



**VISIT GOLDEN Stakeholder Committee Meeting Minutes**  
**February 8, 2024**  
**911 10th St., Golden, CO 80401**

- I. Introductions & Attendees:** Michelle Aldava, Kyle Blakely, Len Mattheo, Warren Sherrill, Susan Ganter, Dean Valdez, Nola Krajewski, Marissa Trout, Joy Meadows, Dave Shuey, Bob Chimbels, Robin Fleischmann, Megan Pinson, Heather Beasley, Rick Muriby, Jerry Devitt, Mary Gomez, Tamara Munroe, Barb Warden
  
- II. Public Comment – None**
  
- III. Staff Updates**
  - A.** 2023 Public Relations Results – Joy Meadows presented the year-end report for public relations, social media, influencer relations, content creation in support of the Strategic Plan including brand objectives, positioning pillars, and personality, focusing on the off-season.
  
  - B.** Western Heritage Days and Golden in Golden Review – Western Heritage Days, January 6-31, was successful with business events, media coverage, and sponsored events.
  
  - C.** 2024 Budget Approval – Megan Pinson and Kyle Blakely presented the proposed 2024 budget including Creative, Public Relations, Promotions, Website, Collateral, Paid Media, Group Travel Market, and Other Memberships and Expenditures. After discussion, it was decided to postpone final approval to the March meeting while giving staff approval to carry out the program in the interim.
  
  - D.** Visitor Center Request – Jerry Devitt and Mary Gomez presented a verbal proposal for \$24,000 for assisting the Community Marketing program. After discussion and with a staff request for a written proposal, it was decided to postpone consideration until the March meeting.
  
  - E.** Sales Tax Report – The year-end sales tax report showed slowing growth.