

CARBONDALE CHAMBER OF COMMERCE
TOURISM COUNCIL of CARBONDALE (TCC) MINUTES
December 17, 2020, ZOOM

TCC Mission: The Tourism Council of Carbondale's mission is to create a strong tourism economy by promoting the town.

In Attendance:

TCC Chair Eaden Shantay, True Nature Healing Arts
Jamie Wall, Town of Carbondale Rec Dept
Michelle Marlow, Ascent Events
Kellyn Wardell, Carbondale Arts
Kelley Amdur, Dandelion Inn/Avalanche Ranch & Cabins
Sue Gray, Carbondale Historical Society
Julie Warren, River Valley Ranch Golf & Homestead Bar and Grill
Shawn Brugge, FootSteps Marketing, TCC Web Contractor
Sarah-Jane Johnson, TCC PR Contractor
Erkko Alm, Alpine Bank, Chamber Board Treasurer
Renaee Gustine, Town of Carbondale Finance Director, Town Liaison
Andrea Stewart, Carbondale Chamber Executive Director

Not In Attendance:

Troy Hawks, Sunlight Mountain Resort
Patty Brendlinger, Coldwell Banker/Mason Morse
Jessi Rochel, Town of Carbondale Rec Dept
Taylor Rogers, FootSteps Marketing, TCC Web Contractor
Marty Silverstein, Town of Carbondale Trustee Liaison
Kelcey Nichols, Garfield & Hecht, Chamber Board President

Agenda:

The meeting was called to order at 8:03am

1. Approve Meeting Minutes

The meeting minutes from the November 19 meeting were presented for approval. Kellyn motioned to approve the meeting minutes, and Michelle seconded the motion; the motion was approved.

2. Financial Review

Tourism Council of Carbondale

Treasurer's Report – Executive Summary

Period Ending November 30, 2020, Cash Basis

Lodging Tax Report – Town of Carbondale

- Estimated Lodging Tax for October 2020 is \$11,288: a 14.09% increase from October 2019.
- 2020 Year to Date is \$17,936.59 less than 2019

YTD P&L Actuals November 30, 2020 (Blue Column)

- Lodging Tax Income: \$102,416 actual vs COVID YTD Budget \$74,303

- Total Income: \$104,020 actual vs COVID YTD Budget \$75,398
- Net Ordinary Income: \$22,571 actual vs COVID YTD Budget -\$37,338
- Net Income including Other Income: \$16,759
- Net Available Operating Funds as of 10/31/2020: \$59,335

Balance Sheet as of November 30, 2020 (Blue Column)

- The Operating Account balance is \$59,221 compared to \$70,672 at 11/30/19
- Money Market account balance (Opp & Reserve Funds combined) is \$76,141
- Reserve Fund Equity account is \$67,965 (interest earnings now included in Equity account); Opportunity Fund Equity account is now at \$8,162

2020 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 budget changes going forward.

Respectfully submitted, Erkko Alm, Treasurer, December 15, 2020

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

3. TCC Update

Andrea discussed the 2021 budget and board,

- 2021 Budget

Andrea presented the 2021 draft budget for review, and discussion was had. Andrea and Erkko stressed the importance of being conservative, as there are some unknowns regarding travelers and lodging tax, especially in Q1 and Q2.

Kellyn motioned to approve the 2021 budget, and Julie seconded the motion. The motion was approved.

- 2021 Board

Per our bylaws, up to seven (7) members shall be appointed in even-numbered years. The Board shall, therefore, be composed of at least nine (9) to fifteen (15) persons. Therefore, we can appoint up to six (6) additional members to the TCC (Eaden is term-limited; Troy wishes to continue his term; Patty and Kelley will need to step away); Erkko/Kelcey/Chamber Board Chair receive one vote).

Andrea presented the slate of prospective TCC members for approval,

- Emily, General Manager, Carbondale Comfort Inn & Suites
- Aisha, Ragged Mountain Sports
- Mark Hardin/Laura, Field to Fork Kitchen; David Eisenson/Cari with Kula Yoga
- Aaron Rogers, Landmark Café
- Christine Helling, 5Point Film Festival

Kelley voiced that she needs to step away from the TCC due to her schedule; the TCC thanked her for her time and efforts over the years. Kelley also mentioned that it is also important to keep the real estate sector in mind.

Kelley motion to the presented slate of candidates for TCC 2021 as listed above, and Julie seconded the motion. The motion was approved. Andrea will reach out to the prospective candidates.

Andrea thanked Eaden for his time and leadership over the past six years. Eaden will be joining the Chamber Board in 2021!

4. 2021 TCC Brainstorm

Andrea, Sarah-Jane, and the Footsteps Marketing team meet prior to this meeting to highlight ideas and PR elements for 2021. Sarah-Jane took those notes and applied to a 2021 brainstorm session,

- Create Formal Destination Management Plan
- Innovation around revenue sources
- Grow local and regional tourism partnerships
- Cultivate what we do best through our tourism pillars
 - Sue added that the Carbondale Historical Society is positioning itself more to serve as a Carbondale Welcome Center, which will showcase the farm map, walking tour and more! The Cabin will be open more in the summer months!

Michelle thanked Sarah-Jane for presenting this plan, and expressed that it is so important to have a plan in place for 2021, as we will need to continue to be creative with lodging, and provided travelers with a very Carbondale experience. Colo Road Trips are great resources, and allows us to work creatively with our partner destinations.

Jamie added that the Creative District would love to place the telephone box in town, off of Main Street to also display brochures, etc.

5. Items Not on the Agenda

- Jamie gave a brief recap of the Special Events Task Force meeting, which took place last night; the majority of events are being moved to the late summer, early fall.
- Shawn mentioned that 400+ participants entered the Winter, Welcome Back giveaway!
- Sarah-Jane encouraged the TCC members to familiarize themselves with the non-partisan United to Stop the Spread campaign, which is a county-wide campaign to stop the spread of COVID.
- Julie stated that the golf course has shifted to winter activities, including sledding! Homestead is in hibernation mode at the moment due to winter weather and COVID restrictions, and will reopen with the golf course in the spring!

6. Adjourn

The meeting was adjourned at 9:16am.

Respectfully Submitted,

Andrea Stewart, Carbondale Chamber Executive Director