

CARBONDALE CHAMBER OF COMMERCE
TOURISM COUNCIL of CARBONDALE (TCC) MINUTES
January 25, 2018

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
Eric Brendlinger, Town of Carbondale Rec Dept
Frank Scotti, Nomad Inc.
Becci Hyde, Carbondale Comfort Inn & Suites
Chelsie Miller Zoller, Phat Thai
Pat Curry, FootSteps Marketing, TCC Web Contractor
Shawn Brugge, FootSteps Marketing, TCC Web Contractor
Andrea Stewart, Carbondale Chamber Executive Director
Michelle Marlow, Marble Distilling Co & The Distillery Inn
Sarah-Jane Johnson, TCC PR Contractor
Beth Maun, Rhumba Girl Liquors, Chamber President

Not In Attendance:

Deric Gunshor, Aspen SkiCo
Jeremy Frees, Mountain Waste & Recycling
Natasha Lucero, Backbone Media
Jessi Rochel, Town of Carbondale Rec Dept
Andreas Fischbacher, Allegria
Troy Hawks, Sunlight Mountain Resort
Beth White, Mt. Sopris Historical Society
Merrill Johnson, Cedar Ridge Ranch LLC, Merrill's Family Farm LLC
Erkko Alm, Alpine Bank, Chamber Board Treasurer
Rena Gustine, Town of Carbondale Finance Director, Town Liaison

Agenda:

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

Andrea and Eaden welcomed Beth Maun, Rhumba Girl Liquors, and 2018 Chamber Board President, to the meeting.

1. Eric motioned to appoint Eaden as the 2018 TCC Chair, and Frank seconded the motion. The motion was approved.

2. Approve Meeting Minutes
Chelsea motioned to approve the December 21, 2017 meeting minutes, and Becci seconded the motion. The motion was approved.

3. Revenue Report

Andrea presented the financials on Erko's behalf,

Treasurer's Report – Executive Summary Period Ending December 31, 2017, Cash Basis –
PRELIMINARY & SUBJECT TO CHANGE WITH CLOSE OF 2017 BOOKS

Lodging Tax Report – Town of Carbondale

- Lodging Tax for November 2017 is \$7,396: 51% higher than November of 2016 and almost 80% higher than November 2008
- YTD 2017 exceeds the same period in 2016 by \$20,327

YTD P&L Actuals December 31, 2017 (Blue Column)

- Lodging Tax Income: \$117,887 actual vs \$81,825 budget
- Total Income: \$108,531 actual vs \$87,600 budget
- Net Ordinary Income: \$17,792 actual vs -\$10,806 budget
- TCC Board approved increased funding of Opportunity Fund & Reserve Fund in 2017: \$8,500 to Opportunity Fund & \$10,400 to Reserve Fund
- Net Available Operating Funds as of 12/31/17: \$67,052. HOWEVER, \$25,000 of this is allocated to the State Grant for the Colorado Creative Corridor (see Other Income); therefore, \$67,052 less \$25,000 leaves \$42,052 for TCC Operating Funds at 12/31/17

Balance Sheet as of December 31, 2017 (Blue Column)

- The Operating Account balance is \$68,552 compared to \$43,160 at 12/31/16
- Money Market account balance (Opp & Reserve Funds combined) is \$43,596
- Reserve Fund Equity account is \$29,897 (interest earnings now included in Equity account); Opportunity Fund Equity account is now at \$13,700
- A new Equity account will be added to the Balance Sheet in 2018 to track the State Grant funds for the Colorado Creative Corridor, and the cash for this account will be held in the TCC operating checking account for ready access

Respectfully submitted, Heather Beach, Bookkeeper, on behalf of Erko Alm, Treasurer
Please direct any questions or comments to erkoalm@alpinebank.com

Prior to the meeting, Renae provided Andrea with unofficial December lodging tax figures, \$9,623.76

4. Carbondale Chamber & TCC Update

First Friday: February 2, First Fat Friday Parade

Andrea mentioned that the February First Friday events will revolve around Mardi Gras, and the annual, family-friendly Mardi Gras parade.

