

CARBONDALE CHAMBER OF COMMERCE
TOURISM COUNCIL of CARBONDALE (TCC) MINUTES
June 25, 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
Julie Warren, River Valley Ranch Golf & Homestead Bar and Grill
Patty Brendlinger, Coldwell Banker/Mason Morse
Kelley Amdur, Dandelion Inn
Shawn Brugge, FootSteps Marketing, TCC Web Contractor
Pat Curry, FootSteps Marketing, TCC Web Contractor
Sarah-Jane Johnson, TCC PR Contractor
Erkko Alm, Alpine Bank, Chamber Board Treasurer
Marty Silverstein, Town of Carbondale Trustee Liaison
Renae Gustine, Town of Carbondale Finance Director, Town Liaison
Andrea Stewart, Carbondale Chamber Executive Director

Not In Attendance:

Sue Gray, Carbondale Historical Society
Kellyn Wardell, Carbondale Arts
Jessi Rochel, Town of Carbondale Rec Dept
Adam Miller, Why Cycles
Troy Hawks, Sunlight Mountain Resort
Taylor Rogers, FootSteps Marketing, TCC Web Contractor
Kelcey Nichols, Garfield & Hecht, Chamber Board President

Agenda:

The meeting was called to order at 8:02am

Andrea stated that Adam has formally stepped down from the TCC due to an increase in business obligations. She read a statement to the TCC on his behalf.

1. Approve Meeting Minutes

The meeting minutes from the May 28 meeting were presented for approval. Julie 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 May 31, 2020, Cash Basis

Lodging Tax Report – Town of Carbondale

- Estimated Lodging Tax for April 2020 is \$1,135: a 82% reduction from April 2019
- 2020 Year to Date is \$9,525 less than 2019

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

- Lodging Tax Income: \$44,453 actual vs \$52,500 budget (COVID YTD Budget \$30,960)
- Total Income: \$44,526 actual vs \$52,790 budget (COVID YTD Budget \$31,416)
- Net Ordinary Income: \$8,419 actual vs -\$13,442 budget (COVID YTD Budget -\$15,558)
- Net Income including Other Income: \$4,491
- Net Available Operating Funds as of 5/31/2020: \$47,067

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

- The Operating Account balance is \$71,577 compared to \$97,185 at 5/31/19
- Money Market account balance (Opp & Reserve Funds combined) is \$76,137
- 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, June 24, 2020

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

Andrea asked for a formal approval of the COVID budget. Erkko motioned to approve the COVID budget, and Michelle seconded the motion; the motion was approved. The July financials will also include a COVID YTD column.

Renee provided the unofficial lodging tax figures for May, which are \$4,618.21. That is 50.4% below 2019. (This is actually better than what we were projecting)! Year to date, for our dates, we are down 29.4%.

3. Carbondale Chamber & TCC Update

Andrea gave a brief update on Chamber and Tourism-related news,

- Website Page Updates, FootSteps
FootSteps is working with the subcommittees to continue to update specific pages on the website. This project is ongoing.
- Tourism Press Release & Farm Map Updates, Sarah-Jane
Sarah-Jane gave a brief update regarding recent PR efforts, including a release that just went out to promote Carbondale is Open. We also have a journalist coming during the week of Mountain Fair. The Farm Map is moving forward with a COVID-revised version. Andrea, Shawn, and Sarah-Jane will work to create social posts and email content to send out to our followers and database.
- Colorado Creative Corridor
The Colorado Creative Corridor is moving forward with the video production, which is set to film in late August, early September, and be completed late September.
- The Chamber, in partnership the Carbondale Creative District and COVENTURE have been working alongside the Town to create additional ways to stimulate the Carbondale economy, including street closures, and sense of place. Marty gave a brief overview from the Trustee perspective, and stressed the importance of marketing Carbondale

4. Tourism Reopening Strategy: Continued Discussion

- Andrea opened this conversation by showing the new Carbondale Buffs that the TCC is selling, featuring last year's Mountain Fair artwork, designed by Carbondale Local Artist, Brian Colley. These buffs are \$10, and can be purchased at the Farmer's Market, Chamber office, and Launchpad.
- Eaden mentioned that his daughter's artwork was selected to be this year's Mountain Fair artwork! True Nature is seeing an uptick in business! Eaden also shared that no matter one's opinion on the mask ordinance, some are not following the ordinance, which is putting staff in a difficult position. Eaden also mentioned that another issue that businesses are faced with significant pressure to please everyone on everything, including inclusivity, a lot of pressure, fear, and anger. Respect and communication have been lost, and is so important; it's an interesting climate for a small business.
- Julie mentioned she too is experiencing customers who are not following the ordinance. The golf course is doing extremely well, and she is very appreciative of the support they are receiving from the community!
- Jamie mentioned that the pool is open, and it is going well! Socially-distant lifeguard training was just completed. The Farmer's Market is going well, and continues to get better each week. Additional farmers will continue to be added throughout the summer season.
- Kelley shared that the Dandelion Inn recently converted its rooms to long-term rentals through May 2021. Since mid-June, she is seeing an increase in lodging needs; gaps are filling in and lots of interest from in-state travelers.
- Michelle mentioned that the Distillery Inn has installed contactless sanitizing systems for the rooms, and offering takeout and food delivery options for its guests. She also mentioned that events, such as English in Action are going virtual, and are being well-received. She is working on a package that can go out to non-profits that will allow for a cost-friendly event and fundraising opportunities. Michelle pointed out that our front line workers are continuing to workday in, day out, and we should look at ways to continue to thank them and keep them front-of-mind.
- Patty gave an update regarding the real estate industry. She is required to wear a mask and gloves. The real estate market is hot right now, and there is no inventory, and a huge influx from the Front Range. It is busy.
- Marty encouraged the TCC members whose staff are experiencing issues regarding the masks to mention those efforts were put in place by local, regional, and state officials, to take the pressure off of the actual business and/or employees. He also stressed the importance of following health and safety protocols, as cases continue to increase. Marty mentioned that there are no in-person Summer Music in the Park this year, rather they are being streamed.

5. Items Not on the Agenda

No additional items were discussed.

6. Adjourn

The meeting was adjourned at 9:23am.

Like in years' past, rather than having a July meeting, TCC members are encouraged to give back to the community by volunteering, thanking the Front Line Workers, shop/dine local, or explore the Carbondale area and document that experience.

Respectfully Submitted,

Andrea Stewart, Carbondale Chamber Executive Director