

CARBONDALE CHAMBER OF COMMERCE
TOURISM COUNCIL of CARBONDALE (TCC) MINUTES
September 26, 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:

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
Michelle Marlow, Media/PR
Jamie Wall, Town of Carbondale Rec Dept
Natasha Lucero, Media/PR
Deric Gunshor, Aspen SkiCo
Shawn Brugge, FootSteps Marketing, TCC Web Contractor
Taylor Rogers, FootSteps Marketing, TCC Web Contractor
Pat Curry, 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:

Eaden Shantay, True Nature Healing Arts, TCC Chair
Jes Tilton, The Way Home
Adam Miller, Why Cycles
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
Michelle motioned to approve the August 22, 2019 meeting minutes, and Deric 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 August 31, 2019, Cash Basis

Lodging Tax Report – Town of Carbondale

- Lodging Tax for July 2019 is \$14,878: 1.55% lower than July 2018
- 2019 exceeds 2018 by \$2,176

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

- Lodging Tax Income: \$76,776 actual vs \$84,000 budget
- Total Income: \$78,839 actual vs \$84,518 budget
- Net Ordinary Income: \$7,475 actual vs -\$8,074 budget
- Net Income including Other Income: \$6,995
- Net Available Operating Funds as of 8/31/19: \$65,264

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

- The Operating Account balance is \$74,580 compared to \$66,491 at 8/31/18
- Money Market account balance (Opp & Reserve Funds combined) is \$50,338
- 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.

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

Thank you!

Rena provided the unofficial figures for August, which are \$14,391.20, which is a 2.53% increase from the same period last year. Year-to-date, we are up 2.8%.

Andrea mentioned that due to the Creative Corridor budget cycle season, there were additional funds to spend, therefore the financials will be slightly different than reflected in the meeting packet. She also stated that she is working with a local photographer to build out the photography library, and that budget line item will be spent the last quarter of the year.

3. Carbondale Chamber & TCC Update

a. Annual Business Confluence

Andrea briefly recapped the recent Business Confluence, which took place on Wednesday, September 18 from 2:30pm to 5pm at the Third Street Center; it was a great success, and over 150 people registered for the event!

4. Sub-Committee Updates

Andrea shared information about O2, an event that will take place in Carbondale in September 2020. The event will focus on women, and anticipates 500 attendees. Big Stone Publishing will be the parent organization behind this event. O2 has reached out to the TCC to determine what partnership opportunities look like from a promotion and impression standpoint, rather than financial. The TCC was receptive to this event; Andrea and Shawn will work to gather numbers.

Andrea stressed the importance of the sub-committees being hands-on, and what better way than for each committee to draft ideas for a fall COLO-Road Trip itinerary, formerly the field guide! Each committee was giving a scope of work worksheet, which has a formula of 3-3-1; three activities, three restaurants, and one lodging location per night- itineraries can range from three to seven days.

Footsteps

Shawn briefly update the TCC on website traffic, which included an increase of 13% in users and pageviews. Top traffic also increased; Colorado increased by 10%, Texas by 12%, and Illinois by 130%. As for Colorado cities, Denver increased by 12%, Aspen increased by 30%, and Glenwood decreased by 13%. Social traffic performed well too; Facebook is at 4,959 followers with an engagement rate of 858, which is high! Instagram has 3,366 followers, which is up 117 from last month. The top post was "Sopris Summit" with 160 likes.

SJPR

Sarah-Jane mentioned that she is in search of winter news, including film festivals, lodging festivals. The TCC hosted two writers for AFAR Magazine in August; they had a great visit and really enjoyed their stay at Cedar Ridge Ranch. Andrea and Sarah-Jane mentioned they are busy working on the CRAFT Roaring Fork & Farms map.

Andrea also mentioned that she is in the process of finalizing the Colorado Creative Corridor FY19 Final Report. The report is due October 1, and the FY20 grant awards will be given on October 4. She will be attending the Colorado Tourism Office's annual Governor's Conference September 29-October 1 in Denver.

5. Items not on the agenda
There were not any additional items discussed.
6. Sub-Committee Breakouts
Committees met to discuss upcoming projects.
7. Adjourn
The meeting was adjourned at 9:15am.

The next TCC meeting is scheduled for Thursday, October 24, 8am, Calaway Room, Third Street Center.

Respectfully Submitted,
Andrea Stewart, Carbondale Chamber Executive Director