



**VISIT GOLDEN Marketing Committee Meeting Minutes
Sept. 14, 2023, In-Person Meeting**

**Location: – North conference room at the City Planning & Public Works
Building. 1445 10th St. Golden**

- I. **Introductions & Attendees:** Megan Pinson, Dave Shuey, Dean Valdez, Tamara Sturdavant, Barb Warden, Kyle Blakely, Robin Fleischmann, Rick Muriby, Renee Rinehimer, Bob Chimbel, Violina Mitovska, Lora Knowlton, Susan Ganter, Nicole Simmons.
- II. **Staff Updates**
 - A. Fall Advertising Campaign Update - Kyle Blakely presented fall campaign updates. Presented radio ads, video, CTO, Visit Denver, campaign creative. concepts, media plan and media budgets. Themes are “treasure hunt”, fall colors and cultural promotions. Campaigns will launch mid-Sept. Barb asked about holiday campaign with emphasis on Miners Alley and Foothills Art center since they will be open.
 - B. Group Travel Update – Kyle presented an update on the group travel marketing efforts. Paid ads and promotions are in place. Visit Golden is hosting a FAM trip for 8 to10 meeting planners on Oct. 23 and finalizing the itinerary. Work on a digital meeting planner guide is underway. A smaller print version will also be created based on the digital guide.
 - C. Q1 Promotion Ideas – Kyle presented a few ideas for promotions during Q1 of 2024. Ideas presented included western heritage month in January with a country music concert series and enhanced promotion around the National Western Stoke Show. Committee members like the idea of different venues hosting and promoting country music concerts, country theme movies and adding promotion around the Cowboy poetry gathering. Committee members also like the idea of adding additional promotions around Goldens In Golden in February. Other thoughts were spring break promos in March and capitalize on the “skier market” in the winter.
 - D. Budget update – Megan presented the year to date Visit Golden budget tracker with YTD expenditures in budget categories. A discussion around the Golden Ticket program took place. Staff will create a draft Golden Ticket merchant survey and the committee will review the draft survey in October. A detailed Golden Ticket discussion will take place during the November meeting after feedback is collected from merchants and Golden Ticket stakeholders.
Staff will present 2024 budget projections and recommendations during the October meeting.
 - 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, fall event promotion,

social and pr, Coors 150 promotion and Olde Golden Holidays.

- F. Sales Tax Report: Robin gave an update on the July sales tax report. Sales tax collections were up 1.2% for the month. Overall revenue is up 4.1%.

III. Around the Table: / Discussion

- i. Lora reported that the Fine Arts Festival had 10,000 attendees. Very high heat affected attendance. Attendee feedback was very positive. Shuttle service was a positive. The Beer Tasting and Chile Cookoff is Oct. 14th and they are recruiting chile cooks. Ticket sales are already high.
- ii. Violina gave an update on the Golden Farmers markets. Oct. 7th last one. Average attendance is 2,500 to 3,000 people per market. Sales continue to rise YOY.
- iii. Nicole gave updates on events happening at The Eddy. Movies on the lawn, last Monday of every month (free), through October. Boo bash, wax & whiskey Dec. and Miracle Bar during December.
- iv. Dave – Asked for a tourism Economic Impact Analysis update. Kyle reported that we should have final report by Oct. potentially for the meeting. Arts & Culture Master Plan, recommendations for Visit Golden to do events. Look at plan to see Visit Golden's involvement.
- v. Robin – Itty Bitty Art Tour, installations almost finished. Promotion from VG happening soon.

The next meeting will again be in person on October 12, 2023, at 9:00 AM.