



**Marketing Committee  
February 8, 2024  
9:30 a.m. to 10:30 a.m  
Zoom Meeting**

**Present:**

- Kristen Spronz
- Jennifer Brown
- Elizabeth Brumm
- Dave Huber
- Cheryl Spezia
- Gaylene Ore

**9:30 am:**

- Meeting opened.
- The group discussed the reporting requirements from Miles Media.
  - i. Simplified form, akin to "Social at a Glance."
  - ii. Easily digestible information format.
  - iii. Key Performance Indicators (KPIs) highlight what's working and what's not, along with explanations.
  - iv. Year-to-year comparisons include click-through rate, web season, and other marketing metrics.
- Decision: Work with Carrie on establishing measurable goals for longer night stays and out-of-state visitors. Consider reducing marketing efforts in the Front Range.

**10:00 am:**

- Carrie Tomlinson, Kimberly Ramsawak, and Chloe Smith joined.
- Carrie was tasked with initiating the requested reporting.
- Miles provided updates on work completed in January and February regarding website content. Reviewed 2023 statistics.
- Jennifer asked Carrie to review photos on all marketing to make sure we are up to date-and relevant.

**Action Items:**

- Carrie will begin generating requested reports.
- Gaylene and Carrie will discuss marketing strategies, particularly regarding marketing to the Front Range, longer night stays and Stand Grand.

**Next Meeting:** March 14, 2024 at 10:00 am via Zoom.  
**Adjourned:** 10:30 am