

CARBONDALE CHAMBER OF COMMERCE
TOURISM COUNCIL of CARBONDALE (TCC) MINUTES
December 21, 2017

TCC Mission: The Tourism Council of Carbondale's mission is to create a strong tourism economy by promoting the town.

In Attendance:

Darren Broome, Aloha Mountain Cyclery, TCC Chair
Deric Gunshor, Aspen SkiCo
Jeremy Frees, Mountain Waste & Recycling
Natasha Lucero, Backbone Media
Frank Scotti, Nomad Inc.
Eaden Shantay, True Nature Healing Arts
Becci Hyde, Carbondale Comfort Inn & Suites
Pat Curry, FootSteps Marketing, TCC Web Contractor
Shawn Brugge, FootSteps Marketing, TCC Web Contractor
Andrea Stewart, Carbondale Chamber Executive Director
Erkko Alm, Alpine Bank, Chamber Board Treasurer
Michelle Marlow, Marble Distilling Co & The Distillery Inn

Not In Attendance:

Eric Brendlinger, Town of Carbondale Rec Dept
Jessi Rochel, Town of Carbondale Rec Dept
Chelsie Miller Zoller, Phat Thai
Andreas Fischbacher, Allegria
Troy Hawks, Sunlight Mountain Resort
Beth White, Mt. Sopris Historical Society
Matt Annabel, Mt. Sopris Historical Society
Merrill Johnson, Cedar Ridge Ranch LLC, Merrill's Family Farm LLC
Sarah-Jane Johnson, TCC PR Contractor
Renaee Gustine, Town of Carbondale Finance Director, Town Liaison

Agenda:

The meeting was called to order at 8:07am.

Darren welcomed Michelle Marlow, Marble Distilling Company, to the meeting, as she will be joining the TCC in 2018.

On behalf of the TCC, Andrea presented Darren with a plaque of appreciation for his time and commitments to the TCC over the past six years.

1. Approve Meeting Minutes

Eaden motioned to approve the November 16, 2017 meeting minutes, and Frank seconded the motion. The motion was approved.

2. Revenue Report

Treasurer's Report – Executive Summary

Period Ending November 30, 2017, Cash Basis

- Lodging Tax for October 2017 is \$11,381: 66% higher than October of 2016
- YTD 2017 exceeds the same period in 2016 by \$17,802

YTD P&L Actuals November 30, 2017 (Blue Column)

- Lodging Tax Income: \$106,507 actual vs \$81,825 budget
- Total Income: \$108,531 actual vs \$82,075 budget
- Net Ordinary Income: \$19,617 actual vs -\$9,733 budget
- Net Available Operating Funds as of 11/30/17: \$62,778

Balance Sheet as of November 30, 2017 (Blue Column)

- The Operating Account balance is \$64,266 compared to \$41,630 at 11/30/16
- Money Market account balance (Opp & Reserve Funds combined) is \$24,695
- Reserve Fund Equity account is \$19,484 (interest earnings now included in Equity account); Opportunity Fund Equity account is now at \$5,200

2017 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. In addition to the website redevelopment expense, the board voted to purchase two event tents for the TCC at our last meeting. The price for both tents is \$1,700. This expense is not included in our current budget.

Respectfully submitted, Erko Alm, Treasurer

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

Discussion was had regarding the fall lodging tax figures. Becci mentioned that the Carbondale Comfort Inn & Suites was almost sold out every evening on Sunday through Thursday, due to corporate work and the Grand Avenue Bridge in August, September, and October. Becci also mentioned that due to the current lack of snow, reservations are slightly down. Michelle mentioned that The Distillery Inn occupancy was right on; June to September was about 90%, and then drop off once the colors change, back up for the Christmas holiday.

3. Carbondale Chamber & TCC Update

First Friday: January 5 Theme: Community Skate Night

Andrea mentioned that the January FF theme will be community skate night. Jamie mentioned that this event is tentatively moving forward, as the Carbondale Recreation Department is awaiting the arrival of the new ice skating rink liner, and cooler temperatures for ice-making.

A brief update was given regarding the proposed Special Entertainment District for the summer First Fridays in 2018. The FF committee will go before the Board of Trustees in January for further discussion and approval.

4. Carbondale Creative District Update

Michelle briefly updated the TCC on the Carbondale Creative District (CCD), and mentioned the next meeting will take place mid-January. She reiterated the focus of the Colorado Creative Corridor, and that the Carbondale Creative District supports the First Friday Special Entertainment District. Michelle gave an overview of an artist partnership that is taking place at The Distillery Inn, and that the Inn has partnered with local artists to provide for sale artwork in the guest rooms; Michelle will pass on a press release in January outlining more details.

