

CARBONDALE CHAMBER OF COMMERCE
TOURISM COUNCIL of CARBONDALE (TCC) MINUTES
October 22, 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
Sue Gray, Carbondale Historical Society
Kelley Amdur, Dandelion Inn
Kellyn Wardell, Carbondale Arts
Troy Hawks, Sunlight Mountain Resort
Shawn Brugge, FootSteps Marketing, TCC Web Contractor
Taylor Rogers, 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:

Julie Warren, River Valley Ranch Golf & Homestead Bar and Grill
Patty Brendlinger, Coldwell Banker/Mason Morse
Jessi Rochel, Town of Carbondale Rec Dept
Pat Curry, 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 8:02am

1. Approve Meeting Minutes

The meeting minutes from the September 24 meeting were presented for approval. Michelle motioned to approve the meeting minutes, and Erkko seconded the motion; the motion was approved.

2. Financial Review

Tourism Council of Carbondale

Treasurer's Report – Executive Summary

Period Ending September 30, 2020, Cash Basis

Lodging Tax Report – Town of Carbondale

- Estimated Lodging Tax for August 2020 is \$14,074: a 2.21% reduction from August 2019
- 2020 Year to Date is \$18,859 less than 2019

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

- Lodging Tax Income: \$74,544 actual vs COVID YTD Budget \$57,126
- Total Income: \$76,086 actual vs COVID YTD Budget \$57,947

- Net Ordinary Income: \$7,357 actual vs COVID YTD Budget -\$28,855
- Net Income including Other Income: \$3,004
- Net Available Operating Funds as of 8/31/2020: \$45,580

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

- The Operating Account balance is \$55,103 compared to \$65,195 at 9/30/19
- Money Market account balance (Opp & Reserve Funds combined) is \$76,139
- 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, Erkkko Alm, Treasurer, October 19, 2020

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

Renae provided the unofficial September figures, which are \$13,797.70; down 3.3% from last year, and year-to-date down 18.3%.

Discussion was had regarding reasons for the increase in lodging tax, which the group feels are from the following efforts, Mild weather, leaf-seekers, construction, second home owners who have rented out their houses, the Grizzly Creek fire and closure of Glenwood Canyon.

3. Carbondale Chamber & TCC Update

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

- Chamber:
 - Business Confluence Recap
Andrea gave a brief recap of yesterday's Business Confluence, which was a great virtual event, and reached capacity or registration- just under 100!
 - COVID-Related Economic Recovery Efforts
 - CARES Act Funding
Renae mentioned that the second deadline for the funds has passed, and will issue those funds on Friday, 10/23; after that, she will be in touch if additional funds are still available to local businesses.
 - Halloween, Winter
The Carbondale Chamber continues to stay involved and engaged with the Carbondale Emergency Task Force; the task force is posting guidance from the County regarding Halloween, events, winter activities, business adaptations, and more.
- TCC
 - TCC 2021
Andrea mentioned that the 2021 draft budget will be presented for review at the November 19 TCC meeting, as will the slate of candidates for 2021 TCC Board appointment. She asked the TCC to please consider prospective members who would be great assets to the TCC.

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 will need to step away); Erkkko/Kelcey receive one vote).

- Colorado Creative Corridor
Andrea stated that the film production has completed, and we are in the production phase; deliverables should be in-hand by end of this month. She and Sarah-Jane did apply for the CTO MMG FY21, which would focus on promotion of the film, social, and a standalone website.
- Roaring Fork & Farm Map
Andrea updated the TCC on the status of the Farm Map, which is at the printer, and should be in-hand next week! She will work with various tourism locations throughout town, as well as those listed in the map, for map distribution and display!
- Contractor Updates
 - Roadmap Consulting
Sarah-Jane's main focus over the past month has revolved around the Farm Map. We will have an interview/feature on the map and local food production on KDNK on November 6. Earlier this month, the TCC hosted a free-lance writer in partnership with the Colorado Tourism Office. Sarah-Jane is collecting winter news, so please send news, updates, and ideas to her.
 - Footsteps Marketing
Shawn gave a brief update regarding website traffic, which continues to be slightly down compared to last year due to in-person event restrictions; web page updates continue to be updated by the TCC subcommittees. Instagram followers has surpassed 5,000; we now have more Instagram followers.

4. Items Not on the Agenda

- Eaden asked if there is any feedback regarding the new City Market; Renae mentioned that the grocery market has seen an uptick in sales tax revenue. The Town has also moved to a state-wide sales tax portal, which will allow for additional reporting.
- Sue stated that Potato Day was a success! The Historical Society booth served as the Potato Day HQ, and a steady number of visitors throughout the day at the Market, as well as virtual participation with the online events. The house-made potato chips from RVR Homestead Bar & Grill was very well-received!
- Kellyn mentioned that the Deck the Walls holiday shopping event will take place this year at the R2 Gallery, as it has in the past, with COVID-related restrictions.

5. Adjourn

The meeting was adjourned at 8:47am.

Respectfully Submitted,

Andrea Stewart, Carbondale Chamber Executive Director