



GCCTB Marketing Committee Meeting

**March 21, 2024
Via Zoom**

Board members present: Dave Huber, Jennifer Brown, Elizabeth Brumm, Cheryl Spezia

Others present: Gaylene Ore, Paula Isakson, Carrie Tomlinson, Chloe Smith, Kimberly Ramsawak

Board Members Pre-Marketing Meeting

- Concern about the photo shoot after March 31 due to snow conditions. The committee would like to cancel.
- The committee wants to use local photographers.
- The committee would like to see better communications from Miles and the need to understand the board's goals and objectives.
- Jennifer wants to know how Miles is driving tourism.
- Fund balance request: The committee would like to focus more on digital display, b-roll, and paid social. They would also like more information on where they are placing the native display. Will the increase in funding increase visitation, 2- to 3-night stays, responsible travel, and shoulder season?

Marketing Committee

- Jennifer asked for a side-by-side report per request showing what is currently being done and each tier of Miles proposed budget increase. Would also like to see expected outcomes and how they meet our goals.
- The committee asked Carrie if they had the capacity to complete the work with additional funding. Carrie assured the group that Miles could do it.

Carrie went over Miles's Report (see attached)

- The committee wants Miles to focus on long night stays (2-3 nights), off-season, responsible travel and cross-promotion.
- The March photo shoot was moved to April. The committee did not feel that was a good winter representation. Dave suggested moving the photo shoot to summer and focusing on Kremmling and Granby.

- The board reviewed the additional funding requests with Miles and what they would like to see.
- Gaylene reviewed Stand Grand and would like to keep as is for this year.

Meeting adjourned at 10:41 am.

1. Adjourn at 1041 am

Next Meeting
April 11 - Zoom