

CARBONDALE CHAMBER OF COMMERCE
TOURISM COUNCIL of CARBONDALE (TCC) MINUTES
February 27, 2020, 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
Sue Gray, Carbondale Historical Society
Patty Brendlinger, Coldwell Banker/Mason Morse
Kellyn Wardell, Carbondale Arts
Kelley Amdur, Dandelion Inn
Michelle Marlow, Media/PR
Julie Warren, River Valley Ranch Golf & Homestead Bar and Grill
Adam Miller, Why Cycles
Troy Hawks, Sunlight Mountain Resort
Taylor Rogers, FootSteps Marketing, TCC Web Contractor
Shawn Brugge, FootSteps Marketing, TCC Web Contractor
Sarah-Jane Johnson, TCC PR Contractor
Renaë Gustine, Town of Carbondale Finance Director, Town Liaison
Erkko Alm, Alpine Bank, Chamber Board Treasurer
Andrea Stewart, Carbondale Chamber Executive Director
Pam Johnson, Cedar Ridge Ranch LLC

Not In Attendance:

Record-breaking attendance; everyone was present

Agenda:

The meeting was called to order at 8:04am

1. Approve Meeting Minutes

The meeting minutes from the January 23 meetings were presented for approval. Michelle motioned to approve the meeting minutes, and Kelley 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 January 31, 2020, Cash Basis

Lodging Tax Report – Town of Carbondale

- Lodging Tax for December 2019 is \$9,934: 13.50% higher than December 2018
- 2019 exceeds 2018 by \$4,637

YTD P&L Actuals January 31, 2020 (Blue Column)

- Lodging Tax Income: \$6,049 actual vs \$10,500 budget
- Total Income: \$6,053 actual vs \$10,508 budget
- Net Ordinary Income: \$-1,800 actual vs -\$3,903 budget
- Net Income including Other Income: -\$1,800
- Net Available Operating Funds as of 1/31/2020: \$41,983

Balance Sheet as of January 31, 2020 (Blue Column)

- The Operating Account balance is \$64,849 compared to \$87,110 at 1/31/19
- Money Market account balance (Opp & Reserve Funds combined) is \$79,124
- Reserve Fund Equity account is \$67,965 (interest earnings now included in Equity account); Opportunity Fund Equity account is now at \$11,155

2020 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
February 26, 2020

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

Thank you!

Renae provided unofficial figures for January 2020, which are \$12,894.02, which is up 32.6% from the previous year.

3. Carbondale Chamber & TCC Update
Andrea gave a brief update, and mentioned that continues to stay busy with conversation revolving around healthcare. The Chamber is in the process of planning the 2020 Business Confluence, which will take place on Wednesday, Sept 16 here at the Third Street Center.
4. Contractor & Sub-Committee Updates
 - Public Relations
Sarah-Jane updated the TCC on PR, and stressed that the majority of her efforts have been put towards the CRAFT map. She also worked on the IMBA Gold Level announcement press release, and arranged for a recent media stay. We've had great national coverage, including Sunset Magazine. Sarah-Jane mentioned that according to the Colorado Tourism Office, Carbondale

consistently receives great coverage for a small, rural mountain town (similar to a larger destination, like Snowmass)! A huge compliment!

- Website & Social

Shawn updated the TCC on social and web stats.

- We're working on a Pixels campaign that will connect the dots between the website, and Facebook and Instagram.
- Web users were slightly decreased by 7.68%; pageviews were also down
- Top pages viewed include the home page, Things to Do, Penny Hot Springs, Events, and Outdoor Recreation.
- Top referrals include Roaring Fork Restaurant Week and Sunlight Mountain Resort
- Social media highlights from the last month include:
 - Instagram: 3,947 followers, which is up 129 from last month
 - Facebook: 4,984 followers, with the top post: Gold Level Ride Center, 3.4K reach

- Agritourism & Heritage

Andrea mentioned that she and Sarah-Jane have been working to finalize the map; they thanked the sub-committee members that stepped up to make this final stretch possible. Andrea is finalizing the grant report that is due March 4.

- Creative Tourism

Andrea mentioned that the Creative Corridor team is working to finalize the contract with the film company that will produce a 5-7 minute film that highlights the corridor; each destination will have a 60-90 second feature within that overall film time, as well as a short 10-sec clip for social. Filming will take place in late spring/early summer.

- Outdoor Recreation

Jamie mentioned that a Gravel Bike Ride event is tentatively scheduled for September 26. The event will be coordinated through Parks & Rec, and they are partnering with Mad Racing as the event planner. Jamie and Andrea discussed that this is such an opportunity for Carbondale, and that the TCC could come in as a sponsor; the TCC agreed, and will wait to determine an amount until the sponsorship packages are finalized. Adam mentioned that gravel rides are more inclusive and specific road or mountain rides, and expressed interest in his business participating in some capacity. Further discussion will take place at the next meeting.

- Responsible Tourism

Michelle mentioned that this committee went out with a bang in 2019, and is working to continue to add material and updates to the current page on carbondale.com.

5. Items not on the agenda

- Sue mentioned that she is writing an article for the upcoming Carbondale Magazine that will feature hemp and CBD; the focus will be on where to purchase locally, as well as healing aspects.
- Sarah-Jane stated that 5Point Film is just around the corner! It will be a five-day film festival this year, April 22-26.
- Eaden shared that True Nature Healing Arts is hosting a family-friendly spring equinox event on Saturday, March 21.

6. Sub-committee Breakouts

The sub-committees met to continue working on 2020 goals, as outlined on the blue goal sheets, as well as spring and summer itinerary ideas.

7. Adjourn

The meeting was adjourned at 9:10am.

The next TCC meeting is scheduled for Thursday, March 26, 8am, Calaway Room, Third Street Center.

Respectfully Submitted,

Andrea Stewart, Carbondale Chamber Executive Director