

CARBONDALE CHAMBER OF COMMERCE
TOURISM COUNCIL of CARBONDALE (TCC) MINUTES
November 19, 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
Troy Hawks, Sunlight Mountain Resort
Julie Warren, River Valley Ranch Golf & Homestead Bar and Grill
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:

Sue Gray, Carbondale Historical Society
Patty Brendlinger, Coldwell Banker/Mason Morse
Jessi Rochel, Town of Carbondale Rec Dept
Marty Silverstein, Town of Carbondale Trustee Liaison
Kelcey Nichols, Garfield & Hecht, Chamber Board President

Agenda:

The meeting was called to order at 8:01am

1. Approve Meeting Minutes

The meeting minutes from the October 22 meeting were presented for approval. Michelle motioned to approve the meeting minutes, and Kellyn seconded the motion; the motion was approved.

2. Financial Review

Tourism Council of Carbondale

Treasurer's Report – Executive Summary

Period Ending October 31, 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. There isn't information available yet for September numbers
- 2020 Year to Date is \$18,859 less than 2019

YTD P&L Actuals October 31, 2020 (Blue Column)

- Lodging Tax Income: \$88,618 actual vs COVID YTD Budget \$74,303

- Total Income: \$90,181 actual vs COVID YTD Budget \$75,398
- Net Ordinary Income: \$14,745 actual vs COVID YTD Budget -\$37,338
- Net Income including Other Income: \$8,933
- Net Available Operating Funds as of 10/31/2020: \$42,576

Balance Sheet as of October 31, 2020 (Blue Column)

- The Operating Account balance is \$51,396 compared to \$66,697 at 10/31/19
- Money Market account balance (Opp & Reserve Funds combined) is \$76,140
- 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, November 16, 2020

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

Renae provided the unofficial October figures, which are \$13,797.70; down 3.3% from last year, and year-to-date down 18.3%. Overall, 15% for October for sales tax up over last year, 4% annual year to date over 2019.

3. Carbondale Chamber & TCC Update

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

- TCC
 - 2021 Budget
Andrea presented the 2021 draft budget for review, and discussion was had. Approval of the final 2021 draft budget will be made at the December TCC meeting.
 - 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 will need to step away); Erkko/Kelcey receive one vote).

Andrea asked the TCC to continue to send prospective TCC member recommendations her way.

Kellyn motion to approve Michelle Marlow as the 2021 TCC Chair, and Kelley seconded the motion. The motion was approved.

- Colorado Creative Corridor
 - MMG FY21
Andrea mentioned that the TCC will receive funding for the FY21!
- Roaring Fork & Farm Map
The map is in hand, and the entities featured can pick up map bundles at the Chamber and Launchpad.

- Chamber:
 - Chamber 2021
The Chamber is also in the process of approving its 2021 budget and 2021 Board members.
 - COVID-Related Economic Recovery Efforts
 - CARES Act Funding
The Town has exhausted the CARES funds; the Chamber successfully received its funds.
 - Carbondale Emergency Task Force
The Carbondale Chamber continues to be involved with the Task Force.

4. Contractor Updates

- Roadmap Consulting
Sarah-Jane's upcoming focus includes winter promotions, offerings, and more, as well as 2021 planning. One of our big focuses for 2021 will be the Farm Map, its future, how we grow it, etc.
- 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. Top referral sites include the winter giveaway form, Colorado.com, Westword, and Sunlight Mountain Resort. Instagram continues to perform well with a total of 5,278 followers.

5. Items Not on the Agenda

- 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.
- Jamie updated the TCC on the Turkey Trot, and mentioned that 88 people have already registered!
- Michelle is working with Smiling Goat Ranch on winter programming, which includes a December event, complete with an elf-guided property tour through, craft, and more!
- Troy stated that Sunlight Mountain Resort is on-target to open in December, and feels good about prospective patrons!

6. Adjourn

The meeting was adjourned at 9:10am.

Respectfully Submitted,

Andrea Stewart, Carbondale Chamber Executive Director