

CARBONDALE CHAMBER OF COMMERCE
TOURISM COUNCIL of CARBONDALE (TCC) MINUTES
December 19, 2019, Third Street Center

TCC Mission: The Tourism Council of Carbondale's mission is to create a strong tourism economy by promoting the town.

In Attendance:

Eaden Shantay, True Nature Healing Arts, TCC Chair
Jamie Wall, Town of Carbondale Rec Dept
Sue Gray, Carbondale Historical Society
Adam Miller, Why Cycles
Deric Gunshor, Aspen SkiCo
Natasha Lucero, Media/PR
Patty Brendlinger, Coldwell Banker/Mason Morse
Kellyn Wardell, Carbondale Arts
Julie Warren, River Valley Ranch Golf & Homestead Bar and Grill
Taylor Rogers, FootSteps Marketing, TCC Web Contractor
Shawn Brugge, FootSteps Marketing, TCC Web Contractor
Renaee Gustine, Town of Carbondale Finance Director, Town Liaison
Erkko Alm, Alpine Bank, Chamber Board Treasurer
Andrea Stewart, Carbondale Chamber Executive Director

Not In Attendance:

Michelle Marlow, Media/PR
Troy Hawks, Sunlight Mountain Resort
Merrill Johnson, Cedar Ridge Ranch LLC, Merrill's Family Farm LLC
Pam Johnson, Cedar Ridge Ranch LLC
Jes Tilton, The Way Home
Pat Curry, FootSteps Marketing, TCC Web Contractor
Jessi Rochel, Town of Carbondale Rec Dept
Andreas Fischbacher, Allegria
Sarah-Jane Johnson, TCC PR Contractor

Agenda:

The meeting was called to order at 8:05am

1. Approve Meeting Minutes

The meeting minutes from the November 21 meetings were presented for approval. Natasha motioned to approve the meeting minutes, and Adam seconded the motion; the motion was approved.

2. Revenue Report

Erkko presented the financials to the TCC,

Tourism Council of Carbondale

Treasurer's Report – Executive Summary

Period Ending November 30, 2019, Cash Basis

Lodging Tax Report – Town of Carbondale

- Lodging Tax for October 2019 is \$9,894: 12.24% higher than October 2018
- 2019 exceeds 2018 by \$3,205

YTD P&L Actuals November 30, 2019 (Blue Column)

- Lodging Tax Income: \$120,314 actual vs \$115,500 budget
- Total Income: \$122,531 actual vs \$117,539 budget
- Net Ordinary Income: \$17,646 actual vs \$11,900 budget
- Net Income including Other Income: \$19,270
- Net Available Operating Funds as of 11/30/19: \$77,539

Balance Sheet as of November 30, 2019 (Blue Column)

- The Operating Account balance is \$70,672 compared to \$101,765 at 11/30/18
- Money Market account balance (Opp & Reserve Funds combined) is \$52,848
- Reserve Fund Equity account is \$44,917 (interest earnings now included in Equity account); Opportunity Fund Equity account is now at \$5,385

2019 Budget

- As in years past, our budget figures are based on the previous year's budget figures, taking into account any potential increases or decreases that we may see on specific line items.
- Please see notes on Balance Sheet and P&L regarding grant funds.

Respectfully submitted,
Erkko Alm, Treasurer
December 18, 2019

Please direct any questions or comments to erkkoalm@alpinebank.com

Thank you!

Due to the meeting date, the unofficial October figures were not available.

Deric motioned to approve the 2020 budget, and Natasha second the motion. The motion was approved.

Brief conversation was had regarding the annual review that is performed and provided to the Town of Carbondale, per the agreement. Andrea mentioned that the rate is going up significantly; she and Heather have been in contact with a number of firms to potentially perform the review. Adam expressed that it is worth pursuing other options and ideas to keep our costs down. Further conversation will be had.

Board recognition

Andrea recognized and thanked Natasha and Deric for their six years of service to the TCC.

**3. Carbondale Chamber & TCC Update
2020 TCC Board**

Discussion was had about prospective board members for 2020, and the following entities were presented for approval from the TCC,

- Arts: Creative District (Kellyn)
- Heritage: Carbondale Historical Society (Sue Gray)
- Dandelion Inn (Kelley)

- Food & Beverage (Homestead, Julie Warren)

Natasha motion to approve the slate of candidates, as listed above, and Deric seconded the motion. The motion was approved.

Deric suggested having someone at the table representing the vacation rental properties. Andrea stated that she met the new General Manager at the Carbondale Comfort Inn & Suites, Emily; she feels Emily will be a great addition to the TCC, once she gets settled into her new role.

4. Contractor & Sub-Committee Updates

- Public Relations

Sarah-Jane updated the TCC on PR, and stated that Carbondale has been mentioned in national press coverage, including Afar Magazine and Thrillist. Carbondale Tourism had a column in the December 5 issue of the Sopris Sun. The final submission for Sunset Magazine's Dream Towns was completed, and she has been working tirelessly on the farm map/

- Website & Social

Taylor updated the TCC on social and web stats. Web users were down by 12%; pageviews and sessions were also slightly down; it was expressed that this was due to the contest running in November. Top states include Colorado, Illinois, Texas, and top cities include Denver, Glenwood, and Aspen. Facebook has 4,959 followers, and Instagram has 3,679 followers. The top Instagram post was the Signs post, with 401 likes- an all-time record by more than 100 likes, and had 18 comments!

- Responsible Tourism

Hot off the press! Andrea passed around the new Colo-Ready brochures from the Colorado Tourism Office, which are specific to Carbondale, thanks to the Responsible Tourism sub-committee, and a special thanks to Natasha for heading up this project.

5. Sub-committee Breakouts

The sub-committees met to discuss 2020 goals.

6. Adjourn

The meeting was adjourned at 9:20am.

The next TCC meeting is scheduled for Thursday, January 23, 8am, Calaway Room, Third Street Center.

Respectfully Submitted,

Andrea Stewart, Carbondale Chamber Executive Director