



**City of Kirkland**  
**Tourism Development Committee (TDC) Meeting Minutes**  
**Date: March 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 9:02 a.m.

**2. ROLL CALL**

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

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

**Absent:** Danielle Dorland

**Guests:** Tessa Hansen, Chrissy Roberts, Anne Hess, Samantha St. John, Martha Chaudhry, Althea Conyers Achem and Joleen Zanuzoski

**3. ITEMS OF BUSINESS**

**a. Approval of February minutes**

The meeting minutes from February 4, 2021 were approved. Motion for approval made by Lori Goldfarb and seconded by Phil Megenhardt. Motion carried unanimously.

**b. Presentation by Kirkland Downtown Association and Greater Kirkland Chamber of Commerce on the need for a Visitor Information Center sign**

The KDA requested \$14,000 base funding for Visitor Information Center signage to adorn their new space at Kirkland Urban. The funding request was supported by the Chamber, which gave additional insight into the need and added historical context. The request included \$14,000 for the creation and installation of two signs, one positioned flush against the exterior space and another perpendicular. The proposal additionally requested the City to waive permit fees and asked the TDC to provide “reimbursement on other charges based on hard costs.”

Outcome: TDC asked that the KDA investigate alternate funding sources to help with the cost and requested more details on the exact cost, including the cost of the permit fees, as those would likely need to be paid by tourism funding. The KDA should return with the exact total cost on the project in order for TDC to have an informed vote.

**c. Green Rubino presentation on 2021 PR Plan**

Althea Conyers Achem and Joleen Zanuzoski gave a presentation on the 2021 PR plan.

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

Phil Megenhardt and Jeff Lockhart presented a change of scope for the 2021 Kirkland Uncorked event. Megenhardt and Lockhart each represented their own agencies, Bold Hat Productions and Kirkland Performance Center respectively. The new proposal outlines a virtual model that could be done in a hybrid format pending health regulations.

The existing event was awarded \$5,000 and is slated for the end of August (27, 28 and 29).

The total funding request for the revised event is \$32,000. The transition to virtual would result in extended content, for an estimated total of up to 15 hours of programming.

TDC consensus: Megenhardt and Lockhart should come back to the April 1 TDC meeting with specific details including a more carefully itemized budget, a timeline for deliverables and the exact total monetary ask for the revised event, so that the TDC can make an informed vote. Also, if any other funding sources have been identified.

#### **4. DISCUSSION**

##### **a. Identify new/updated criteria and points structure**

Deferred until next meeting.

#### **5. GOOD OF THE ORDER**

No items

#### **6. ACTION ITEMS FOR STAFF**

Work with clerk's office to set up "special meeting" to ensure the April 1 meeting can start earlier than normal, at either 8 or 8:30 a.m. instead of 9.

Work with finance to determine exact level of TDC reserves.

Research our funded 2021 events and find out if any have been cancelled so that the TDC can look at the possibility of repurposing unexpended funding.

Staff to look at budget for other possible funding buckets within the approved TDC 2021 budget. (Can advertising dollars or money from another budget category be repurposed?)

#### **Next Meeting:**

Thursday, April 1, 2021

**Meeting adjourned at: 10:07 a.m.**

**Meeting minutes prepared by Chris Hendrickson**