5. TCC Contractor Updates

PR Update

Sarah-Jane provided a copy of her report to the TCC prior to the meeting. Andrea mentioned that a big PR focus continues to be the Colorado Creative Corridor. Laura Stover of Carbondale Arts was named the graphic designer for this project.

Footsteps Marketing

Shawn presented his report to the TCC. He mentioned that it was a successful month, due to our winter giveaway, blog, SEO, and hat giveaways. The TCC database had a 20% increase in email addresses, totaling over 4,400 names.

Andrea mentioned that the U.S. Travel Association's IPW 2018 will be held Saturday, May 19, through Wednesday, May 23, at the Colorado Convention Center in Denver, Colorado. IPW will have more than 1,300 exhibitor booths held by U.S. suppliers of USA travel products and destinations and more than 6,000 attendees, including 1,300 international and domestic travel buyers and 500 journalists representing more than 70 countries. The cost to attend and/or have a booth at this event exceeds the TCC's budget, therefore Andrea applied for one of four Colorado Tourism Office scholarship opportunities to attend and represent rural tourism at the event.

Andrea stated that Carbondale has been named an overnight destination for the 2018 Bicycle Tour of Colorado, which will be in town June 24-25, 2018. The TCC will play a major role in organizing the Carbondale-related events, as Andrea has been needed the official community contact, per the Bicycle Tour of Colorado organization.

6. 2017 Sub-Committee Updates

Budget Sub-Committee

The budget conversation will take place during line item #7.

Events Sub-Committee

Jamie updated the TCC regarding events, updates, etc. The first turkey trot was very successful and had 133 race participants! Rattle the Castle will take place in Redstone on January 13. Andrea mentioned that the Jingle Bell Run, sponsored by Independence Run & Hike had over 100 participants!

Marketing Sub-Committee

Natasha gave a brief overview of the marketing sub-committee's efforts over the past year, including booth participation at the Taste of Winter and Taste of Summer in Aspen, increase in Instagram posts and followers, and creation of the photo library. She also

mentioned that Basalt received a matching marketing grant from the CTO, and that there is opportunity for future tourism collaboration with Basalt.

Andrea mentioned that there is opportunity for the TCC to host a 2018 Carbondale Chamber Quarterly Luncheon, which could serve as a vehicle to bring awareness to the TCC, and how the TCC can be a resource for tourism-related businesses, including events, releases, etc. She will work with Sarah-Jane on logistics.

7. 2018 TCC Budget Discussion & Review

The draft budget was distributed to the TCC, and Andrea, Darren, and Deric reviewed specific line items with the TCC. Deric also gave an overview of the carryforward, and reserves. Natasha motioned to approve the 2018 budget, and Eaden seconded the motion. The motion was approved.

Deric suggested that the TCC make a monetary contribution to the Aspen Valley Land Trust, as AVLTL is in the process of raising funds to purchase a 25-acre parcel to provide 'safe a beautiful access trails to the Red Hill Recreation Area.' Discussion was had that this parcel would have a positive impact on the recreational experience for the community, as well as tourists, both which fit into the TCC's mission. Andrea reminded the TCC its non-political stance, and the TCC did not feel this was political. Eaden expressed that this would be a good expenditure of funds. Deric- motioned to approve \$1000 for AVLTL's Save Red Hill campaign, and Natasha seconded the motion. The motioned was approved. Andrea and Erkko will work to process the contribution in 2017.

8. 2017 Year in Review/Committee Goals

Andrea and Darren mentioned that TCC meetings were well-attended in 2017, and that the creation of the sub-committees was very successful. Darren opened the floor interested TCC members to serve as the 2018 Chair, and explained the commitment, including the monthly attendance at the Chamber's board meeting. Andrea explained terms, and that the TCC Chair has a voting seat at the Chamber level, and vice-versa for the Chamber at the TCC level. Interested candidates were invited to speak with Andrea and/or Darren, as a new Chair will need to be in place by the January 25 TCC meeting, if not before, so that person can attend the January 11 Chamber Board meeting.

Andrea provided 2018 goal sheets to each sub-committee, which then met to strategize.

9. New Business/Items Not on the Agenda

No further discussion was had.

Upcoming TCC Meetings:

- Thursday, January 25, 8am, Calaway Room, Third Street Center

The meeting was adjourned at 9:10am.

(Sub-committees met following the meeting)

Respectfully Submitted,

Andrea Stewart, Carbondale Chamber Executive Director