



Community Marketing Stakeholder Committee

Agenda

March 14, 2024

9:00-10:30 a.m.

Virtual Meeting

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.

Due to the probable storm, the meeting will be virtual and Committee members and the public may join via the following Teams link. The meeting will be recorded and loaded onto the City's website.

Microsoft Teams meeting

Join on your computer, mobile app or room device

[Click here to join the meeting](#)

Meeting ID: 256 742 437 110

Passcode: GVX3kD

[Download Teams](#) | [Join on the web](#)

Or call in (audio only)

[+1 929-352-1905](tel:+19293521905),,590294382# United States, New York City

Phone Conference ID: 590 294 382#

I. Introductions

II. Public Comment

III. Business

- a. Community Marketing Program Interim Management
- b. 2024 Budget Approval – Robin Fleischmann, Kyle Blakely
- c. 2024 Marketing Plan – Kyle Blakely

IV. Staff Report

- a. Western Heritage Days 2024 Full Results
- b. Late Winter/Early Spring Campaigns
- c. Golden Ticket Survey
- d. Gateway Village Outreach and Promotion
- e. Visitgolden.com Accessibility
- f. Sales and Lodging Tax Report (Jan.)

V. Around the Table / Discussion

- a. Misc. Business Updates, Major Planning/Comm. Dev. Updates, Questions, and Comments