



VISIT GOLDEN Marketing Committee Meeting Minutes

July 13, 2023, In-Person Meeting

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

- I. Introductions & Attendees:** Megan Pinson, Dave Shuey, Barb Warden, Michelle Aldalva, Nathan Richie, Marissa Trout, Kyle Blakely, Nola Krajewski, Robin Fleischmann, Bob Chimbel, Karen Oxman, Graham Anderson, Mike Anderson of Anderson Analytics.

II. Staff Updates

- A. Tourism Economic Impact Study Update - **Anderson Analytics.**
- i. Mike and Graham Anderson presented a recap of June's presentation to the Committee, including a recap of Datafy. Anderson then presented new data representing visitors within 50 miles radius. Their presentation also included data on the Front Range Urban Corridor, demographics, and workforce.

Anderson clarified questions about choosing "Points of Interest" and gave direction to the committee on how to choose the remaining two points of interest. He noted that not all the culturals could be grouped together as a point of interest. Mike is also working with Datafy to find out an estimated cost of additional points of interest and staff training options.

Discussion on the remaining POIs took place, including Downtown Golden, Creek Corridor, Red Rocks, Lookout Mountain, CRRM, culturals with the largest visitation and most important tourist areas. The committee did not choose the remaining POIs during the meeting, but were asked to think about their top choices.

- ii. Megan will send a follow up email to the Committee and ask members to send their top 2-3 POI choices with reasons supporting those ideas. She will also send a staff update memo.

- B. Staff Update – Will be emailed to the Committee.
C. Sales Tax Report – The May Sales tax report was emailed Friday, July 11, 2023. There was not time to discuss during the meeting. Please email staff with any questions.

III. Around the Table: / Discussion

- i. Email Megan with any updates you would like shared to the Committee.

The next meeting will again be in person on August 10, 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.**