

CARBONDALE CHAMBER OF COMMERCE
TOURISM COUNCIL of CARBONDALE (TCC) MINUTES
June 27, 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:

Jamie Wall, Town of Carbondale Rec Dept
Troy Hawks, Sunlight Mountain Resort
Natasha Lucero, Media/PR
Jes Tilton, The Way Home
Patty Brendlinger, Coldwell Banker/Mason Morse
Deric Gunshor, Aspen SkiCo
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:

Adam Miller, Why Cycles
Jessi Rochel, Town of Carbondale Rec Dept
Merrill Johnson, Cedar Ridge Ranch LLC, Merrill's Family Farm LLC
Michelle Marlow, Media/PR
Eaden Shantay, True Nature Healing Arts, TCC Chair
Andreas Fischbacher, Allegria
Sarah-Jane Johnson, TCC PR Contractor

Agenda:

The meeting was called to order at 8:03am

1. Approve Meeting Minutes
Deric motioned to approve the May 23, 2019 meeting minutes, and Jes 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 May 31, 2019, Cash Basis

Lodging Tax Report – Town of Carbondale

- Lodging Tax for April 2019 is \$6,415,: 0.94% lower than April 2018
- 2019 exceeds 2018 by \$4,056

YTD P&L Actuals May 31, 2019 (Blue Column)

- Lodging Tax Income: \$47,266 actual vs \$52,500 budget
- Total Income: \$47,479 actual vs \$52,761 budget
- Net Ordinary Income: \$2,837 actual vs -\$6,017 budget
- Net Income including Other Income: \$2,311
- Net Available Operating Funds as of 5/31/19: \$60,580

Balance Sheet as of May 31, 2019 (Blue Column)

- The Operating Account balance is \$97,178 compared to \$70,157 at 5/31/18
- Money Market account balance (Opp & Reserve Funds combined) is \$52,625
- Reserve Fund Equity account is \$44,917 (interest earnings now included in Equity account); Opportunity Fund Equity account is now at \$7,686

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
June 26, 2019

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

Rena provided the unofficial figures for May, which is \$9,310.10, which is a 6.9% decrease from the same period last year.

Andrea mentioned that the CRAFT expenses are included in the Entertainment category, and she suggested moving it to Opportunity, as this workshop was not budgeted. Deric suggested moving it where it fits best.

3. Carbondale Chamber & TCC Update

a. Ride the Rockies Recap

Andrea expressed that the Ride the Rockies event was very successful, and Carbondale was named one of the favorite towns along the route. Restaurants were busy, and town saw an economic increase their 24 hours in town. The TCC's opportunity fund covered RTR expenses; we will get reimbursed for a portion of these expenses.

4. Sub-Committee Updates

a. Agritourism & Heritage

Andrea shared that the TCC, in partnership with the CTO hosted a CRAFT workshop at Sustainable Settings on May 29. The workshop was well-received, and a farm and ranch map will be created as part of this process. The map is in the development phase, and will be finalized this fall, printed in late 2019, and distributed in early 2020. This timing is due to our partners being in prime agricultural season and harvest.

Jes discussed the opportunity of hosting a spring event to drive traffic and lodging tax in the off-season to Carbondale. Possible events could revolve around bikes, perhaps 'bikes and brews'

and be held at Spring Creeks Ranch, which is a very accessible location. Discussion was had about event dates, partners, a unique race to anchor the event, and more. Andrea and Jes will look into this opportunity further, and Jamie is happy to serve on that planning committee as well.

b. Creative Tourism

Andrea shared that the Colorado Creative Corridor is in the process of applying for the CTO MMG grant for year-three funding.

Andrea presented marketing opportunities including FOX21 Colorado Springs, and separately, the fall 5280 Magazine, which will focus on the State Byways. The TCC feels we should pass on the FOX21 opportunity, and move forward with 5280. Jes suggested a cap of \$5,000 towards a print, social, newsletter buy with 5280. Andrea will finalize the agreement with 5280. The Colorado Creative Corridor is also purchasing an ad in this publication as well.

c. Responsible Tourism

Natasha updated the TCC on adding resources from Roaring Fork Conservation and repurposing of the CTO toolkit on the website and social outlets. She also arranged the following presentation from the Colorado Wild Public Lands.

5. Presentation: Colorado Wild Public Lands

Suzanne with CWPC presented on retaining public lands and protecting the integrity, and quality of Colorado public lands. This organization became a non-profit in 2014, and works to advocate and educate communities on public lands. In the last 19 years, there have been over 150 land exchanges in Colorado! More information can be found at <http://coloradowildpubliclands.org/>

6. Items not on the agenda

There were not any additional items discussed.

7. Sub-Committee Breakouts

Committees met to discuss upcoming projects.

8. Adjourn

The meeting was adjourned at 9:20am.

The next TCC meeting is scheduled for Thursday, August 22 8am, Calaway Room, Third Street Center.

Respectfully Submitted,

Andrea Stewart, Carbondale Chamber Executive Director