



VISIT GOLDEN Marketing Committee Meeting Minutes

April 13, 2023, In-Person Meeting

Location: Golden Visitors & Information Center

Conference Room - 1010 10th Street, Golden, CO 80401

- I. **Introductions & Attendees:** Rick Muirby, Megan Pinson, Nathan Richie, Dave Shuey, Marie K. Gillis, Len Mattheo, Susan Gantner, Barb Warden, Kyle Blakely, Michelle Aldalva, Bob Chimbél, Nola Krajewski, Marissa Trout, Karen Oxman.
- II. **Staff Updates**
 - A. The 2023 Golden Official Visitors Guide has been published. Copies were made available to the Committee.
 - B. Quarter 3 Paid Media Results and Updates – Kyle reviewed the 3rd quarter Paid Media results. The committee discussed geofencing and comparing our stats to the industry standard. Questions were: How does it [results] shape strategy and what are we hoping to achieve?
 - C. 2022 Golden Ticket Report - Staff
 - 9,003 tickets redeemed
 - 334 \$5 & \$10 winning tickets
 - three \$500 winnersQuarter 1 2023
 - 1,730 tickets redeemed
 - 65 cash winners
 - D. Bandwagon renewal – Renewing Bandwango for 9.5 K to increase the number of passes or to maintain the three passes we currently have for 6.5. The committee proposed not to renew, and all committee members agreed. Visit Golden will continue the tap trail directions currently in use.
 - E. Special Events- Dave questioned the permitting process to ensure that fees are equitable among all who apply and receive permits. He posed a question to the committee “ What would this committee consider as a Special Event to take on? Committee members contributed that there should be criteria for a Special event or promotion of a Special Event. A Western Week was offered as an idea.
 - F. Staff reviewed the sales, use, and lodging tax report and updated the committee on a question raised at the March meeting.
- III. **Around the Table: / Discussion**
 - The downtown seating & dining program will continue. Fees will be finalized at Council’s April 25, 2023, meeting.
 - There will be a seasonal parking lot swap between the City’s Splash Parking lot and Colorado School of Mines Stadium Lot K.

- A Memo of Understanding was made for a dedicated parking space at Triceratops Trailhead
- Barb Warden informed the committee of all the Golden Cultural Alliance's events.
- Save the Date GTEAM is June 15, 2023
- City of Golden Arts and Culture Strategic Master Plan input meeting, April 18 at 11:00 AM

The next meeting will again be in person on May 11, 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.