



January 3rd
Marketing Meeting Minutes

Mission Statement: We inspire a sustainable, year-round tourism economy in Grand County with an emphasis on strengthening the vitality of our communities, celebrating our local culture and traditions and respecting our environment and resources.

Attached please find the Miles presentation:

https://docs.google.com/presentation/d/1vf2bQxhyUGGHPcEPZK3NI95ZhVLXCNiMmaKIt7qpj7g/edit#slide=id.g22705bfed60_0_3177

Additional Notes/Requests:

- Jennifer asked if Miles could present the ROI/Impressions quarterly on advertising, newsletters, social media, and the website.
- Photo Shoot: Tentatively scheduled in February. Carrie would like the marketing committees to help with locations and diversity models.
- Gaylene proposed that we meet on the 2nd Thursday of every month at 2:00 pm.