

CARBONDALE CHAMBER OF COMMERCE
TOURISM COUNCIL of CARBONDALE (TCC) MINUTES
May 24, 2018, 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
Eric Brendlinger, Town of Carbondale Rec Dept
Jessi Rochel, Town of Carbondale Rec Dept
Merrill Johnson, Cedar Ridge Ranch LLC, Merrill's Family Farm LLC
Sarah-Jane Johnson, TCC PR Contractor
Troy Hawks, Sunlight Mountain Resort
Shawn Brugge, FootSteps Marketing, TCC Web Contractor
Pat Curry, FootSteps Marketing, TCC Web Contractor
Renaee Gustine, Town of Carbondale Finance Director, Town Liaison
Andrea Stewart, Carbondale Chamber Executive Director
Beth Maun, Rhumba Girl Liquors, Chamber President

Not In Attendance:

Deric Gunshor, Aspen SkiCo
Michelle Marlow, Marble Distilling Co & The Distillery Inn
Frank Scotti, Nomad Inc.
Jeremy Frees, Mountain Waste & Recycling
Becci Hyde, Carbondale Comfort Inn & Suites
Chelsie Miller Zoller, Phat Thai
Jamie Wall, Town of Carbondale Rec Dept
Natasha Lucero, Backbone Media
Andreas Fischbacher, Allegria
Erkko Alm, Alpine Bank, Chamber Board Treasurer

Agenda:

The meeting was called to order at 8:05am

1. Approve Meeting Minutes
Merrill motioned to approve the April 26, 2018 meeting minutes, and Eric seconded the motion. The motion was approved.

2. Revenue Report
Andrea presented the financials to the TCC on Erkko's behalf,

Tourism Council of Carbondale

Treasurer's Report – Executive Summary

Period Ending April 30, 2018, Cash Basis

Lodging Tax Report – Town of Carbondale

- Lodging Tax for March 2018 is \$10,991: 17.77% higher than March 2017
- YTD 2018 exceeds the same period in 2017 by \$4,339

YTD P&L Actuals April, 2018 (Blue Column)

- Lodging Tax Income: \$34,834 actual vs \$35,000 budget
- Total Income: \$35,034 actual vs \$35,131 budget
- Net Ordinary Income: \$8,783 actual vs -\$951 budget
- Net Income including Other Income: \$8,783
- Net Available Operating Funds as of 4/30/18: \$50,835

Balance Sheet as of April, 2018 (Blue Column)

- The Operating Account balance is \$71,080 compared to \$44,874 at 4/30/17
- Money Market account balance (Opp & Reserve Funds combined) is \$40,104
- Reserve Fund Equity account is \$29,897 (interest earnings now included in Equity account); Opportunity Fund Equity account is now at \$10,200

2018 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.

Respectfully submitted, Erkko Alm, Treasurer, May 21, 2018

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

Prior to the meeting, Renae provided Andrea with the unofficial April figures, which are \$6,476.42 a 30% increase over last year!

Discussion was had regarding reserve, and Andrea mentioned that it is recommended, per national standards for non-profits, such as ours, to have three to six months of reserves. Andrea will send out specifics as to where we currently are (how many months), and our target/goal. Eric mentioned that would be helpful to have an idea of what we need to operate and what we have remaining to spend.

3. Carbondale Chamber & TCC Update

CCCE Award

Andrea mentioned she recently attended the annual CCCE conference, and was awarded the CCCE Chief Executive of the Year award!

First Friday: June 1, Art aRound Town

The June First Friday theme is Creative District/Art aRound Town, complete with the unveiling of the 2018 Art aRound Town, a community photo at 6pm, 4th & Main, a clown providing balloon animals and face painting, the 3rd Birthday Bash for Marble Distilling, and the first of three First Friday evening farmer's and artisan's market!

Andrea reminded the TCC of upcoming dates, including the Bicycle Tour of Colorado that will be in Carbondale June 24-25, and in lieu of the July 26 TCC meeting, TCC members are asked to volunteer!

4. Creative District Update

Andrea and Sarah-Jane updated the TCC on the Creative District, and it was mentioned that the main three focus points have been the Colorado Creative Corridor, Rio Grande ArtWay, and signage throughout Town.

Andrea mentioned that she had the honor of attending the Colorado Creative Industries Summit in Greeley earlier this month, and presented the Colorado Creative Corridor project at the Convening to the fellow Creative Districts!

5. TCC Contractor Updates

PR Update

Sarah-Jane presented the following updates to the TCC,

- The Colorado Creative Corridor continues to be a big focus
- Carbondale 'small town cool' media pitch to Colorado-based publications
- Media visits are in full swing, including a writer who is currently in town writing an article for Sunset Magazine

Footsteps Marketing

Shawn presented the following updates to the TCC,

- There was an increase in website users and sessions over the previous year. Shawn mentioned that the numbers are very consistent with last year's numbers.
- Top states include Colorado, Texas, and California
- Top Colorado include Denver, Glenwood, Aspen, Cabrondale
- Top viewed pages include: Home page, Things to do, and Events
- Instagram continues to increase in followers. We only had 11 posts this past month, and can do better at posting.
- The engagement on Facebook for the 5Point contest giveaway was high, and we Eaden suggested we utilize Instagram stories and post monthly event happenings and updates. Andrea and Shawn will look into this further.

6. 2018 Sub-Committee Updates

Budget Sub-Committee

This line item was not discussed, as conversation was had during agenda item #2: Revenue Report.

Events Sub-Committee

Eric updated the TCC on recent and upcoming events, including

- This week is Bike Week, and wraps up this evening with a Bike Week Photo Scavenger Hunt and After Party.
- May 31 is the Art aRound Town Art Walk of the new installations, starts at 5:30pm, Town Hall.
- First Friday is June 1, and the street closures will extend to Snowmass for June, July, August,
- Wild West Rodeo series starts June 7
- Bonedale Skate Revival is June 9
- Summer Concert Series starts June 10
- Farmer's Market kicks off on June 13

- Bicycle Tour of Colorado will be in Carbondale on June 24-25
- The Carbondale pool opens this Saturday!
- Eric also mentioned that there will be three open houses for trail alignment for Red Hill

Marketing Sub-Committee

Andrea and Shawn updated the TCC on recent marketing efforts, including ongoing Instagram postings, and the opportunity to be at the Taste of Summer trade show in Aspen on June 7.

7. Items Not on the Agenda

- Merrill mentioned Cedar Ridge Ranch will be going before the Garfield County Commissioners on June 11, 1pm, in Glenwood for a land use change for community meeting facilities, lodging application for seasonal glamping tents, and converted office spaces.
- Sarah-Jane mentioned that the farmers are in the process of creating a map of local farms; and she spoke with a representative who is interested in
- Pat mentioned that the Sopris Sun took first place at the State of Colorado Independent Press Association awards ceremony for top community newspaper website!

8. Sub-Committee Breakouts

Sub-committees met to continue goal-setting and implementation.

9. Adjourn

The meeting was adjourned at 9:15am.

The next TCC meeting is scheduled for Thursday, June 28, 8am, Calaway Room, Third Street Center.

Respectfully Submitted,

Andrea Stewart, Carbondale Chamber Executive Director