



City of Kirkland
Tourism Development Committee (TDC) Meeting Minutes
Date: May 6, 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 9:05 a.m.

2. ROLL CALL

Members present: Chairperson Toby Nixon, Lori Goldfarb, Jac Cooper, 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: Greater Kirkland Chamber of Commerce CEO Samantha St. John, Attain Housing Resource Coordinator Jesse Perrell, and Bullseye Creative Cofounder Peter Klauser

3. PRESENTATION

a. Geek Out Gold by Bullseye Creative Cofounder Peter Klauser

Peter Klauser introduced the Geek Out Gold program, which has been implemented in Redmond. During the program’s inaugural run in Redmond, it operated on an initial investment of \$50,000 in LTAC funds. **Action: Chairperson Nixon requested that a discussion item be added to the June 3 TDC agenda so that the TDC can further contemplate the idea of implementing a similar program in Kirkland that could either be a standalone program or an adjoining one.**

4. ITEMS OF BUSINESS

a. 7 Hills of Kirkland – Proposed Change of Scope

Jesse Perrell presented a change of scope for 7 Hills of Kirkland in which the in-person portion of the event, slated for May 31, is cancelled. Instead, the 2021 event will mirror last year’s event, which pivoted to a month-long, self-guided series of riding challenges, in alignment with ongoing public health limitations.

TDC action: Cooper moved to accept Attain Housing’s revised application as submitted and to approve the change of scope, retaining the same level of funding and authorizing staff to move forward with contract revisions as needed. The motion was seconded by Megenhardt and carried unanimously.

b. Mother's Day Half Marathon – Proposed Change of Scope

City staff presented on behalf of Orca Running, which requested a change in scope to reduce the length of the event from a marathon to a 5K. This reduction in scope was implemented to help facilitate ongoing health and safety recommendations for running events. This changed the event name from the **Mother's Day Half Marathon** to the **Mother's Day 5K**. Orca requested a slightly lower funding amount, \$800 instead of \$1200, to account for the reduced scope.

TDC Action: Motion made by Goldfarb to accept Orca Running's revised application as submitted and to approve the change of scope, authorizing staff to move forward with a new contract to reflect the event's name change and reduced level of funding. The motion was seconded by Cooper and carried unanimously.

c. Tourism Application Feedback

Based on TDC direction, City staff removed the Totem Lake and Welcome Back/Reopening themed categories from the bonus points section and added an item for multiday tournaments athletic and otherwise. TDC consensus agreed that the new category for multiday tournaments should provide an opportunity for applicants to earn up to 10 bonus points, in alignment with most of the other bonus points categories/opportunities.

d. Approval of April minutes (April 1 Regular Business Meeting and April 14 Special Meeting Minutes)

The meeting minutes from April 1 and April 14, 2021 were approved. Motion made by Megenhardt and seconded by Goldfarb. Motion carried unanimously.

5. GOOD OF THE ORDER

Megenhardt requested that further dialogue occur regarding the outright cancellation of the 2021 Waterfront Car Show, Summerfest, Kirkland Uncorked and Oktoberfest. Cancellations in 2021 are detrimental to the welfare of these signature Kirkland events.

6. ACTION ITEMS FOR STAFF

Implement contract for KDA signage. Implement updated contracts for 7 Hills of Kirkland and the Mother's Day 5K.

Next Regular Business Meeting:

Thursday, June 3, 2021

Meeting adjourned at: 10:09 a.m.

Meeting minutes prepared by Chris Hendrickson