

CARBONDALE CHAMBER OF COMMERCE  
TOURISM COUNCIL of CARBONDALE (TCC) MINUTES  
March 22, 2018, True Nature Healing Arts

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  
Jamie Wall, Town of Carbondale Rec Dept  
Natasha Lucero, Backbone Media  
Michelle Marlow, Marble Distilling Co & The Distillery Inn  
Becci Hyde, Carbondale Comfort Inn & Suites  
Chelsie Miller Zoller, Phat Thai  
Merrill Johnson, Cedar Ridge Ranch LLC, Merrill's Family Farm LLC  
Rena Gustine, Town of Carbondale Finance Director, Town Liaison  
Andrea Stewart, Carbondale Chamber Executive Director  
Beth Maun, Rhumba Girl Liquors, Chamber President  
Erkko Alm, Alpine Bank, Chamber Board Treasurer

Not In Attendance:

Pat Curry, FootSteps Marketing, TCC Web Contractor  
Sarah-Jane Johnson, TCC PR Contractor  
Shawn Brugge, FootSteps Marketing, TCC Web Contractor  
Frank Scotti, Nomad Inc.  
Deric Gunshor, Aspen SkiCo  
Jeremy Frees, Mountain Waste & Recycling  
Jessi Rochel, Town of Carbondale Rec Dept  
Andreas Fischbacher, Allegria  
Troy Hawks, Sunlight Mountain Resort  
Beth White, Mt. Sopris Historical Society

Agenda:

Eaden led the TCC in a tour of the new Kiva! The TCC meeting followed the tour.

The meeting was called to order at 8:44am

1. Approve Meeting Minutes

Natasha motioned to approve the February 22, 2018 meeting minutes, and Becci 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 February 28, 2018, Cash Basis

### **Lodging Tax Report – Town of Carbondale**

- Lodging Tax for January 2018 is \$9,224: 8.34% higher than January 2017
- YTD 2018 exceeds the same period in 2017 by \$710

### **YTD P&L Actuals February 28, 2018 (Blue Column)**

- Lodging Tax Income: \$17,226 actual vs \$17,500 budget
- Total Income: \$17,321 actual vs \$17,503 budget
- Net Ordinary Income: \$2,307 actual vs \$837 budget
- Net Income including Other Income: \$2,307
- Net Available Operating Funds as of 2/28/18: \$44,360

### **Balance Sheet as of February 28, 2018 (Blue Column)**

- The Operating Account balance is \$89,356 compared to \$42,501 at 2/28/17
- Money Market account balance (Opp & Reserve Funds combined) is \$43,600
- Reserve Fund Equity account is \$29,897 (interest earnings now included in Equity account); Opportunity Fund Equity account is now at \$13,700

### **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.

Respectfully submitted, Erko Alm, Treasurer, March 20, 2018

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

Renaee provided the TCC with unofficial February lodging tax figures, \$8,364.65.

3. Carbondale Chamber & TCC Update  
First Friday: April 6, Spring into Wellness  
Andrea stated that the April 6 First Friday events will take place on Main Street, as well as at the Carbondale Recreation Center.

#### General Business Development

Andrea also gave a brief update of business development, and mentioned various projects and business openings throughout town.

4. TCC Contractor Updates

#### PR Update

Andrea presented the following updates on Sarah-Jane's behalf,

- Jordan Martindell media visit for March
- Planning media visits for freelancers in partnership with 5Point Film Festival
- Partnering with the Colorado Tourism Office to be part of the Slow Food Live media fam in July. A-list food and travel writers invited which includes Dallas Morning News, Bon Appetit, Saveur, Plate, LA Times, Sunset Magazine. Rooms held at Marble Distillery and we are working on a STELLAR A-LIST itinerary.
- Colorado Creative Corridor announcement press release will go out early April

## Footsteps Marketing

Andrea presented the following updates on Shawn's behalf,

- The Sunlight Mountain Resort Facebook giveaways were very successful, and had high engagement.
- Instagram followers increased by 15 over the past month.
- Andrea and Shawn will work to create the 5Point contest giveaway, which will launch early next week.

