



VISIT GOLDEN Marketing Committee Meeting Minutes
Oct 12, 2023, In-Person Meeting
Location: – Golden Fire Department Training Room
911 10th St. Golden

- I. **Megan, joy, michelle, kyle, robin, Dave, bob, marrisa, len, rick, barb, susan,**
- II. **Introductions & Attendees:** Megan Pinson, Dave Shuey, Joy Meadows, Barb Warden, Kyle Blakely, Robin Fleischmann, Rick Muriby, Michelle Aldava, Bob Chimbel, Susan Ganter, Marrissa Trout, Let Matheo, Nola Krajewski
- III. **Staff Updates**
 - A. 2024 Budget Projections and Recommendations – Kyle presented a draft 2024 budget to the committee. The committee had questions about the Visit Golden CRM, how the 2024 budget is projected and trends.
Discussion took place about the Golden Visitor Center being compensated for services and from which funding source. I.e., Visit Golden budget vs. lodging tax.
Barb requested that a notes section be added to show vendors the expenses go to.
 - B. Tourism Economic Impact Study update and communications plan – Kyle gave an update on the timing of economic impact study rollout. The committee was provided with an outline of the communication plan. The report to committee in November and will provide the data to help communicate the value of tourism to the community.
 - C. PR & Social Media Update – Joy Meadows gave an update on Q4 PR and social media efforts and upcoming campaigns. Explained influencer program and efforts.
 - D. Golden Ticket Merchant Survey – Staff and Kyle Blakely presented a draft survey that could be sent to Golden Merchants who participated in the Golden Ticket program. The committee gave recommendations on questions or topics they thought should be included. Staff will update the survey.
 - E. Staff Update – Megan gave updates on Group Sales efforts (Large conference coming in 2025, Meeting Planner Guide, Group Sales position posted, FAM Trip planning), Golden sidewalk sale, website updates, 2024 Visitor Guide, Coors 150 promotion and Olde Golden Holidays.
 - F. Sales Tax Report: Robin gave an update on the September sales tax report.
- IV. **Around the Table: / Discussion**
 - i. **Robin** – Met with representatives from the CSM Mines career fair. They are interested in learning more about marketing ideas to market Golden to the recruiters that attend.
 - ii. **Joy** – Gave an update that there is a Red Rocks economic impact report and talked about more promotion ideas around Red Rocks.

- iii. **Len** – Avenue Q had 25,000 patrons. Miners Alley Playhouse has a new website. The Cherry Orchard opens 10/13. Nov. 3 is their annual fundraiser at the Green Center. Dec. 2 is scheduled to be the opening of new facility (Invite only). Will be premiering the Great American trailer park.
- iv. **Nola** – Gave an update on upcoming Chamber events and the Beer Tasting and Chile Cookoff.

The next meeting will again be in person on November 9, 2023, at 9:00 AM.