

CARBONDALE CHAMBER OF COMMERCE
TOURISM COUNCIL of CARBONDALE (TCC) MINUTES
February 23, 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
Jessi Rochel, Town of Carbondale Rec Dept
Beth White, Mt. Sopris Historical Society
Matt Annabel, Mt. Sopris Historical Society
Natasha Lucero, Backbone Media
Eaden Shantay, True Nature Healing Arts
Chelsie Miller Zoller, Phat Thai
Merrill Johnson, Cedar Ridge Ranch LLC, Merrill's Family Farm LLC
Renaee Gustine, Town of Carbondale Finance Director, Town Liaison
Andrea Stewart, Carbondale Chamber Executive Director
Erkko Alm, Alpine Bank, Chamber Board Treasurer

Not In Attendance:

Andreas Fischbacher, Allegria
Becci Hyde, Carbondale Comfort Inn & Suites
Frank Scotti, Nomad Inc.
Jason Thraen, Town of Carbondale Rec Dept
Troy Hawks, Sunlight Mountain Resort
Deric Gunshor, Aspen SkiCo
Jeremy Frees, Mountain Waste & Recycling
Molly Jacober, Avalanche Ranch
Marty Silverstein, Town of Carbondale Trustee, Liaison
Beth Schrader, FootSteps Marketing, TCC Web Contractor
Sarah-Jane Johnson, TCC PR Contractor
Kristin Garwood, Big Stone Publishing, Carbondale Chamber President

Agenda:

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

1. Approve Meeting Minutes

Eaden motioned to approve the January 26, 2017 meeting minutes, and Merrill seconded the motion. The motion was approved.

2. Revenue Report

Erkko presented the TCC financial report to the TCC.

Tourism Council of Carbondale

Treasurer's Report – Executive Summary

Period Ending January 31, 2016, Cash Basis

Lodging Tax Report – Town of Carbondale

- Lodging Tax for December 2016 is \$8,191: 8.05% higher than December 2015
- Year end 2016 exceeds the same period in 2015 by \$14,559

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

- Lodging Tax Income: \$4,870 actual vs \$3,575 budget
- Total Income: \$4,872 actual vs \$3,638 budget
- Net Ordinary Income: -\$1,381 actual vs -\$6,267 budget
- Net Available Operating Funds as of 1/31/17: \$41,779

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

- The Operating Account balance is \$41,778 compared to \$37,631 at 1/31/16
- Money Market account balance (Opp & Reserve Funds combined) is \$24,685
- 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, Erko Alm, Treasurer

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

Renae provided the unofficial lodging tax figures for January, 2017, which was \$8,502.34

Discussion was had regarding overall lodging tax, its increase over the past 12 months. Eaden suggested placing an ad in the Sopris Sun thanking the participating lodging tax properties. Andrea and Beth will work to create the ad, and reach out to Sarah-Jane regarding a potential story/letter.

3. Carbondale Chamber & TCC Update
Andrea updated the TCC on Chamber business, including the following items:

Third Street Center

Andrea mentioned that the TSC is in the process of upgrading the women's restroom, and that a local TSC tenant is in the final planning stages of opening a coffee shop in the building.

First Friday

Andrea mentioned that the March First Friday theme is arts and the Creative District.

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.

Scenic Overlook

Andrea mentioned to the TCC that the panels at the Overlook are being cleaned on a regular basis, and that one of the panels is being replaced.

4. TCC Contractor Updates

PR Update

Andrea presented the PR update on behalf of Sarah-Jane, as she is presenting at a state-wide tourism conference, which included, a meeting with Vicky Nash, Glenwood Springs CVB PR, Jan 31, 2017 to discuss possible inclusion within the Colorado Hot Springs Loop—this is not something they can consider for the next fiscal year due to collateral production. Possibly for 2018 and beyond. Also, discussed responsible tourism messaging and Hanging Lake issues for GCVB. She also has been busy planning the Creative District Media Fam for June, 2017.

Footsteps Marketing

Andrea presented the web traffic to the TCC on Beth's behalf,

- Pageviews: 9.48% increase
- Sessions: 11.35% increase
- Average Session Duration: 2.2% increase
- Page Per Session: 1.68% decrease
- Top States: Colorado, Texas, California, Illinois
- Top Colorado Cities: Denver, Aspen, Glenwood, Carbondale, Front Range
- Top Viewed Pages: Home, Penny Hot Springs, Things to Do, Events, Activity: Hot Springs

It is important to note the following,

- Major increases across the board: Page Views, Duration, Sessions, etc.
- Content creation: Aspen Trail Finder ads, new ad place holders and ad kit
- Aspen Trail Finder is one of Carbondale's Top Referrals - the ads are working!

Andrea mentioned that she is been in communication with 5Point to do a joint giveaway. She will have more information and details at the March TCC meeting.

5. 2017 Sub-Committee Updates

- a. Budget Committee, no further discussion was had, as this committee meets on an as-needed basis. Andrea did state that the Chamber did renew its lease for another year.
- b. Events/Special Projects Committee
Jessi mentioned that the Town is in the last stages of finalizing the annual events calendar. Jessi and Darren discussed the success of the fat bike and snow shoe race in Redstone. The 2018 event is in its planning stages already. Jessi also pointing out the potential to bring more events to Carbondale in the winter to draw people to Town, including cross-country skiing, wellness/fitness at the dog park and rodeo grounds.

c. Marketing Committee

Natasha updated the TCC on their most-recent meeting, and how they can best support the TCC, contractors, and staff. Instagram and Facebook followers continue to increase. The Committee will contribute ideas to the monthly newsletter, explore ideas of an iconic art piece for photo opportunities and hashtag, and grow the photography library. Discussion was had about bring the Basecamp for Adventure tagline bring it back.

Merrill mentioned the possibility of creating a bike tour to encompass the ranching communities, art, culture, relaxing, nature, and more. Darren recommend Moots for a template, and that he would participate, as he feels a cycling tour shows value and connection of the diverse offerings.

6. New Business/Items Not on the Agenda

Beth updated the TCC on the Thompson House and Mt. Sopris Historical Society. They are in the process of implementing grants that they have received over the past year. This money will be use to reinstate the front porch and windows, energy-efficient furnace, and more. She is also working on bolstering the cultural heritage experience and facilitating partnerships. Andrea and Beth mentioned that the Northwest Western Heritage Cultural Council will be hosting a regional meeting in Carbondale in mid-April.

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

The meeting was adjourned at 9:16am.

Respectfully Submitted,
Andrea Stewart, Carbondale Chamber Executive Director