

CARBONDALE CHAMBER OF COMMERCE
TOURISM COUNCIL of CARBONDALE (TCC) MINUTES
September 27, 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
Jessi Rochel, Town of Carbondale Rec Dept
Jamie Wall, Town of Carbondale Rec Dept
Jeremy Frees, Mountain Waste & Recycling
Michelle Marlow, At-Large
Natasha Lucero, Backbone Media
Sarah-Jane Johnson, TCC PR Contractor
Andrea Stewart, Carbondale Chamber Executive Director
Renaee Gustine, Town of Carbondale Finance Director, Town Liaison
Erkko Alm, Alpine Bank, Chamber Board Treasurer

Not In Attendance:

Deric Gunshor, Aspen SkiCo
Eric Brendlinger, Town of Carbondale Rec Dept
Becci Hyde, Carbondale Comfort Inn & Suites
Merrill Johnson, Cedar Ridge Ranch LLC, Merrill's Family Farm LLC
Troy Hawks, Sunlight Mountain Resort
Frank Scotti, Nomad Inc.
Andreas Fischbacher, Allegria
Pat Curry, FootSteps Marketing, TCC Web Contractor
Shawn Brugge, FootSteps Marketing, TCC Web Contractor
Kelcey Nichols, Wood Nichols Law, Chamber President

Agenda:

The meeting was called to order at 8:05am

1. Approve Meeting Minutes
Jessi and Natasha motioned to approve the August 23, 2018 meeting minutes, and Jeremy 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, 2018, Cash Basis

Lodging Tax Report – Town of Carbondale

- Lodging Tax for July 2018 is \$15,112: 6.38% higher than July 2017

- YTD 2018 exceeds the same period in 2017 by \$11,631

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

- Lodging Tax Income: \$77,042 actual vs \$70,000 budget
- Total Income: \$79,394 actual vs \$70,261 budget
- Net Ordinary Income: \$16,932 actual vs -\$4,652 budget
- Net Income including Other Income: \$16,932
- Net Available Operating Funds as of 8/31/18: \$58,985

Balance Sheet as of August, 2018 (Blue Column)

- The Operating Account balance is \$66,491 compared to \$42,175 at 8/31/17
- Money Market account balance (Opp & Reserve Funds combined) is \$40,111
- Reserve Fund Equity account is \$29,897 (interest earnings now included in Equity account); Opportunity Fund Equity account is now at \$4,860

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 regarding grant funds.

Respectfully submitted, Erkko Alm, Treasurer
September 26, 2018

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

Rena provided the unofficial lodging tax figures for August, \$13,968.95, which is a 3.6% decrease over August 2017. Jessi mentioned that the Grand Avenue Bridge closure started mid-August 2017, which may have contributed to the increase in August 2017.

3. Carbondale Chamber & TCC Update
Recap: September 19 Carbondale Chamber Business Confluence
Andrea shared a brief recap of the Confluence, and stated that it was a great success! Expo tables sold out, and the Chamber surpassed attendance projections!
4. Creative District Update
Sarah-Jane updated the TCC on the Carbondale Creative District, including is housing, a new Creative District website that will link to the Information Station located at 4th & Main. Installation of that piece should take place later this fall. Andrea mentioned that she is working with Amy, as the TCC has a small amount of funding to assist in the signage installations around Town.
5. TCC Contractor Updates
PR Update
Sarah-Jane presented the following updates to the TCC,
 - Colorado Creative Corridor continues to be a big focus; the official launch was in June, 2018. The FY 2019 grant award notifications will take place on October 5.

- Colorado Creative Corridor winter 2018/2019 was drafted
- How to experience Carbondale's new ArtWay release is in the process of being researched and drafted
- Media Inquiries include Modern Luxury, Men's Journal, Colorado Parent Magazine, Austin American-Statesman, Organic Spa, Denver Post, and Sunset Magazine
- Carbondale Fall & Winter Season releases are in the process of being drafted, and will highlight the culinary scene to Carbondale.
- Recent media visits include Stephanie Granada with Sunset Magazine

Footsteps Marketing

Andrea presented the Footsteps report to the TCC on Shawn's behalf,

- There was a 12.83 increase in website users over the previous year.
- Pageviews saw an increase of 11.43%
- Top states include: Colorado, Texas, and California
- Top Colorado include: Denver, Aspen, Glenwood, Carbondale, Boulder
- Top viewed pages include: Home Page, Events, Penny Hot Springs, Outdoor Rec
- Top referrals include: Colorado.com, CPR.org, Chamber, PinkBike, DuckDuckGO
- Acquisition overview: paid search was up 100%, direct page views were up 33.91%
- Facebook had 25 new fans, totaling 4581
- Instagram increased by 32 followers, totaling 2,343

Andrea mentioned that agrotourism is September's theme.

6. 2018 Sub-Committee Updates

Budget Sub-Committee

Andrea give a brief outline of the budget process for 2019, including that she will be meeting with the bookkeeper and treasurer to draft the 2019 budget in September.

Then, Andrea, Eaden, and Deric will meet to review in October; once reviewed, it will be presented to the TCC at the November meeting.

Events Sub-Committee

Jessi and Jamie updated the TCC on and upcoming events, including,

- Potato Day is October 6
- Oktoberfest is Oktoberfest 12 and 13

Marketing Sub-Committee

Natasha mentioned that Instagram is continuing to perform well, and encouraged TCC members to please send photos and ideas to Shawn. Andrea stated that she and Shawn are working on the late fall/early winter giveaway, which will include a Ski, Stay, Play package that will feature a stay at Marble Distilling Co and the Distillery Inn, lift tickets to Sunlight Ski Resort, and a 60-minute massage at True Nature Healing Arts.

7. Sub-Committee Breakouts

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

8. Adjourn

The meeting was adjourned at 8:55am.

The next TCC meeting is scheduled for Thursday, September 27, 8am, Calaway Room,
Third Street Center.

Respectfully Submitted,

Andrea Stewart, Carbondale Chamber Executive Director