



VISIT GOLDEN Marketing Committee Meeting Minutes

June 8, 2023, In-Person Meeting

**Location: – North conference room at the City Planning & Public Works
Building. 1445 10th St. Golden**

- I. **Introductions & Attendees:** Rick Muirby, Megan Pinson, Dave Shuey, Marie K. Gillis, Len Matheo, Barb Warden, Michelle Aldalva, Nathan Richie, Marissa Trout, Renee Rinehimer, , Dean Valdez, Kyle Blakely, Nicole Simmons, Anna Schoen, Joy Meadows, Remote attendees: Graham Anderson, Mike Anderson of Anderson Analytics.

- II. **Staff Updates**

- A. **Tourism Economic Impact Study Overview - Anderson Analytics.**
 - i. Mike and Graham presented a scope of work overview to the Committee. Anderson Analytics will capture a snapshot of Visitation Data in Golden. A visitor summary will include data on demographics, length of visit, state origin, points of interest visited, etc. The committee discussed and questioned the location of points of interest, the “visitor” label assigned to the 50 miles or greater distance from the Golden parameter, and the measurement of the Arts’ impact on the community. Discussion around choosing “Points of Interest” also took place. The committee will choose the additional points of interest at the July meeting.
 - ii. Michelle asked that any additional questions or input be addressed to Megan via email, and we will compile the feedback for discussion at the July meeting.
- B. **PR Update** - Meadows PR presented the PR update which highlighted the Spring Influencer visit.
- C. **Sales Tax Report** – The April Sales tax report was emailed Friday, June 9, 2023.

- III. **Around the Table: / Discussion**

- Save the Date GTEAM is June 15, 2023

The next meeting will again be in person on July 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.**