**Tourism Development Committee (TDC) Meeting Minutes**  
**Date: April 1, 2021 8 a.m. – 10 a.m.**  
**“Virtual” Meeting via Zoom Conference**

**1. CALL TO ORDER**

Chairperson Toby Nixon called the meeting to order at 8:04 a.m.

**2. ROLL CALL**

**Members present:** Chairperson Toby Nixon, Lori Goldfarb, Jac Cooper, and Phil Megenhardt

**Staff:** Deputy City Manager Jim Lopez and Web and Multimedia Content Specialist Chris Hendrickson, Special Projects, Economic Development Coordinator Martha Chaudhry

**Absent:** Jeff Lockhart

**Guests:** Tessa Hansen, Chrissy Roberts, Anne Hess, John Thorburn, Althea Conyers Achem and Joleen Zanuzoski

**3. ITEMS OF BUSINESS**

**a. Approval of March minutes**

The meeting minutes from March 4, 2021 were approved. Motion for the approval of minutes carried unanimously.

**b. Presentation by Kirkland Downtown Association on the need for a Visitor Information Center sign**

The KDA gave a follow up presentation on its need for a Visitor Information Center sign to supplement the presentation it gave in March. The presentation included two estimates from local sign companies. The KDA stated its preference to use a Kirkland based sign company with prior experience creating and installing signs at Kirkland Urban. The estimate, including permit fees and other incidental costs is roughly \$17,036.

TDC Chair Nixon reported that the TDC reserve account has enough funding to accommodate the sign. Discussion ensued about the notion of approving up to \$20,000 for the sign to give adequate buffer to the proposal. TDC member Cooper expressed an interest in finding out if the City had economic development funds to help cover part of the cost, since the signage will serve both tourism and economic development for the City.

Chair Nixon confirmed that even if staff is unable to find additional funding, TDC consensus agrees that up to \$20,000 can be spent from tourism reserves.

**Action:**

**TDC member Cooper made a motion: “The TDC authorizes up to 20,000 from lodging tax reserves to be used for the proposed signage at the Kirkland Visitors Center and that we request the staff to research and include in the staff memo and the approval package to the Council potential other sources of funds that could be used to also share this cost.”**

**The motion was seconded by TDC member Goldfarb and carried unanimously**

**c. Green Rubino follow up on 2021 PR Plan**

Althea Conyers Achem and Joleen Zanuzoski answered questions about the 2021 PR plan. Discussion ensued on how to get more precise analytics that would give the TDC true data points on how media coverage about the City of Kirkland is driving heads in beds.

**d. Kirkland Uncorked – Proposed Change of Scope**

Phil Megenhardt and John Thorburn from Bold Hat Productions provided further details on the change of scope for the 2021 Kirkland Uncorked/KPC Studios event first introduced in March. Megenhardt and John shared their vision which is to partner with KPC to produce a content series. The total funding request for the revised event is \$32,000.

TDC consensus: staff to arrange a Special Meeting of the TDC to occur within the next two weeks so that the TDC can decide whether to move forward.

**4. PRESENTATION**

**a. Geek Out Gold/Shop Local Kirkland**

Deputy City Manager James Lopez and Special Projects/Economic Development Coordinator Martha Chaudhry reported out briefly on a program launched in Redmond to incentivize hotel stays by offering a designated currency to hotel guests which can be spent at participating local businesses. The program is called Geek Out Gold and is managed by Bullseye Creative, which administers the Experience Redmond tourism program.

TDC Chair Nixon gave clearance for staff to coordinate with Bullseye and have Bullseye founder Peter Klauser present at an upcoming TDC meeting to provide more insight into the program to help determine if it's a good fit for Kirkland.

**5. ITEMS OF BUSINESS CONT.**

**e. Identify new/updated criteria and points structure for 2022 Tourism Funding Grant application**

Brief discussion ensued on how to modify the existing bonus points structure in order to attract more multiday athletic events. TDC consensus indicated a desire to retain the “safe, inclusive and welcoming” item, remove Totem Lake and Welcome Back, and add in Multiday Athletic events as a new opportunity for bonus points.

**6. ACTION ITEMS FOR STAFF**

Work with TDC members to identify a time to have a “special meeting” within the first two weeks of April for final action on the Kirkland Uncorked change of scope. Staff to work with the Clerk’s Office to ensure the meeting is legally noticed.

**Next (Special) Meeting:**

To be determined

**Next Regular Business Meeting:**

Thursday, May 6, 2021

**Meeting adjourned at: 10:02 a.m.**

**Meeting minutes prepared by Chris Hendrickson**