

CARBONDALE CHAMBER OF COMMERCE
TOURISM COUNCIL of CARBONDALE (TCC) MINUTES
March 18, 2021, 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 Michelle Marlow, Ascent Events
Jamie Wall, Town of Carbondale Rec Dept
Kellyn Wardell, Carbondale Arts
Sue Gray, Carbondale Historical Society
Troy Hawks, Sunlight Mountain Resort
Emily Ravn , Carbondale Comfort Inn & Suites
Mark Hardin, Field-to-Fork Kitchen
Julie Warren, River Valley Ranch Golf & Homestead Bar and Grill
Andrea Stewart, Carbondale Chamber Executive Director
Shawn Brugge, FootSteps Marketing, TCC Web Contractor
Taylor Rogers, FootSteps Marketing, TCC Web
Erkko Alm, Alpine Bank, Chamber Board Treasurer
Renaë Gustine, Town of Carbondale Finance Director, Town Liaison
Contractor Sarah-Jane Johnson, TCC PR Contractor

Not In Attendance:

Jessi Rochel, Town of Carbondale Rec Dept
Marty Silverstein, Town of Carbondale Trustee Liaison
John Runne, Runne & Associates, Chamber Board President

Minutes:

1. The meeting was called to order at 8:01 am.
2. Industry Updates and Trends
 - a. Jamie shared that 5Point is doing a drive-in movie night on April 22nd and 23rd at the high school. Tickets go on sale on March 23rd. Looking for businesses to sponsor: \$350 or \$1,500.
 - b. Kellyn shared that Carbondale Arts has a new show in the R2 Gallery, NESTed Roots, a golf tournament to support arts education at RVR on June 19th, and the poster design contest for Mountain Fair is live and submissions are due April 30th.
 - c. Julie shared that Walley Graham will have his art displayed on the course at RVR.
 - d. Andrea shared an update on trends from the state: revamp in the dial as early as next week, the dial could be optional at the end of the month. To learn more, read through the links on the agenda.
3. Approve Meeting Minutes
The meeting minutes from the February 25 meeting were presented for approval. Kellyn motioned to approve the meeting minutes, and Sue seconded the motion; the motion was approved.
4. Financial Review

Treasurer's Report – Executive Summary

Period Ending February 28, 2021, Cash Basis

Lodging Tax Report – Town of Carbondale

- Estimated Lodging Tax for January 2021 is \$8,373: a 35% decrease from January 2020.
- 2021 Year to Date is \$8,373

YTD P&L Actuals February 28, 2021 (Blue Column)

- Lodging Tax Income: \$17,092 actual vs YTD Budget \$6,393
- Total Income: \$17,095 actual vs YTD Budget \$6,397
- Net Ordinary Income: \$5,160 actual vs YTD Budget -\$11,450
- Net Income including Other Income: \$5,160
- Net Available Operating Funds as of 2/28/2021: \$68,541

Balance Sheet as of February 28, 2021 (Blue Column)

- The Operating Account balance is \$101,082 compared to \$63,073 at 2/29/2020
- Money Market account balance (Opp & Reserve Funds combined) is \$76,830
- Reserve Fund Equity account is \$67,979 (interest earnings now included in Equity account); Opportunity Fund Equity account is now at \$8,850

2021 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
March 15, 2021

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

Additional Discussion

- PR total budget was \$3,000 but only shows a \$1,500 used, will be adding an additional expense of \$1,500 from 2020.
 - Emily shared February and March should look like January in terms of lodging tax.
 - Erkko shared that he heard RVR is changing some of their criteria and timing for vacation rental properties, which would affect lodging tax. Julie reached out to the RVR Board of Directors for clarification.
5. Chamber & TCC Updates
- Andrea shared that they are getting bombarded with publication opportunities. For example, Mountain Flyer, Denver Life Magazine, and Carbondale Magazine: could help promote Creative Corridor and Farm Map & Guide.
 - Valley-wide survey opportunity with Aspen Skiing Company update: ASC has met with all of the towns in the valley, all are interested but not yet confirmed. The total cost would be \$3,000 per partner.
 - How would we get the word out? Available at hotels, QR codes at trailheads.

- The report would share information like what brings you to the area, how many children are with you, how long did you stay, planned activities while you are here, etc. The information is broken down by state.
- Andrea shared that we could do a similar survey, not as detailed, but on our own to save on costs.
- Sarah-Jane suggested that we should actually focus on surveying locals versus surveying tourists.
 - Sue agreed with Sarah-Jane and said that we could provide incentives for locals to complete the survey as the Carbondale Historical Society is fishing for locals to partake.
- Andrea will let Aspen Ski Co know that we will be declining the invitation at this time.
- Andrea is going to share an economic recovery survey that Chamber is working on with the TCC. This survey will help the business community. Andrea would like feedback from TCC.

6. 2021 Visioning

TCC MISSION

The Tourism Council of Carbondale's mission is to maintain a strong tourism economy by promoting the town.

TCC VISION (DRAFT)

Carbondale Tourism will operate with a focus on the core values of sustainable tourism: promote smart growth and support local businesses (economic sustainability); take pride in the unparalleled outdoor recreation options, open spaces and the natural, preserved beauty of our community (environmental sustainability); celebrate and preserve our small town character and culture (social sustainability.) The organization will also continue to uphold the spirit of welcome to residents and guests of our community.

TCC TAGLINE/MOUNTAIN STATEMENT (DRAFT)

- *"Spirit of Sopris"*
- *Soul of Sopris*
- *Essence of Sopris*
- *Heart of the Mountains*
- *The Heart of the Valley*
 - *Community aspect*
 - *Discover (or Explore) Sopris*
 - *Find your Sopris*
 - *Discover the Soul of Sopris*
- Tagline Discussion:
 - Spirit of Sopris: Sue shared where the name Sopris was attributed to the Ute Indian tribe but the Ute Indians did not call it anything. Sopris was an official in Denver and surveyor and it was named after him.
 - Heart of the Valley: Kelly shared that this is Avon's tagline

- Shawn suggested: Soul of Sopris or Essence of Sopris
 - Mark shared that the tagline should feel more communal and include Sopris
7. Subcommittee Updates & Breakouts
 - a. Finance: looking at additional opportunities for grants
 - b. Partnership
 - i. Partnering with nonprofits like CARE
 - ii. Triathlon in June - partnering with other local businesses
 - c. Visitor Experience
 - i. Plan for TCC to personally distribute Farm Maps to businesses which will provide an educational touchpoint.
 8. TCC New Business
 - a. Julie shared that the Board Chair of RVR has had no changes regarding short-term rentals; the only restriction is that one must have a lease on file at the Ranch House. Also, one cannot rent a single room in the house, rather an all or nothing situation.
 9. Items not on the agenda: N/A
 10. 10. Adjourn

The meeting was adjourned at 9:19 AM

Respectfully Submitted,
Kellyn Wardell, Carbondale Arts