

CARBONDALE CHAMBER OF COMMERCE
TOURISM COUNCIL of CARBONDALE (TCC) MINUTES
October 25, 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
Jamie Wall, Town of Carbondale Rec Dept
Jeremy Frees, Mountain Waste & Recycling
Deric Gunshor, Aspen SkiCo
Eric Brendlinger, Town of Carbondale Rec Dept
Becci Hyde, Carbondale Comfort Inn & Suites
Michelle Marlow, At-Large
Natasha Lucero, Backbone Media
Merrill Johnson, Cedar Ridge Ranch LLC, Merrill's Family Farm LLC
Shawn Brugge, FootSteps Marketing, TCC Web Contractor
Andrea Stewart, Carbondale Chamber Executive Director
Renaee Gustine, Town of Carbondale Finance Director, Town Liaison
Erkko Alm, Alpine Bank, Chamber Board Treasurer

Not In Attendance:

Jessi Rochel, 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
Natasha motioned to approve the September 27, 2018 meeting minutes, and Michelle seconded the motion. The motion was approved.
2. Revenue Report
Andrea presented the financials to the TCC on Erkko's behalf,

Tourism Council of Carbondale

Treasurer's Report – Executive Summary

Period Ending September 30, 2018, Cash Basis

Lodging Tax Report – Town of Carbondale

- Lodging Tax for August 2018 is \$14,036: -3.14% lower than August 2017

- YTD 2018 exceeds the same period in 2017 by \$11,176

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

- Lodging Tax Income: \$92,154 actual vs \$78,750 budget
- Total Income: \$94,629 actual vs \$79,138 budget
- Net Ordinary Income: \$23,908 actual vs -\$6,484 budget
- Net Income including Other Income: \$23,908
- Net Available Operating Funds as of 9/30/18: \$65,960

Balance Sheet as of September, 2018 (Blue Column)

- The Operating Account balance is \$73,116 compared to \$48,320 at 9/30/17
- Money Market account balance (Opp & Reserve Funds combined) is \$40,112
- Reserve Fund Equity account is \$29,897 (interest earnings now included in Equity account); Opportunity Fund Equity account is now at \$4,860

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.

Respectfully submitted, Erkko Alm, Treasurer
October 24, 2018

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

Rena provided the unofficial lodging tax figures for September, \$14,643.72, which is a 6.5% decrease over September 2017, and a 10.7% increase from 2016. Becci mentioned this trend continued into October due to the fall colors changing so quickly, and the cooler weather. Deric mentioned this an opportunity for the TCC to promote lodging and biking. The TCC agreed we should market these aspects, and Andrea and Shawn will work to repurpose the PinkBike content via SEO, website updates, and social media.

3. Carbondale Chamber & TCC Update

2019 Chamber Board and TCC Appointments

Andrea mentioned that the Chamber Board and TCC appointments are approaching for 2019, and asked the TCC to submit prospective Board member names to her.

Prospective members were discussed, including Jes from The Way Home, and Adam from Why Cycle; Andrea will reach out to them. Andrea reviewed term limits and expirations with current TCC members.

4. Creative District Update

Andrea updated the TCC on the Carbondale Creative District, including the Information Station, which will be located at 4th & Main; TCC has a small amount of funding to assist in the signage installations around Town. Andrea presented a copy of the map that will

be located within the Information Station. Carbondale Arts and the Creative District are playing a large role in Dia de los Muertos, which will take place on First Friday.

5. TCC Contractor Updates

PR Update

Andrea presented the PR report to the TCC on Sarah-Jane's behalf,

- Colorado Creative Corridor continues to be a big focus, and we were rewarded a MMG of \$25,000 for FY2019!
- How to experience Carbondale's new ArtWay release will go live October 30
- Previous media visits and ongoing follow-up includes Sunset Magazine, Vail Daily, Elite Traveler, Travel + Leisure, Austin American Statesman, Brides, Organic Spa, 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 FY19 and working with recent media to ensure coverage needs are met
- Recent media coverage included Jet Set TV, Modern Farmer, and Austin American Statesman

Footsteps Marketing

Shawn presented the Footsteps report to the TCC,

- There was a 16.10 increase in website users compared to the previous year.
- Pageviews saw an increase of 2.1%
- Top states include: Colorado, Texas, and California
- Top Colorado include: Denver, Glenwood, Aspen, Carbondale, Boulder
- Top viewed pages include: Home Page, Celtic Fest/Oktoberfest, Things to Do, Potato Day Parade, Events
- Top referrals include: Colorado.com, CPR.org, 9news.com (9 Things to do in Colorado this weekend), Chamber, DuckDuckGO, PinkBike
- Acquisition overview:
 - up 16.10%
 - Direct page views were up 37.88%
 - Organic search was up 24.47%
- Facebook had 18 new fans, totaling 4520
- Instagram increased by 32 followers, totaling 2,369

The agritourism webpage, content, and SEO are in the process of being created; once complete, the campaign will go live.

6. 2018 Sub-Committee Updates

Budget Sub-Committee

Andrea give a brief outline of the budget process for 2019, including that she will be meeting with the bookkeeper and treasurer to draft the 2019 budget in early October.

Then, Andrea, Eaden, and Deric will meet to review in October; once reviewed, it will be presented to the TCC at the November meeting.

Events Sub-Committee

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

- Dia de Los Muertos, First Friday, November 2

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

Eric mentioned that the Special Events Task Force Committee will meet November 7 to review the 2018 events, and again on December 5 to review the proposed 2019 event calendar. Meetings 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 also mentioned that the Sheep Dog Championships will be held in Carbondale this fall. This is a great opportunity for tourism promotion, marketing, and sponsorships. Michelle and Eric will be in touch with Andrea regarding further details.

Marketing Sub-Committee

Shawn mentioned that Instagram posting is going well, and 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 a stay at Marble Distilling Co and the Distillery Inn, lift tickets to Sunlight Ski Resort, and a 60-minute massage at True Nature Healing Arts. That giveaway will go live mid-November.

7. Sub-Committee Breakouts

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

8. Adjourn

The meeting was adjourned at 9:00am.

The next TCC meeting is scheduled for Thursday, November 15, 8am, Calaway Room, Third Street Center.

Respectfully Submitted,

Andrea Stewart, Carbondale Chamber Executive Director