



## City of Kirkland

### Tourism Development Committee (TDC) Special Meeting Minutes

Date: July 16, 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 9:04 a.m.

#### 2. ROLL CALL

**Members present:** Chairperson Toby Nixon, Lori Goldfarb, Jac Cooper, Jeff Lockhart, 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:** None

**Guests:** None

#### 3. STAFF REPORT

##### a. Update on 2022 Explore Kirkland grant application process

Staff reported briefly on the Explore Kirkland grant application process, which launched Friday, June 25.

##### b. Brief update on Explore Kirkland video project

Staff has moved forward with creating a series of one- to two-minute videos meant to showcase Kirkland assets on the Explore Kirkland webpage. This project relies on City staff.

##### c. Presentation on Kirkland community currency program

Staff presented a lean business plan which provided the basics on what it would take to implement an incentivized program to attract overnight guests. The program is fashioned after the “Geek Out Gold” program in Redmond and could take place in Kirkland during the 2021 – 2022 shoulder season.

#### 4. ITEMS OF BUSINESS

##### a. Discuss Kirkland community currency program

General discussion ensued over the idea of implementing a Kirkland community currency to incentivize hotel stays during the winter months.

**Action: A motion was made by TDC member Goldfarb to authorize up to \$50,000 in lodging tax reserves to be used to underwrite the creation of the currency. The motion was seconded by TDC member Megenhardt and carried unanimously.**

**e. Approval of June minutes**

The approval of the June minutes was deferred to August.

**5. GOOD OF THE ORDER**

a. TDC member Megenhardt asked the TDC to consider creating, hosting and facilitating an additional grant process to help provide supplemental funding to 2021 events that are moving forward. This added funding would help these agencies address marketing shortfalls and other financial challenges stemming from the COVID-19 pandemic.

**6. ACTION ITEMS FOR STAFF**

**To inform further discussion of Megenhardt's Good of the Order proposal, staff to return in August with updated budget numbers, including actuals and status of reserves, along with an inventory of TDC funded events moving forward in 2021.**

**Next Regular Business Meeting:**

Thursday, August 5, 2021

**Meeting adjourned at: 10:03 a.m.**

**Meeting minutes prepared by Chris Hendrickson**