

CARBONDALE CHAMBER OF COMMERCE
TOURISM COUNCIL of CARBONDALE (TCC) MINUTES
April 26, 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:

Deric Gunshor, Aspen SkiCo
Jamie Wall, Town of Carbondale Rec Dept
Eric Brendlinger, Town of Carbondale Rec Dept
Natasha Lucero, Backbone Media
Michelle Marlow, Marble Distilling Co & The Distillery Inn
Frank Scotti, Nomad Inc.
Jeremy Frees, Mountain Waste & Recycling
Becci Hyde, Carbondale Comfort Inn & Suites
Chelsie Miller Zoller, Phat Thai
Merrill Johnson, Cedar Ridge Ranch LLC, Merrill's Family Farm LLC
Sarah-Jane Johnson, TCC PR Contractor
Shawn Brugge, FootSteps Marketing, TCC Web Contractor
Pat Curry, FootSteps Marketing, TCC Web Contractor
Andrea Stewart, Carbondale Chamber Executive Director
Beth Maun, Rhumba Girl Liquors, Chamber President
Erkko Alm, Alpine Bank, Chamber Board Treasurer

Not In Attendance:

Eaden Shantay, True Nature Healing Arts, TCC Chair
Jessi Rochel, Town of Carbondale Rec Dept
Andreas Fischbacher, Allegria
Troy Hawks, Sunlight Mountain Resort
Renaee Gustine, Town of Carbondale Finance Director, Town Liaison

Agenda:

The meeting was called to order at 8:04am

1. Approve Meeting Minutes
Michelle motioned to approve the March 22, 2018 meeting minutes, and Merrill 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 March 31, 2018, Cash Basis

Lodging Tax Report – Town of Carbondale

- Lodging Tax for February 2018 is \$8,384: 30.73% higher than February 2017
- YTD 2018 exceeds the same period in 2017 by \$2,680

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

- Lodging Tax Income: \$26,450 actual vs \$26,250 budget
- Total Income: \$26,563 actual vs \$26,379 budget
- Net Ordinary Income: \$3,449 actual vs \$-995 budget
- Net Income including Other Income: \$3,449
- Net Available Operating Funds as of 3/31/18: \$45,502

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

- The Operating Account balance is \$65,749 compared to \$45,068 at 3/31/17
- Money Market account balance (Opp & Reserve Funds combined) is \$40,102
- Reserve Fund Equity account is \$29,897 (interest earnings now included in Equity account); Opportunity Fund Equity account is now at \$10,200

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.

Respectfully submitted, Erkko Alm, Treasurer

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

Prior to the meeting, Renae provided Andrea with the unofficial March figures, which are \$10,953.25, a 17.4% increase over last year!

Becci mentioned that historically, April is a low month, but this year, they are up. Michelle mentioned that Marble Distilling Co & The Distillery Inn is also up.

3. Carbondale Chamber & TCC Update

First Friday: May 4, Family Block Party

The May First Friday theme is the Family Block Party, and Michelle gave a brief overview of the event, which will take place at 4th & Main Street. It was also mentioned that the First Friday Committee is putting a pause on the special entertainment district application for summer 2018, and will continue moving forward on the application in the future.

4. Creative District Update

Sarah-Jane updated the TCC on the Creative District, and it was mentioned that the main three focus points have been the Colorado Creative Corridor, Rio Grande ArtWay, and signage throughout Town.

5. TCC Contractor Updates

PR Update

Sarah-Jane presented the following updates to the TCC,

- The Colorado Creative Corridor was featured on Rocky Mountain PBS last week. Sarah-Jane will share the stats with the TCC, once received.
- Photos were recently sent to the New York Times
- John Briley is pitching a story on Marble Distillery to the Washington Post
- Sarah-Jane is preparing to submit a release to the Smithsonian for Best Small Towns.

Footsteps Marketing

Shawn presented the following updates to the TCC,

- There was a decrease in website users and pageviews over the previous year. Deric mentioned that SEO work that was performed in the fall and winter resulted in an increase in traffic, and the marketing sub-committee will look into continuing the SEO opportunities for the late spring/early summer.
- Top states include Colorado, Texas, and California
- Facebook referrals are increasing
- Instagram followers increased by 23 over the past month.
- The engagement on Facebook for the 5Point contest giveaway was high, and we had 221 entries for the contest.
- Shawn updated the ad kit stats for banner ads on Carbondale.com

6. 2017 Sub-Committee Updates

Events Sub-Committee

Eric updated the TCC on recent and upcoming events, including

- May First Friday will be a full day of activities, as Festival las Americas will also take place that day being at noon.
- Eric asked for feedback regarding 5Point, as they are preparing to conduct a debrief with the 5Point team. Overall, it was a successful event!

Marketing Sub-Committee

Natasha updated the TCC on recent marketing efforts, including ongoing Instagram postings, as well as the opportunity to submit an image to the Colorado Tourism Office for the IPW show in Denver in May. Eric mentioned that the Red Hill trail system is moving forward!

Budget Sub-Committee

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

7. Items Not on the Agenda

Merrill just returned from the Global Glamping Summit in Denver, and gave a brief overview of the event. She mentioned that Cedar Ridge Ranch will be on an upcoming Board of County Commissioners meeting agenda for a land use change, and is asking for support.

8. Presentation: Liza, Watershed Education Coordinator Roaring Fork Conservancy

Liza presented to the TCC, and shared information regarding the Conservancy, including watershed action, education, tourism, and more. Deric mentioned the importance of signage in regards access and information.

9. Sub-Committee Breakouts

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

10. Adjourn

The meeting was adjourned at 9:15am.

The next TCC meeting is scheduled for Thursday, May 24, 8am, Calaway Room, Third Street Center.

Respectfully Submitted,

Andrea Stewart, Carbondale Chamber Executive Director