

CARBONDALE CHAMBER OF COMMERCE  
TOURISM COUNCIL of CARBONDALE (TCC) MINUTES  
June 28, 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  
Becci Hyde, Carbondale Comfort Inn & Suites  
Natasha Lucero, Backbone Media  
Sarah-Jane Johnson, TCC PR Contractor  
Shawn Brugge, FootSteps Marketing, TCC Web Contractor  
Andrea Stewart, Carbondale Chamber Executive Director  
Beth Maun, Rhumba Girl Liquors, Chamber President

Not In Attendance:

Troy Hawks, Sunlight Mountain Resort  
Michelle Marlow, At-Large  
Merrill Johnson, Cedar Ridge Ranch LLC, Merrill's Family Farm LLC  
Frank Scotti, Nomad Inc.  
Jeremy Frees, Mountain Waste & Recycling  
Andreas Fischbacher, Allegria  
Pat Curry, FootSteps Marketing, TCC Web Contractor  
Renaee Gustine, Town of Carbondale Finance Director, Town Liaison  
Erkko Alm, Alpine Bank, Chamber Board Treasurer

Agenda:

The meeting was called to order at 8:08am

1. Approve Meeting Minutes  
Eric motioned to approve the May 28, 2018 meeting minutes, and Deric 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 May 31, 2018, Cash Basis

**Lodging Tax Report – Town of Carbondale**

- Lodging Tax for April 2018 is \$6,476: 29.97% higher than April 2017

- YTD 2018 exceeds the same period in 2017 by \$5,832

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

- Lodging Tax Income: \$45,825 actual vs \$43,750 budget
- Total Income: \$46,057 actual vs \$43,882 budget
- Net Ordinary Income: \$6,445 actual vs -\$158 budget
- Net Income including Other Income: \$6,445
- Net Available Operating Funds as of 5/31/18: \$48,498

**Balance Sheet as of May, 2018 (Blue Column)**

- The Operating Account balance is \$68,621 compared to \$47,716 at 5/31/17
- Money Market account balance (Opp & Reserve Funds combined) is \$40,106
- Reserve Fund Equity account is \$29,897 (interest earnings now included in Equity account); Opportunity Fund Equity account is now at \$5,360

**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.

Please direct any questions or comments to [erkkoalm@alpinebank.com](mailto:erkkoalm@alpinebank.com)

Andrea mentioned that the merchandise sales at the farmer's market is going well, and Deric suggested collecting email addresses from visitors who are interested in learning more about Carbondale Tourism. Eaden suggested having an information sheet at our booth explaining who the TCC is, and what we do.

Andrea will send the unofficial May figures following today's meeting.

**3. Carbondale Chamber & TCC Update**

**Bicycle Tour of Colorado Recap**

Andrea mentioned that Carbondale hosted the Bicycle Tour of Colorado on Sunday, complete with an information tent at the Middle School, live music in Sopris Park, and promotion of local restaurants.

**Upcoming Chamber Dates:**

July 10: Quarterly Luncheon

Andrea invited the TCC to attend the upcoming luncheon, and the Colorado Workforce Center will be the presenter.

September 19: Carbondale Chamber Business Confluence

Andrea shared information about the upcoming annual event, and discussed opportunities for the TCC's involvement (prospective presenter, BAH expo, and more!).

**4. Creative District Update**

Sarah-Jane mentioned that the Creative District has not met this quarter. She did share that the Rio Grande ArtWay is nearing completion.

## 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! The brand channel has launched, and she showed the page to the TCC.
- The CTO MMG grant application opens in early July, and is due mid-August.
- Carbondale Summer Preview release was sent to Colorado-based publications
- Media visits are in full swing, including a writer who is currently in town writing an article for Sunset Magazine, 5280, Washington Post, and more
- Carbondale was featured in Bloomberg earlier this month! The TCC hosted the writer last month.

### Footsteps Marketing

Shawn presented the following updates to the TCC,

- There was a 3% increase in website users and sessions over the previous year. Top states include: Colorado, Texas, and California
- Top Colorado include: Denver, Glenwood, Aspen, Carbondale
- Top viewed pages include: Home page, Things to do, and Events
- Top referrals include: Colorado.com, CPR.org, Westword, Duckduckgo.com
- Acquisition overview: social referrals increased 255.20% over last year
- Instagram continues to increase in followers. We only had 11 posts this past month, and can do better at posting.

Shawn mentioned that the summer SEO project will start in July, and continue in August in September. Each month, a blog will be produced and distributed via social and email. Search words and advertising will also be produced as part of this campaign, and the focus will be arts (July), cycling (August), and agrotourism (September).

The TCC is hosting a summer giveaway in conjunction with the July CTO in-state email blast, which includes content from Carbondale.

## 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

- July 4: The 4<sup>th</sup> of July festivities, including a pool party, and parade!
- July 6: First Friday and Mt. Sopris Music Fest
- July 8: Sunday Summer Concert Series, 4pm to 8pm
- July 11: Blood Drive, Carbondale Rec Center, 11:30am-2:30pm
- The Farmer's Market continues on Wednesdays
- The Wild West Rodeo series continues on Thursday evenings
- Eric mentioned that Red Hill process is in motion, and a trail build will take place on July 24

## Marketing Sub-Committee

Natasha mentioned that the Buddy Program is in need of volunteers for their annual Bash on July 6, and to reach out to her if anyone is interested.

Shawn mentioned that the subcommittee will meet to discuss ad words and key words.

### 7. Items Not on the Agenda

- Eaden pointed out that our summer attendance appears low; discussion was had, and Eaden offered to send a motivational email prior to the August meeting.
- Deric pointed out that we need to keep the winter months on our radar. There will be a lot of Icon pass holders on the Front Range that have never had access to ski Aspen/Snowmass until now. As we look at winter campaign, we should think about and consider this opportunity!

### 8. Sub-Committee Breakouts

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

### 9. Adjourn

The meeting was adjourned at 9:20am.

The next TCC meeting is scheduled for Thursday, August 23, 8am, Calaway Room, Third Street Center.

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Respectfully Submitted,  
Andrea Stewart, Carbondale Chamber Executive Director