## 5. 2017 Sub-Committee Updates

### Events Sub-Committee

Eric updated the TCC on recent events, including

- This evening is a GlenX pitch presentation at the Third Street Center, 7pm
- March 31 Where my Peeps At 5K and annual Easter Egg Hut at Sopris Park
- April 6 First Friday, Spring into Wellness, and wellness B-I-N-G-O!
- Survey for eBikes on hard-surface trails, public comment and survey open through April 30. There is a Carbondale demonstration on April 4.
- April 14 Carbondale vs Paonia arm wrestling event taking place at Phat Thai, fundraiser at KDNK

### Marketing Sub-Committee

Natasha updated the TCC on recent marketing efforts, including the social media posting calendar/schedule for the next quarter. The Marketing Sub-Committee has been busy with various marketing efforts, including the PinkBike opportunity.

### Budget Sub-Committee

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

## 6. Items Not on the Agenda

Andrea mentioned that she spoke with Beth White, with the Mt. Sopris Historical Society. Beth mentioned she is transitioning out of her role with that entity. Discussion was had, and Eaden noted that it the Mt. Sopris Historical Society is such a great entity to Carbondale, and it is important for the TCC to continue to support that entity, as it is such an integral part to our town, history, and tourism and history. Andrea will reach out to Beth regarding her term; it was discussed that the recommendation will be made that a new representative be appointed for a new, full term in January, 2019.

Merrill mentioned that Cedar Ridge Ranch is moving forward with permitting as necessary per Garfield County for land use. She also mentioned they have added alpacas to the ranch, and continue to focus on agritourism offerings, including alpaca picnics.

## 7. Sub-Committee Breakouts

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

## 8. Adjourn

The meeting was adjourned at 9:15am.

The next TCC meeting is scheduled for Thursday, April 26, 8am, Calaway Room, Third Street Center.

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Respectfully Submitted,  
Andrea Stewart, Carbondale Chamber Executive Director

Pink Bike via email vote, Michelle, Natasha, Troy, Deric

Thu 3/1/2018 1:32 PM

Hey TCC,

Just wanted to follow up in regards to the PINK BIKE conversation we had at last week's TCC meeting. Please see below, as well as the attachment for complete details. CTO just signed on, so the project is a 'go' from the State's perspective, but with a quick turnaround date for commitment- TOMORROW! Carbondale would be included with other Colorado partners, including Winter Park and Durango, and two others.

Please let me know your thoughts. I spoke with Darren from Aloha today about it, and he feels strongly about participating, and they would even pitch in to contribute (Darren also offered Aloha to assist with the actual shoot in regards to location and movement). I also intend to reach out to Why Cycles and Basalt Bike & Ski (Carbondale location). I anticipate our end cost being around \$8,000(+/-), and keep in mind we'll have partners to help underwrite that costs (Aloha, etc.). This was not included in the 2018 budget, but it could be something we could fund partially from the opportunity fund (currently at \$13,700).

Again, please look it over and let me know your thoughts no later than noon on Friday. Thank you!

Andrea

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The attached proposal for '\$36,000 + Travel and Lodging' is broken down with 5 regional partners + Tourism Colorado.

If Tourism Colorado come on board with a contribution of \$11,800 the price per regional partner will be:

- \$4840USD + travel and lodging.

- We anticipate total travel costs for our team to be around \$2500 including flights and rental vehicle (\$500 per regional partner) + 1 nights lodging in each region for our team of 4.

- If meals could be provided for our team on location I know they would greatly appreciate it as they'll be shooting long days.

- The shoot will be a full day in each location to capture both video and photo assets.

- Regional partners will be expected to assist our team with shoot/riding locations and movement around your town/riding area.

Please let me know if you have any questions. Commitment deadline for all interested partners is this coming Friday March 2nd.