



**Community Marketing Stakeholder Committee
Meeting Agenda
January 11, 2024
Time: 9 to 10:30 a.m.
Location: – City Hall
Council Chambers - 911 10th Street, Golden**

Visit Golden Mission

Through collaborative marketing efforts, we position Golden as a premier destination in Colorado by promoting its unique attributes to residents, regional visitors and out-of-state travelers.

I. Introductions

II. Public Comment

III. Staff Updates

- a. Fall & Holiday Paid Media Campaign Results – **Kyle Blakely**
- b. Quarter 1 Marketing Plan – **Kyle Blakely**
- c. Western Heritage Days and Golden's In Golden Update – **Megan**
- d. Tourism Economic Impact Study Communications, Agency Recommendations & Questions – **Kyle Blakely**
- e. Sales Tax Report (Oct. & Nov.) - **Robin**

IV. Around the Table / Discussion

- a. Misc. Business Updates, Major Planning/Comm. Dev. Updates, Questions, and Comments
- b. Additional documents for reference: Golden Ticket Merchant Survey, 2024 Draft Proposed Budget
- c. 2024 Meeting dates/time, expectations, contact info updates, meeting agenda preview