

CARBONDALE CHAMBER OF COMMERCE
TOURISM COUNCIL of CARBONDALE (TCC) MINUTES
August 23, 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
Deric Gunshor, Aspen SkiCo
Eric Brendlinger, Town of Carbondale Rec Dept
Jessi Rochel, Town of Carbondale Rec Dept
Jamie Wall, Town of Carbondale Rec Dept
Merrill Johnson, Cedar Ridge Ranch LLC, Merrill's Family Farm LLC
Troy Hawks, Sunlight Mountain Resort
Michelle Marlow, At-Large
Natasha Lucero, Backbone Media
Sarah-Jane Johnson, TCC PR Contractor
Shawn Brugge, FootSteps Marketing, TCC Web Contractor
Andrea Stewart, Carbondale Chamber Executive Director
John Hoffman, West Elk Loop Scenic Byway Co-Chair, Guest

Not In Attendance:

Becci Hyde, Carbondale Comfort Inn & Suites
Frank Scotti, Nomad Inc.
Jeremy Frees, Mountain Waste & Recycling
Andreas Fischbacher, Allegria
Pat Curry, FootSteps Marketing, TCC Web Contractor
Kelcey Nichols, Wood Nichols Law, Chamber President
Renaee Gustine, Town of Carbondale Finance Director, Town Liaison
Erkko Alm, Alpine Bank, Chamber Board Treasurer

Agenda:

The meeting was called to order at 8:07am

1. John Hoffman, Co-Chair of the West Elk Loop Scenic Byway presented an overview and updates of the West Elk Loop Scenic Byway to the TCC. Carbondale, Redstone, Paonia, Hotchkiss, Crawford, Gunnison, and Crested Butte are destinations on the byway. Currently, there are 30 interpretive signs along the byway to provide education.
2. Approve Meeting Minutes
Jessi motioned to approve the June 28, 2018 meeting minutes, and Deric seconded the motion. The motion was approved.
3. Revenue Report
Andrea presented the financials to the TCC on Erkko's behalf,

Tourism Council of Carbondale

Treasurer's Report – Executive Summary

Period Ending July 31, 2018, Cash Basis

Lodging Tax Report – Town of Carbondale

- Lodging Tax for June 2018 is \$14,736: 25.12% higher than June 2017
- YTD 2018 exceeds the same period in 2017 by \$10,725

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

- Lodging Tax Income: \$62,306 actual vs \$61,250 budget
- Total Income: \$64,222 actual vs \$61,510 budget
- Net Ordinary Income: \$8,139 actual vs -\$3,946 budget
- Net Income including Other Income: \$8,139
- Net Available Operating Funds as of 7/31/18: \$50,192

Balance Sheet as of May, 2018 (Blue Column)

- The Operating Account balance is \$65,072 compared to \$41,181 at 7/31/17
- Money Market account balance (Opp & Reserve Funds combined) is \$40,109
- 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
August 21, 2018

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

Prior to the Renae provided the unofficial lodging tax figures for July, \$15,112.29, which is a 6.4% increase over July 2017.

4. Carbondale Chamber & TCC Update
September 19: Carbondale Chamber Business Confluence
Andrea shared information about the upcoming annual event, which will take place at the Third Street Center from 3:30pm to 7pm, and discussed opportunities for the TCC's involvement (prospective presenter, BAH expo, and more!).
5. Creative District Update
Sarah-Jane updated the TCC on the Carbondale Creative District, including the Space to Create Survey for affordable housing, as well as the Rio Grande Artway, which had its official unveiling this past Sunday.

6. TCC Contractor Updates

PR Update

Sarah-Jane presented the following updates to the TCC,

- The TCC hosted numerous FAM tours throughout the summer
- Colorado Creative Corridor continues to be a big focus; the official launch was in June, 2018. The FY 2019 grant was submitted last week- a big thanks to Sarah-Jane for spearheading this application submission
- Colorado Creative Corridor press releases have been sent and others are being drafted
- Carbondale Fall & Winter Season releases are in the process of being drafted, and will highlight the culinary scene to Carbondale.
- Upcoming focuses will revolve around fall and winter news, agritourism planning, and more!

Footsteps Marketing

Shawn presented the following updates to the TCC,

- There was a 19.93% increase in website users and sessions over the previous year.
- Pageviews saw an increase of 10%
- Top states include: Colorado, Texas, and California
- Top Colorado include: Denver, Glenwood, Aspen, Carbondale, Boulder
- Top viewed pages include: Mountain Fair, Home page, Things to do
- Top referrals include: Giveaway sign up page, Colorado.com, CPR.org, Pinkbike
- Acquisition overview: paid search had 997 referrals, direct page views up 44.94%, referrals increased 21.37%.
- Summer giveaway: 663 entrants, most ever- passed high goal of 650
- Pinkbike ad support.
- Facebook had 47 new fans, totaling 4556, and engagement was 1,854
- Instagram increased by 44 followers, totaling 2,309

Shawn mentioned that the summer SEO project kicked off in July, was very successful. August's SEO theme is cycling, and agrotourism is September's theme.

Andrea mentioned that Darren from Aloha Mountain Cyclery passed along an email regarding a tourist coming to Carbondale for two weeks, thanks to the Pinkbike campaign!

7. 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

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

- Our Town, One Table: there were 112 tables, with over 1,000 participants!
- Compassion Fest was held last weekend here at the Third Street Center

- Carbondale Wild West Rodeo hosts its last rodeo of the season this evening
- Cowboy up takes place tomorrow
- September First Friday will also feature the Running of the Balls, a new event put on by the Rotary club.
- There is a pickleball tournament coming up on September 8
- No Man's Land Film Festival will take place September 14-16
- Potato Day will take place on October 6

Marketing Sub-Committee

Shawn mentioned that Instagram is continuing to perform well, however we need to continue to post on a regular schedule. Andrea mentioned that it is time to start thinking about the winter giveaway, and share that she has been in communication with Opensnow.com regarding a prospective campaign to promote the giveaway.

Deric mentioned that we have an opportunity to leverage the Pinkbike campaign into October and November, and really extend the coverage from that effort, including the continuation of sharing the video and photos on social media.

Deric also mentioned the opportunity to properly promote the new campground at Prince Creek, as it is such a great amenity so close to Town. Andrea will reach out to the BLM for information to place on carbondale.com, within the camping page.

8. Sub-Committee Breakouts

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

9. Adjourn

The meeting was adjourned at 9:17am.

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

Respectfully Submitted,

Andrea Stewart, Carbondale Chamber Executive Director