



VisitGolden.com

VISIT GOLDEN Marketing Committee Meeting Minutes

February 9, 2023, In-Person Meeting

Location: City of Golden Public Works and Planning Building

North Conference Room - 1445 10th Street, Golden

- I. Introductions & Attendees:** Rick Muirby, Megan Pinson, Nathan Richie, Nola Krajewski, Dave Shuey, Robin Fleischmann, Marie Gillis, Renee Rinehimer, Karen Oxman, Barb Warden, Marissa Trout, Chris Luerson (GM The Eddy), Nicole Simmons, Kyle Blakely, Len Matheo, Susan Gantner,

II. Staff Updates

- A. Visit Golden is working with Easy Chair Media for the 2023 publication of the Golden Official Visitors Guide.

Linda Thompson, Tourism Group Sales & Marketing, gave her two-week notice. Her last day was Feb. 10, 2023.

Goldens in Golden was a successful event. The unofficial count is 3,000 dogs and 5,000 people attended the event. Concerns mentioned during the discussion were: parking, dog waste, and Clear Creek Lot closure. Questions asked during the discussion: Who pulled the permit? A: Visit Golden. Did VG pay permit fees? A: City events are not assessed permit fees. What were the event expenses? Would we want to make it a [full] weekend event? Business representatives attending the meeting voiced that it was one of, if not the, best day for their business.

- B. **2022 Website Analytics Recap:** PowerPoint presentation by Staff.

Winter Campaigns: Running

- a. CTO Grant Cycle Campaigns
- b. Winter Campaign Video

- C. **Committee Policy Sub Committee:** Committee members on Sub-committee: Barb Warden, Dave Shuey, Renee Rinehimer, Michelle Aldalva, Megan Pinson, Robin Fleischmann. Other volunteers wishing to be on the Policy Sub-committee, please send your name to Megan Pinson.

- D. **Sales Tax Report:** Staff Reviewed the December Sales Tax Report. "The final 2022 sales and use tax: reports, including December sales (collected in January). Sales tax collections were up 8.1% (+\$198,149) for the month compared to 2021. For the year, sales tax revenues were up 11.6% over 2021 and up 21.1% compared to the 2022 budget. In dollars, 2022 revenues were up from 2021 by \$2,342,289 and were over the 2022 Budget by \$3,910,353. This is the best year in the City's history for sales tax revenue, clearly exceeding expectations." Jeff Hansen CFO

E. Around the Table:

- Len -Miners Alley Playhouse (MAP) - Ticket sales for our current show are at 1,800. We expect that to increase by March 5, 2023. MAP is beginning its Capital Campaign. We have two job openings.
- Chris – The Eddy- Chris is excited to be here in Golden.
- Karen – DDA- Karen asked for project updates on businesses in the vicinity of 11th Street & Washington Avenue.
- Susan – Golden Mill – The Mill is hosting a Puppy Bowl event on Feb. 12. 2023
- Nola- Golden Chamber- The Golden Chamber will not be hosting “A Taste of Golden”. Applications for Farmers Market Vendors and the Fine Arts Festival artists are now being accepted. The Golden Chamber hosts a Golden-based job board each week on their website.

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

**Meetings are held in the North conference room at the City Planning & Public Works Building.
1445 10th St. Golden across from the Golden Community Center.**