



**City of Kirkland**  
**Tourism Development Committee (TDC) Meeting Minutes**  
**Date: November 4, 2021 9 a.m. – 10 a.m.**  
**“Virtual” Meeting via Zoom Conference**

**1. CALL TO ORDER**

Chairperson Toby Nixon began the meeting at 9:08 a.m. with presentations from staff due to lack of quorum. The approval of minutes action item was deferred until later in the meeting. A quorum was present at 9:12 a.m. and the meeting was officially called to order at 9:17 a.m.

**2. ROLL CALL**

**Members present:** Chairperson Toby Nixon, Lori Goldfarb, Jac Cooper, and Phil Megenhardt (arrived at 9:12 a.m.)

**Staff:** Deputy City Manager for External Affairs James Lopez, Special Projects, Economic Development Martha Chaudhry and Web and Multimedia Content Specialist Chris Hendrickson

**Absent:** Skye Branson (excused absence)

**Guests:** None

**3. STAFF REPORT**

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

Staff gave a brief update on the Kirkland community currency program which is currently in the RFP process. Intended launch is 1st quarter of 2022.

**b. Brief update on 2022 Explore Kirkland grant process**

The TDC’s 2022 funding recommendation has advanced to the City Council packet and is slated for approval via the consent agenda during the November 16 Council meeting. Fiscal note has been completed by Finance and is included with the memo and funding recommendation.

**c. Discuss TDC vacancies and recruitment strategy**

Staff reported briefly on unanswered outreach to Heathman staff. TDC gave staff the green light to reach out to current event organizers to find out if any are interested in serving on the TDC. There remain two vacancies, one for a representative of an agency required to collect the tax and another for an agency involved in activities authorized to utilize the tax.

**4. DISCUSSION**

**a. Future of marketing and PR for Explore Kirkland**

General discussion ensued over how to proceed with Explore Kirkland marketing and PR in 2022 and beyond. TDC favored the idea of leveraging current resources and working with Green Rubino to revise and renovate the current Scope of Work to be more in alignment with TDC goals and expectations.

## **5. ITEMS OF BUSINESS**

a. The meeting minutes from October 7 were approved. Motion for approval made by Jac, seconded by Phil and carried unanimously.

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

**a. Outreach to event organizers about grant awards and the opportunity to serve on the TDC**

**b. Arrange to have Green Rubino attend the December TDC meeting**

**c. Potentially find another date for the December 2 TDC meeting to accommodate Lori (December 6 is a possibility)**

### **Next Regular Business Meeting:**

Thursday, December 2, 2021: Cancelled

Special Meeting: 11 a.m. Monday, December 6, 2021

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

**Meeting minutes prepared by Chris Hendrickson**