

CARBONDALE CHAMBER OF COMMERCE
TOURISM COUNCIL of CARBONDALE (TCC) MINUTES
November 21, 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
- Taylor Rogers, FootSteps Marketing, TCC Web Contractor
- Sue Gray, Carbondale Historical Society
- Michelle Marlow, Media/PR
- 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:

- Patty Brendlinger, Coldwell Banker/Mason Morse
- 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
- Adam Miller, Why Cycles
- Natasha Lucero, Media/PR
- Deric Gunshor, Aspen SkiCo
- Shawn Brugge, FootSteps Marketing, TCC Web Contractor
- 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 Sept 26 and October 24 meetings were presented for approval. Deric motioned to approve the meeting minutes, and Erkko 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 October 31, 2019, Cash Basis

Lodging Tax Report – Town of Carbondale

- Lodging Tax for August 2019 is \$14,391: 2.53% higher than August 2018

- 2019 exceeds 2018 by \$2,531

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

- Lodging Tax Income: \$106,045 actual vs \$105,000 budget
- Total Income: \$108,229 actual vs \$105,857 budget
- Net Ordinary Income: \$13,143 actual vs -\$8,188 budget
- Net Income including Other Income: \$12,469
- Net Available Operating Funds as of 10/31/19: \$70,739

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

- The Operating Account balance is \$66,697 compared to \$66,945 at 10/31/18
- Money Market account balance (Opp & Reserve Funds combined) is \$52,845
- 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
November 19, 2019

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

Thank you!

Rena provided the unofficial figures for September, which are \$14,269.04, which is a 2.76% decrease from the same period last year. Year-to-date, we are up 2.1%. She also mentioned that the Town is budgeting a 1.75% increase for 2020, and that conservative trend is also being seen throughout the valley.

3. Carbondale Chamber & TCC Update
2020 TCC Board

Discussion was had about prospective board members for 2020, and the following entities were identified,

- Arts: Creative District
- Heritage: Carbondale Historical Society (Sue Gray)
- Lodging: Days Inn (Michael), Dandelion Inn (Kelley)
- Recreation: Basalt Bike & Ski
- Aspen/Snowmass (Deric to recommend)
- Responsible Tourism (Wilderness Workshop)
- COVENTURE
- Food & Beverage (Homestead, Julie Warren)

4. Sub-Committee Updates

Andrea mentioned that 2020 is the opportunity for us to share more about the TCC and share our story, therefore the contractor reports will look different starting in January to reflect more of an infographic layout. That information will then be shared across the Chamber platform, as well with the media on a

quarterly basis. Eaden offered to write a letter to the editor to talk about the TCC; Andrea and SJ will provide talking points.

Andrea also mentioned that the Colo-Road Trip itinerary for responsible tourism is live! Jamie submitted the outdoor recreation one, and is just waiting for approval.

- **Public Relations**
Sarah-Jane updated the TCC on PR, and mentioned she is looking for mid-winter news. Carbondale will be featured in AFAR magazine. Sarah-Jane attended the Penny Hot Springs Steering Committee meeting earlier this month, hosted by Pitkin County Open Space; survey feedback was reviewed, and discussion was had. Pitkin County Planning will draft a management plan for review.
- **Website & Social**
Taylor updated the TCC on social and web stats. Web users are up by 35%; pageviews and sessions are also up. Top states include Colorado, Illinois, Texas, and top cities include Denver, Aspen, and Glenwood. Social is up 6% on Facebook, and Instagram has 104 new followers. The Carbondale Fall into Flavor and Carbondale Cruise giveaways were successful, and achieved our end goal of adding emails to our database.
- **Creative Tourism**
The TCC has a liaison seat on the Creative District Committee; Sarah-Jane has served this role in the past, and we are looking for someone to continue to fill this role. Andrea mentioned that Jamie's name has come up in conversation, and she would be a great fit due to her artistic background, as well as her role with Carbondale Recreation and the TCC. Andrea and Jamie will discuss further.
- **Agritourism & Heritage**
Sue gave a brief update on agritourism, which included summer tours at the Thompson House, historic walking tour, and more! Sunfire Ranch is in the process of creating a heritage tourism asset which would include cabins.
- **Outdoor Recreation**
Jamie updated the TCC on outdoor recreation, and mentioned that two big events just wrapped up, Potato Day (699 meals were served!) and Oktoberfest. Jamie mentioned that the Special Events Task Force meeting will be holding a meeting next month on Wednesday, November 20th at 6pm in Room 2 at Town Hall. This meeting is held to discuss the 2019 Special Events (an open discussion will be held to go over any public feedback/recommendations about this year's events).

5. Adjourn

The meeting was adjourned at 9:10am.

The next TCC meeting is scheduled for Thursday, December 19, 8am, Calaway Room, Third Street Center.

Respectfully Submitted,
Andrea Stewart, Carbondale Chamber Executive Director