Entertainment District Update

Andrea, Michelle, and Eric updated the TCC on the Entertainment District. The Town of Carbondale approved the ordinance, and the next step is for the First Friday Committee to complete and submit the event application for approval. Further discussion was had regarding opportunities for the Tourism Council to play a part in promotion and

sponsorship of this event. This will be discussed in detail at the February 8 First Friday meeting.

TCC Save-the-Dates

The TCC will host an upcoming Chamber Quarterly Luncheon, which will cover ways to promote business offerings and events, guide to writing a press release, and more. Details to follow.

Carbondale is proud to host the Bicycle Tour of Colorado June 24-25; the TCC will play a part in event organization, specific to Carbondale.

In lieu of the July 26 meeting, TCC members will be asked to volunteer, like last year.

5. Carbondale Creative District Update

Michelle briefly updated the TCC on the Carbondale Creative District (CCD), and mentioned that focus has been on the RioGrande ArtWay, DeRail Park, Colorado Creative Corridor, and the First Friday Entertainment District.

6. TCC Contractor Updates

Footsteps Marketing

Shawn presented his report to the TCC. He mentioned that across the board, compared to last year, numbers are up; there was a slight decrease from last month, due to the lack of a contest. The top viewed pages were Things to Do, Penny Hot Springs, Home Page, Events, and Outdoor Recreation. As for Facebook, organic search is up 12.40%. Top Referrals were Westword, Colorado.com, CPR.org, Facebook, and Sunlight Mountain Resort. The December newsletter was delivered to 5,300+ recipients with an open rate of 20%.

PR Update

Sarah-Jane is working on a "What's New in Carbondale" release that will come out this summer, including details of new businesses, events, news, and more. She is pitching a number of journalists for the Green is the New Black Fashion Show, as well as alternative winter mountain opportunities. The Creative Corridor has been a large focus, as there is a lot of content and assets collection. The official launch will be in May at the Colorado Creative Industries Summit, hosted in Greeley. Sarah-Jane mentioned that the CTO is launching a tourism-related education series.

7. 2017 Sub-Committee Updates

Events Sub-Committee

Eric updated the TCC on recent events, including Rattle the Castle, which was successful, even with the lack of snow. The snowshoe event evolved into a fun run, which had over 60 participants! The January First Friday Community Appreciation event was well-attended. Eric mentioned that the rodeo ice rink is up and running, and the downtown rink will be functional by the February First Friday event. The February First Friday theme is Mardi Gras and the annual, family-friendly parade. There will be a backcountry film fest at the Third Street Center on First Friday as well.

Marketing Sub-Committee

Shawn gave a brief overview of the marketing sub-committee's last meeting, which included a summary of the monthly theme calendar, as well as a posting schedule for committee members.

Budget Sub-Committee

This line item was not discussed, as conversation was had during agenda item #3, Financial Review.

8. Cycling & Overall Tourism Strategy

Sarah-Jane gave a brief overview of bicycling and cycling promotion from the CTO prospective, as well as a conversation that she had along with Andrea and Darren at the end of last year. Carbondale has an opportunity to be a biking destination on a larger scale. Sarah-Jane offered to send out the notes from that conversation, and suggested that each sub-committee apply a biking perspective to their initiatives.

9. Items Not on the Agenda

Eaden mentioned the Kiva will have a soft opening March 3 and 4 with a 24-hour chant.

Michelle mentioned that the Jetset piece and PBS series will be aired in the next few months!

10. Sub-Committee Breakouts

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

11. Adjourn

The meeting was adjourned at 9:20am.

The next TCC meeting is scheduled for Thursday, February 22, 8am, Calaway Room, Third Street Center.

Respectfully Submitted,

Andrea Stewart, Carbondale Chamber Executive Director