

CARBONDALE CHAMBER OF COMMERCE  
TOURISM COUNCIL of CARBONDALE (TCC) MINUTES  
January 26, 2017

TCC Mission: The Tourism Council of Carbondale's mission is to create a strong tourism economy by promoting the town.

In Attendance:

Darren Broome, Aloha Mountain Cyclery, TCC Chair  
Eric Brendlinger, Town of Carbondale Rec Dept  
Eric Mitchell, True Nature Healing Arts  
Becci Hyde, Carbondale Comfort Inn & Suites  
Jessi Rochel, Town of Carbondale Rec Dept  
Beth Schrader, FootSteps Marketing, TCC Web Contractor  
Beth White, Mt. Sopris Historical Society  
Matt Annabel, Mt. Sopris Historical Society  
Chelsie Miller Zoller, Phat Thai  
Frank Scotti, Nomad Inc.  
Andreas Fischbacher, Allegria  
Merrill Johnson, Cedar Ridge Ranch LLC, Merrill's Family Farm LLC  
Renaee Gustine, Town of Carbondale Finance Director, Town Liaison  
Sarah-Jane Johnson, TCC PR Contractor  
Andrea Stewart, Carbondale Chamber Executive Director  
Erkko Alm, Alpine Bank, Chamber Board Treasurer

Not In Attendance:

Deric Gunshor, Aspen SkiCo  
Jeremy Frees, Mountain Waste & Recycling  
Eaden Shantay, True Nature Healing Arts  
Natasha Lucero, Backbone Media  
Jason Thraen, Town of Carbondale Rec Dept  
Molly Jacober, Avalanche Ranch  
Marty Silverstein, Town of Carbondale Trustee, Liaison  
Kristin Garwood, Big Stone Publishing, Carbondale Chamber President

Agenda:

The meeting was called to order at 8:05am.

1. Approve Meeting Minutes

Jessi motioned to approve the December 15, 2016 meeting minutes, and Frank seconded the motion. The motion was approved.

2. Revenue Report

Erkko presented the TCC financial report to the TCC.

**Treasurer's Report – Executive Summary**

Period Ending December 31, 2016, Cash Basis

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

- Lodging Tax for November 2016 is \$4,870: 25.39% higher than November 2015
- YTD 2016 exceeds the same period in 2015 by \$13,949

### **YTD P&L Actuals November 30, 2016 (Blue Column)**

- Lodging Tax Income: \$98,489 actual vs \$73,000 budget
- Total Income: \$116,818 actual vs \$87,000 budget
- Net Ordinary Income: \$3,766 actual vs -\$29,710 budget (Through December 2015 it was \$8,800)
- Net Available Operating Funds as of 12/31/16: \$43,260

### **Balance Sheet as of November 30, 2016 (blue column)**

- The Operating Account balance is \$43,160 compared to \$39,394 at 12/31/15
- Money Market account balance (Opp & Reserve Funds combined) is \$24,684
- Reserve Fund Equity account is \$19,484 (interest earnings now included in Equity account); Opportunity Fund Equity account is now at \$5,200

### **2017 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. As of now, we are not anticipating any major changes to the 2017 budget with the exception of not having the website redevelopment expense.

Respectfully submitted, Ercco Alm, Treasurer.

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

Reane provided the unofficial lodging tax figures for December, 2016, which was \$8,164.53.

#### 3. Carbondale Chamber & TCC Update

Andrea updated the TCC on Chamber business, including the following items:

##### First Friday

Andrea mentioned that the February First Friday theme is First Fat Friday. Parade applications are available online and in the Chamber office.

##### March 14 Quarterly Luncheon

Andrea invited the TCC to attend the upcoming Quarterly Luncheon on March 14 at the Gathering Center at the Orchard. Garfield County Commissioner Tom Jankovsky will present the State of Garfield County.

#### 4. TCC Contractor Updates

Sarah-Jane presented her report to the TCC, and mentioned that she has spent the majority of her time planning. Sarah-Jane is focusing on increasing media coverage and the TCC committee as a whole. She is also working to mirror the Colorado Tourism Office, Creative Tourism, Agritourism & Heritage, and Outdoor Recreation. Sarah-Jane

stated that she has been appointed to take on the public relations aspect of the Colorado Tourism Office's Agritourism & Heritage team. She is in the process of planning a summer Media FAM, which will take place May 31 to June 2. The theme will be based around the Carbondale Creative District. It was noted that she does not have any media monitoring software at the moment. This monitoring is very expensive, about \$600/month. Sarah-Jane will be reaching out to the CTO to see if there are any solutions and/or partnering opportunities.

#### Footsteps Marketing

Beth presented web traffic to the TCC, and mentioned that new website users increased by 4%. Carbondale pageviews increased by 3.41%, sessions increased by 1.40%, average session durations increased by 6.58%, and page per session increased by 4.88%. The top states were Colorado (decrease of 8.5% over last month), Texas, Illinois, and California. Top Colorado cities include Denver, Glenwood, Carbondale, and Aspen. The top viewed pages were Home, Penny Hot Springs, Things to Do, Events, and Lodging.

#### 5. 2017 Sub-Committee Updates

a. Budget Committee, no further discussion was had.

b. Events/Special Projects Committee

Eric mentioned that the Special Events Committee, which is an entity of the Town, met and the requested events have been accepted by the Town of Carbondale Board of Trustees. Jessi invited the TCC to attend an upcoming event in Redstone, and provided additional information to the TCC. Ideas were exchanged and discussion was had regarding potential photography access and Instagram postings.

c. Marketing Committee

Beth S provided a recap to the TCC. Matt mentioned that the Mt. Sopris Historical Society is interested in finding someone to assist with their social media efforts, and Beth White added the importance of connectivity between historical aspects and Carbondale tourism. Beth S mentioned potential posts regarding the Mt. Sopris Historical Society, including Throw Back Thursday (TBT), history posts, and more. Merrill offered ideas about syncing the social channels.

#### 6. New Business/Items Not on the Agenda

Matt mentioned that the trail from Carbondale to Crested Butte is being discussed at an upcoming open house, and invited the TCC to attend. Andrea invited the TCC to attend the Feb 22 Business Before Hours, which will feature a presentation about this trail.

The next TCC meeting will be held Thursday, February 23, 8am, Calaway Room, Third Street Center.

The meeting was adjourned at 9:16am.

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Respectfully Submitted,  
Andrea Stewart, Carbondale Chamber Executive Director

Aspen trail finder hiking and biking