



**City of Kirkland**  
**Tourism Development Committee (TDC) Meeting Minutes**  
**Date: August 5, 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, 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, Parks & Community Services Director Lynn Zwaagstra

**Absent:** Jeff Lockhart

**Guests:** None

**3. STAFF REPORT**

**a. Update on Kirkland community currency program**

Deputy City Manager gave an update on the Kirkland community currency concept. He stated that the City is pursuing the use of ARPA funds for this program’s inaugural funding tranche. This would free up the TDC’s previous allocation of up to \$50,000 in lodging tax reserves.

**b. Brief update on Explore Kirkland grant application process**

Staff gave a brief report on how many tourism grant applications had been received.

**c. Latest budget detail from finance**

Staff presented the latest numbers from finance.

**4. DISCUSSION**

**a. Megenhardt proposal to award supplemental grants in 2021**

General discussion ensued over the idea of implementing a supplementary grant program to support 2021 event organizers. The funding would come from the \$11,500 in grant awards unencumbered in 2021 due to pandemic-related event cancellations. Consensus favored the idea of increasing the total grants awarded in 2022 over trying to go back and retroactively

supplement 2021 event organizers whose events have already occurred, while also awarding additional funding to the few remaining 2021 events that are coming in the fall/winter months.

## **5. ITEMS OF BUSINESS**

a. Approve meeting minutes from June 3, 2021 and July 16, 2021. (No formal minutes for July 1 due to lack of quorum)

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

**Send out deadline reminder to potential tourism grant applicants.**

**Next Regular Business Meeting:**

Thursday, September 2, 2021

**Meeting adjourned at: 10:05 a.m.**

**Meeting minutes prepared by Chris Hendrickson**