



City of Kirkland
Tourism Development Committee (TDC) Meeting Minutes
Date: June 3, 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 9:03 a.m.

2. ROLL CALL

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

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

Absent: Jeff Lockhart

Guests: None

3. STAFF REPORT

a. Update on 2021 lodging tax revenues

Staff provided TDC with the actual lodging revenues from January and February

4. ITEMS OF BUSINESS

a. 2022 Explore Kirkland tourism grants process

Staff gave a brief overview of revised bonus points structure and requested approval to move forward with the 2022 grants process, including a press release on June 25, 2021 to announce the launch of the application period. This effort includes promoting the 2022 application period across various City channels.

Action: A motion to approve the criteria and points structure as presented was made by TDC member Goldfarb and seconded by TDC member Cooper. The motion carried unanimously.

b. Discuss funding a program modeled after Geek Out Gold and/or a multijurisdictional extension of Geek Out Gold

Discussion ensued over sponsoring an incentivized program like Geek Out Gold in Kirkland. Staff was asked to return to the TDC with a formalized business plan including a target launch date and a timeline showing the steps needed in order to achieve the target launch. The plan should include specific milestones.

c. Discuss the idea of a new Explore Kirkland tourism video

The existing tourism video was created by City staff in 2013 and is out of date. TDC consensus was that several short videos from 30 seconds to a minute long would be a better investment and would provide more content for the website. Staff was asked to return to TDC with a plan for video production including cost.

d. Discuss potential busking regulations

TDC held general discussion about busking in Kirkland and how it enhances the visitor experience in our parks and public spaces. The TDC requested status as a stakeholder on any future Legislative Request Memo prepared for Council deliberations. Legislative Request Memos introduce various ideas and issues to the Council so that its able to make an informed decision on whether it wants to examine those items in greater depth.

e. Approval of May minutes

Action: A motion to approve the May minutes was made by TDC member Cooper and seconded by TDC member Goldfarb. The motion carried unanimously.

5. GOOD OF THE ORDER

None

6. ACTION ITEMS FOR STAFF

Reference Items of Business sections a, b and c.

Next Regular Business Meeting:

Thursday, July 1, 2021

Meeting adjourned at: 10:03 a.m.

Meeting minutes prepared by Chris Hendrickson