

CARBONDALE CHAMBER OF COMMERCE
TOURISM COUNCIL of CARBONDALE (TCC) MINUTES
November 15, 2018, Third Street Center

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

In Attendance:

Eaden Shantay, True Nature Healing Arts, TCC Chair
Deric Gunshor, Aspen SkiCo
Jessi Rochel, Town of Carbondale Rec Dept
Eric Brendlinger, Town of Carbondale Rec Dept
Jeremy Frees, Mountain Waste & Recycling
Michelle Marlow, At-Large
Natasha Lucero, Backbone Media
Shawn Brugge, FootSteps Marketing, TCC Web Contractor
Andrea Stewart, Carbondale Chamber Executive Director
Renae Gustine, Town of Carbondale Finance Director, Town Liaison
Erkko Alm, Alpine Bank, Chamber Board Treasurer

Not In Attendance:

Becci Hyde, Carbondale Comfort Inn & Suites
Merrill Johnson, Cedar Ridge Ranch LLC, Merrill's Family Farm LLC
Jamie Wall, Town of Carbondale Rec Dept
Troy Hawks, Sunlight Mountain Resort
Frank Scotti, Nomad Inc.
Andreas Fischbacher, Allegria
Sarah-Jane Johnson, TCC PR Contractor
Pat Curry, FootSteps Marketing, TCC Web Contractor
Kelcey Nichols, Wood Nichols Law, Chamber President

Agenda:

The meeting was called to order at 8:05am

1. Approve Meeting Minutes

Deric motioned to approve the October 25, 2018 meeting minutes, and Natasha seconded the motion. The motion was approved.
2. Revenue Report

Erkko presented the financials to the TCC,

Tourism Council of Carbondale

Treasurer's Report – Executive Summary

Period Ending October 31, 2018, Cash Basis

Lodging Tax Report – Town of Carbondale

- Lodging Tax (unofficial) for September 2018 is \$14,643.72: 6.48% lower than September 2017

- YTD 2018 exceeds the same period in 2017 by \$10,162

YTD P&L Actuals October, 2018 (Blue Column)

- Lodging Tax Income: \$106,190 actual vs \$87,500 budget
- Total Income: \$108,697 actual vs \$87,889 budget
- Net Ordinary Income: \$30,323 actual vs -\$6,440 budget
- Net Income including Other Income: \$30,323
- Net Available Operating Funds as of 10/31/18: \$72,376

Balance Sheet as of October, 2018 (Blue Column)

- The Operating Account balance is \$66,845 compared to \$55,450 at 10/31/17
- Money Market account balance (Opp & Reserve Funds combined) is \$40,114
- Reserve Fund Equity account is \$29,897 (interest earnings now included in Equity account); Opportunity Fund Equity account is now at \$4,686

2018 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 grant funds.
- September lodging tax is not yet available for this report

Respectfully submitted, Erkko Alm, Treasurer

November 9, 2018

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

2019 Draft Budget

Andrea presented the 2019 TCC draft budget, and mentioned that the Budget Committee reviewed this budget prior to today's meeting.

Deric mentioned that we could turn locally for prospective photographers and videographers to shoot photography and b-roll. Eric suggested seasonal video, including winter scenes. Andrea mentioned that the trash pickup at the Scenic Overlook has increased over the past year, and that it may be more appropriate for the TCC to cover that expense, rather than the Chamber, who is currently paying it, as the Overlook is geared more towards the visitors.

Andrea, and the Budget Committee will update the 2019 Draft Budget, and present for approval at the December TCC meeting.

3. Carbondale Chamber & TCC Update
2019 TCC Appointments

Andrea presented the slate of TCC 2019 candidates to the TCC, including Jes from The Way Home, and Adam from Why Cycle; she mentioned that there is also a vacant seat for historical representation. Discussion was also had regarding the addition of a real estate seat to the TCC. Eric mentioned that his term is up, and feels it is important that

the recreation department have a seat at the table, and the TCC agreed; per the bylaws a candidate can renew their term with a majority of the vote.

Michelle motioned to approve the following slate of candidates for the 2019 TCC Board,

- Jes Tilton, The Way Home
- Adam Miller, Why Cycles
- Real Estate seat (Eaden and Michelle suggested possible candidates; Andrea will follow up)
- Town of Carbondale Rec Department

Natasha seconded the motion; and the motion was approved. The Eric and Jessi of the Rec Department did not vote, as they were part of the motion.

