



VISIT GOLDEN Marketing Committee Meeting Minutes

March 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, Dave Shuey, Robin Fleischmann, Marie Gillis, Renee Rinehimer, Barb Warden, Nicole Simmons, Kyle Blakely, Michelle Aldalva, Bob Chimbél, Dean Valdez, Joy Meadows.
- II. **Staff Updates**
 - A. 2022 Public All in favor: Report – **Joy Meadows** – Meadows PR gave a report on all the 2022 PR, social media, and main message promotions. Goldens in Golden continues to be a top item.
 - B. **2023 Marketing Plan – Megan/Kyle Blakely** – a PowerPoint of the 2023 Marketing Plan was reviewed by the Committee. Committee members discussed the plan and the 2023 Marketing Plan was unanimously adopted by a raise of hands. Nay: no votes. Blakely will tweak the plan and return it to the Committee.
 - C. **2023 Budget – Megan/Kyle Blakely** - The Community Marketing Budget was reviewed and adopted. Those voting Yea: Dean, Dave, Nicole, Bob, Barb, Renee, and Michelle. Those voting Nay: no votes
 - D. **Sales, Use, and Lodging Tax Report – Robin** – The report was emailed to the Committee. Staff reviewed the sales, use, and lodging tax report. A committee member questioned the increase in the restaurant sales tax. Staff will check.

III, Around the Table: No contributions

Link to Community Marketing Committee Agendas and Minutes on city site:

- <https://www.cityofgolden.net/government/boards-commissions/visit-golden-stakeholder-committee/>

The next meeting will again be in person on April 13, 2023, 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.**