

CARBONDALE CHAMBER OF COMMERCE  
TOURISM COUNCIL of CARBONDALE (TCC) MINUTES  
February 22, 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  
Will Tempest, Town of Carbondale Rec Dept  
Natasha Lucero, Backbone Media  
Renaee Gustine, Town of Carbondale Finance Director, Town Liaison  
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  
Erkko Alm, Alpine Bank, Chamber Board Treasurer

Not In Attendance:

Frank Scotti, Nomad Inc.  
Becci Hyde, Carbondale Comfort Inn & Suites  
Chelsie Miller Zoller, Phat Thai  
Deric Gunshor, Aspen SkiCo  
Jeremy Frees, Mountain Waste & Recycling  
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  
Beth Maun, Rhumba Girl Liquors, Chamber President

Agenda:

The meeting was called to order at 8:10am.

Eric introduced Will Tempest, the new Recreation Corridor for Youth & Adult Athletics, to the TCC.

1. Approve Meeting Minutes

Michelle motioned to approve the January 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 January 31, 2018, Cash Basis

### **Lodging Tax Report – Town of Carbondale**

- Lodging Tax for November 2017 is \$7,396: 52% higher than November of 2016
- YTD 2018 exceeds the same period in 2017 by \$2,526

### **YTD P&L Actuals January 31, 2018 (Blue Column)**

- Lodging Tax Income: \$7,396 actual vs \$8,750 budget
- Total Income: \$7,459 actual vs \$8,751 budget
- Net Ordinary Income: -\$643 actual vs \$44 budget
- Net Income including Other Income: \$13,357
- Net Available Operating Funds as of 1/31/18: \$55,409

### **Balance Sheet as of January 31, 2018 (Blue Column)**

- The Operating Account balance is \$79,407 compared to \$41,778 at 1/31/17
- Money Market account balance (Opp & Reserve Funds combined) is \$43,599
- Reserve Fund Equity account is \$29,897 (interest earnings now included in Equity account); Opportunity Fund Equity account is now at \$13,700

### **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.

Respectfully submitted, Erkko Alm, Treasurer

Please direct any questions or comments to [erkkoalm@alpinebank.com](mailto:erkkoalm@alpinebank.com)

Rena provided the TCC with unofficial January lodging tax figures, \$9,223.97. Eaden asked if the opportunity fund money is gaining interest, and Andrea and Erkko will research that. Due to timing, the December funds had not been received by this meeting, therefore Andrea will email the updated pass through spreadsheet to the TCC once those funds are received.

## 3. Carbondale Chamber & TCC Update

First Friday: March 2, Carbondale Creative District.

Andrea mentioned that the March First Friday theme will revolve around the Carbondale Creative District.

Trustee Forum: March 5, 6-7pm, Third Street Center

Andrea invited the TCC to attend the upcoming Trustee Forum, which is co-hosted by the Carbondale Chamber, Third Street Center, Sopris Sun, and KDNK. She handed out flyers with complete information.

## TCC Save-the-Dates

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.

### 4. Carbondale Creative District Update

Sarah-Jane mentioned that the Carbondale Creative District has not met since the last TCC meeting; a large focus has been on the Colorado Corridor, which Sarah-Jane will discuss at length in her report.

### 5. TCC Contractor Updates

#### PR Update

Sarah-Jane recently released the What's New in Carbondale pitch, which focuses on new and up-and-coming businesses, offerings, and services in Carbondale. She has also been working with writers for upcoming events, including the Green is the New Black fashion show, and 5Point Film. Rocky Mountain PBS will film a piece on the Colorado Creative Corridor! The Colorado Destination Development program, which is part of the Colorado Tourism Office, is doing a three-day tour of Colorado's Slow Food scene, which will include Carbondale; journalists will get a taste of craft distilleries and breweries, farm tours, and more, and will be staying at the Marble Distilling Co and the Distillery Inn. Sarah-Jane briefly updated the TCC on the Mt. Sopris Society, as that organization is going through some changes, and she encouraged the TCC to support them in some fashion. Eric mentioned that the Town is still involved in the grant process to renovate the Thompson House. The next phase will be an engineering study to see what the house can support. Andrea will work with Eric, and the Town to continue to be updated on the status of the Mt. Sopris Historical Society.

Conversation was had regarding a Carbondale Magazine, which is a Carbondale Chamber member, but not endorsed by the Chamber; the chamber will purchase a ¼-page ad, and provide a calendar of events, and piece on general Carbondale and recreation.

Sarah-Jane updated the TCC on the Colorado Creative Corridor, and mentioned that the team is finalizing the logo and graphics. Deadlines are approaching, as we are building up to our May launch of the program. A broad press release will go out this spring that will outline each destination within the Corridor.

#### Footsteps Marketing

Shawn presented his report to the TCC. He mentioned that there is a slight decrease in web traffic, as we did not have a promotion going last month. The top viewed pages were the Homepage, Penny Hot Springs, Things to Do, Events, and Outdoor Recreation. Instagram and Facebook followers continue to increase, and he mentioned that the most-popular time for Facebook traffic is 9pm. Shawn asked for the TCC to continue to send him events for the website.

### 6. 2017 Sub-Committee Updates

#### Events Sub-Committee

Eric updated the TCC on recent events, including an upcoming Carbondale Community Pool Forum, which will be held next Wednesday, 6-7:30pm at Town Hall; the Easter Egg Hunt will be on March 31, and will include the third-annual Where My Peeps At 5k. Eaden mentioned that the Kiva will open on March 3 at 11am, which will include a 24-hour chant to open the space. He also mentioned that True Nature is hosting a three-month yoga teaching retreat in May, June, and July. This event will grow overtime, and Carbondale lodging options are being promoted to the attendees.

#### Marketing Sub-Committee

Natasha updated the TCC on the recent Marketing Sub-Committee efforts, including the 2018 publishing calendar, and an upcoming April giveaway. This committee will also assist with PR assets for the Colorado Creative Corridor.

#### Budget Sub-Committee

This line item was not discussed, as conversation was had during agenda item #2: Revenue Report.

#### 7. Items Not on the Agenda

No additional items were discussed.

#### 8. Sub-Committee Breakouts

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

#### 9. Adjourn

The meeting was adjourned at 9:20am.

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

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Respectfully Submitted,

Andrea Stewart, Carbondale Chamber Executive Director