Eaden stated that the Chamber Board is in the process of updating its bylaws, including the Board member attendance section. Starting in 2019, Board members are able to miss up to four meetings, a further absence will serve as a voluntary withdraw from the Board. The TCC will adopt this change, as they fall under the Chamber's bylaws.

4. Creative District Update

Sarah-Jane updated the TCC on the Carbondale Creative District, including the Information Station, which will be located at 4th & Main, and a completion timeline. There is a lot of conversation around a gateway, or sculpture to showcase Carbondale as a landmark at the intersection of HWY 133 & HWY 82. Eaden shared that this entryway is essential for Carbondale, and feels strongly that the Chamber and TCC should participate in this conversation and opportunity. Eric added that it is also important to consider the other entrances into town as well (Catherine Store Road, and Highway 133- south of town). The Creative District is looking at potential funding mechanisms, such as grants, membership, and more, as their funding through the Colorado Creative Industries is approaching a sunset in the future.

5. TCC Contractor Updates

PR Update

Sarah-Jane presented the PR report to the TCC,

- Media activity includes a recent article in the Post Independent referencing the TCC receiving the MMG grant for FY19, as well as a spread in Sunset Magazine.
- Previous media visits and ongoing follow-up includes Colorado Expression Magazine, Sunset Magazine, the Denver Post, the Washington Post, and more.
- Content for the Carbondale.com Agritourism page and listings was completed
- Upcoming focuses include strategic planning for the TCC and Corridor, FY19, as well as TCC-hosted quarterly luncheon for Carbondale Chamber and Tourism businesses.
- Sarah-Jane is attending the media opening for the Redstone Castle.

Footsteps Marketing

Shawn presented the Footsteps report to the TCC,

- There was a slight error in the reporting, therefore, Shawn will resend the report.
- The TCC hosted its first sponsored Instagram advpost, which was very successful.
- Recent content creation includes, PinkBike photos and video posts, hat giveaway, newsletter, and Winter Giveaway content.

- Currently running a paid search campaign for lodging and biking, and Shawn will report on those stats at the Dec meeting.
- Facebook had 37 new fans, totaling 4,593
- Instagram increased by 30 followers, totaling 2,399
- Kiosk stats were low, and conversation was had regarding opportunities to increase traffic. Andrea mentioned one location is upgrading their wifi connection, and upgrades are being made to the backend of the kiosk software, which will also help performance.

6. 2018 Sub-Committee Updates

Budget Sub-Committee

This item was discussed during the financial agenda item.

Events Sub-Committee

Eric and Jessi updated the TCC on and upcoming events, including,

- Carbondale Turkey Trot & Turkey Cross, November 22
- Light Up Carbondale, First Friday, December 7

Eric mentioned that the Special Events Task Force Committee recently met November 7 to review the 2018 events, and will meet again on December 5 to review the proposed 2019 event calendar. The meeting will be held at Town Hall from 6pm to 7:30pm. Those who host events on Town property (parks, streets/street closures are encouraged to attend).

Eric mentioned that even though the property at 4th & Main is for sale, the downtown rink will move forward, as they have a 90-day notice agreement with the current property owner.

Marketing Sub-Committee

Natasha and Shawn mentioned that Instagram posts are going well, and upcoming posts have been scheduled. TCC members were encouraged to send event information and photos to Shawn. Andrea and Shawn are finalizing the late fall/early winter giveaway, which will include a Ski, Stay, Play package that will feature lodging, lift tickets to Sunlight Ski Resort, two 60-minute massages at True Nature Healing Arts, and dining gift certificates. The giveaway will go live the week of Thanksgiving.

7. Items Not on the Agenda

Sarah-Jane mentioned that there was an article in the Aspen Daily News earlier this week regarding Penny Hot Springs and Pitkin County Open Space; she feels it is important for the TCC to be table during those conversations, and the TCC agrees.

Andrea and Eaden updated the TCC briefly on CoVenture, formerly GlenX, who has approached the Town for funding to help facilitate starting costs, which according to CoVenture, could result in additional economic development opportunities for the Town. CoVenture goes before the Town again in early December for a follow up presentation.

8. Sub-Committee Breakouts

Sub-committees met to continue goal-setting and implementation.

9. Adjourn

The meeting was adjourned at 9:15am.

The next TCC meeting is scheduled for Thursday, December 20, 8am, Calaway Room,
Third Street Center.

Respectfully Submitted,

Andrea Stewart, Carbondale Chamber Executive Director