

CARBONDALE CHAMBER OF COMMERCE
TOURISM COUNCIL of CARBONDALE (TCC) MINUTES
December 20, 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
Jeremy Frees, Mountain Waste & Recycling
Jamie Wall, Town of Carbondale Rec Dept
Troy Hawks, Sunlight Mountain Resort
Michelle Marlow, At-Large
Natasha Lucero, Backbone Media
Jes Tilton, The Way Home
Patty Brendlinger, Coldwell Banker/Mason Morse
Shawn Brugge, FootSteps Marketing, TCC Web Contractor
Sarah-Jane Johnson, TCC PR Contractor
Pat Curry, FootSteps Marketing, TCC Web Contractor
Andrea Stewart, Carbondale Chamber Executive Director
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
Jessi Rochel, Town of Carbondale Rec Dept
Eric Brendlinger, Town of Carbondale Rec Dept
Frank Scotti, Nomad Inc.
Andreas Fischbacher, Allegria
Kelcey Nichols, Wood Nichols Law, Chamber President
Renaee Gustine, Town of Carbondale Finance Director, Town Liaison

Agenda:

The meeting was called to order at 8:07am

Andrea welcomed the new members to the TCC, and introductions were made around the table.

1. Approve Meeting Minutes

Natasha motioned to approve the November 15, 2018 meeting minutes, and Deric 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 November 30, 2018, Cash Basis

Lodging Tax Report – Town of Carbondale

- Lodging Tax for October 2018 is \$8,815: 22.54% lower than October 2017
- YTD 2018 exceeds the same period in 2017 by \$7,627

YTD P&L Actuals November 30, 2018 (Blue Column)

- Lodging Tax Income: \$120,864 actual vs \$96,250 budget
- Total Income: \$123,441 actual vs \$96,724 budget
- Net Ordinary Income: \$40,246 actual vs -\$7,478 budget
- Net Income including Other Income: \$45,871
- Net Available Operating Funds as of 11/30/18: \$87,923

Balance Sheet as of November 30, 2018 (Blue Column)

- The Operating Account balance is \$101,756 compared to \$62,766 at 11/30/17
- Money Market account balance (Opp & Reserve Funds combined) is \$40,116
- 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
December 18, 2018

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

2019 Draft Budget

The updated 2019 draft budget was presented by Erkko for review and approval. Discussion was had. Deric mentioned that the signage line item is more capital improvement, rather than an annual expense; the TCC agreed, and we will monitor that throughout 2019 to see if it should be moved in the future as a regular line item within the budget to an opportunity fund line item.

Erkko motioned to approve the 2019 budget, and Michelle seconded the motion. The motion was approved.

3. Carbondale Chamber & TCC Update 2019 Chamber Board

Andrea mentioned that the Chamber has approved its 2019 budget and Board.

2019 TCC Appointments

Andrea stated that the TCC will need to appoint a TCC Chair for 2019. Further discussion will be had with TCC members between now and the January 24 TCC meeting.

Amendment to the Carbondale Chamber Bylaws

Andrea and Eaden stated that the Chamber has updated its bylaws in regards to attendance,

SECTION 7 – Attendance and Absences. All members of the Board of Directors are expected to attend at least eight meetings annually. Any Board member who misses more than four meetings in a calendar year shall be deemed to have voluntarily resigned. In such event, that member's seat on the Board may be declared vacant by the Board, and filled as provided for in Article IV of these By-Laws.

Andrea will reach out to the current TCC members who were not at the meeting today to ensure they are aware of this update. She will also send out a copy of the bylaws to the TCC.

4. 2019 Strategic Plan

Prior to the meeting, Andrea and Sarah-Jane met to review the Strategic Plan, and a copy of the plan was sent to the TCC prior to the meeting for review. Sarah-Jane presented the Strategic Plan to the TCC.

Highlights include:

- a. SWOT analysis
- b. reorganization of the subcommittees
 - i. Executive Committee
 - ii. Colorado Creative Corridor oversight
 - iii. Responsible Tourism
 - iv. Agritourism
 - v. Hospitality (lodging & events)
- c. TCC Tourism Confluence; a business luncheon to tell our story to the business community. Eaden suggested also submitting a press release to the Sopris Sun to promote the event; Sarah-Jane agreed, and also feels it would be beneficial to have a column in the Post Independent and on the radio.
- d. Outdoor Recreation
 - i. Seasonal, Prince Creek, Red Hill, Winter sports
- e. Creative Tourism
- f. Agritourism/Heritage
- g. Responsible Tourism
 - i. Penny Hot Springs
- h. Events

5. Items not on the agenda

6. Adjourn

The meeting was adjourned at 9:15am.

The next TCC meeting is scheduled for Thursday, January 24, 8am, Calaway Room, Third Street Center.

Respectfully Submitted,
Andrea Stewart, Carbondale Chamber Executive Director