

CARBONDALE CHAMBER OF COMMERCE  
TOURISM COUNCIL of CARBONDALE (TCC) MINUTES  
April 27, 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  
Chelsie Miller Zoller, Phat Thai  
Eaden Shantay, True Nature Healing Arts  
Jessi Rochel, Town of Carbondale Rec Dept  
Beth White, Mt. Sopris Historical Society  
Andreas Fischbacher, Allegria  
Becci Hyde, Carbondale Comfort Inn & Suites  
Frank Scotti, Nomad Inc.  
Jeremy Frees, Mountain Waste & Recycling  
Deric Gunshor, Aspen SkiCo  
Sarah-Jane Johnson, TCC PR Contractor  
Pat Curry, FootSteps Marketing, TCC Web Contractor  
Shawn Brugge, FootSteps Marketing, TCC Web Contractor  
Andrea Stewart, Carbondale Chamber Executive Director  
Erkko Alm, Alpine Bank, Chamber Board Treasurer  
Kiko Pena, Sopris Liquor & Wine, Chamber Board/TCC Liaison

Not In Attendance:

Eric Brendlinger, Town of Carbondale Rec Dept  
Troy Hawks, Sunlight Mountain Resort  
Merrill Johnson, Cedar Ridge Ranch LLC, Merrill's Family Farm LLC  
Natasha Lucero, Backbone Media  
Matt Annabel, Mt. Sopris Historical Society  
Jason Thraen, Town of Carbondale Rec Dept  
Molly Jacober, Avalanche Ranch  
Marty Silverstein, Town of Carbondale Trustee, Liaison  
Rena Gustine, Town of Carbondale Finance Director, Town Liaison  
Kristin Garwood, Big Stone Publishing, Carbondale Chamber President

Agenda:

The meeting was called to order at 8:03am.

1. Approve Meeting Minutes  
Eaden motioned to approve the March 23, 2017 meeting minutes, and Chelsie 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 March 31, 2017, Cash Basis

**Lodging Tax Report – Town of Carbondale**

- Lodging Tax for February 2017 is \$6,413: 6.68% higher than February of 2016
- YTD 2017 exceeds the same period in 2016 by \$1,757

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

- Lodging Tax Income: \$21,575 actual vs \$15,125 budget
- Total Income: \$21,618 actual vs \$15,188 budget
- Net Ordinary Income: \$1,911 actual vs -\$9,664 budget
- Net Available Operating Funds as of 3/31/17: \$45,070

**Balance Sheet as of March 31, 2017 (blue column)**

- The Operating Account balance is \$45,068 compared to \$27,116 at 3/31/16
- Money Market account balance (Opp & Reserve Funds combined) is \$24,687
- 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. In addition to the website redevelopment expense, the board voted to purchase two event tents for the TCC at our last meeting. The price for both tents is \$1,700. This expense is not included in our current budget.

Respectfully submitted, Erkko Alm, Treasurer

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

3. Carbondale Chamber & TCC Update

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

First Friday

Andrea mentioned that the May 5 First Friday theme is Family Block Party.

Business After Hours

Andrea invited the TCC to attend the May 17 Business After Hours, hosted at Carbondale Comfort Inn & Suites.

Quarterly Luncheon

Andrea invited the TCC to attend the May 23 Quarterly Luncheon, hosted at The Orchard. The presentation topic will be the Glenwood Springs Bridge Project, presented by CDOT.

#### Potential TCC Meeting Presentations

Andrea was approached by the Carbondale Creative District, and Pitkin County Open Space to present to the TCC at upcoming meetings. Discussion was had, and Andrea will reach out to those two entities to present at an upcoming TCC meeting.

#### Chamber Staffing Changes

Andrea mentioned to the TCC that the Chamber staff is undergoing some changes, and is in the process of hiring a full-time office manager.

#### 4. TCC Contractor Updates

##### a. Footsteps Marketing

Shawn presented the web traffic to the TCC,

- Pageviews: 27.32% increase
- Sessions: 25.89% increase
- Average Session Duration: 1.76% increase
- Page Per Session: 1.13% increased (1.98 pages)
- Top States: Colorado, Texas, Illinois, California
- Top Colorado Cities: Denver, Glenwood, Carbondale, Front Range
- Top Viewed Pages: Home, Things to Do, Penny Hot Springs, Events, Thank you for entering/Giveaway Contest
- Top Referrals: Colorado.com, CPR.com, Facebook, Westword, Kiosk

The 5Point contest was very successful. There were 4,465 emails delivered, 17% open rate, 29% click rate, 420 entrants, 157 new email addresses gained.

Shawn asked what items within the detailed report would the TCC like to see, and suggestions included, highs and lows, and why; comparisons from similar/previous campaigns, and simplistic overviews. Discussion was also had regarding measurement with Instagram, and the importance of posting once per day.

##### b. PR Update

Andrea presented the PR report to the TCC on Sarah-Jane's behalf, including recent media activity from 5Point, visit from Jason Blevins of the Denver Post, Denver Life Magazine, Carbondale Corner in the Post Independent, Carbondale Creative District, Northwest Colorado Cultural Heritage Summit, and more. Sarah-Jane mentioned that she and Andrea are working to finalize a responsible tourism/mountain manners piece for the website.

#### 5. 2017 Sub-Committee Updates

##### a. Budget Committee

No further discussion was had, as this committee meets on an as-needed basis. The financials continue to be reviewed on a monthly basis.

##### b. Events/Special Projects Committee

Mention was made that 5Point Film was a success, and that First Friday is next week. No further discussion was had.

c. Marketing Committee

Brief mention was made about social media, and upcoming marketing opportunities. Further discussion will take place in the sub-committee meeting.

6. New Business/Items Not on the Agenda

Eaden announced that True Nature is hosting a drumming circle in the Peace Garden on May 5 First Friday.

Jessi stated that the Gateway RV Park is ahead of bookings over last year by 71%.

Andrea and Darren stated that Town Trustee Marty brought to our attention that the Town Board of Trustees is looking to host a Work Session to further discuss the possibility of increasing the lodging tax. Andrea and Darren will update the TCC as they learn more.

Sarah-Jane shared that the CTO is hosting a Roadshow in Glenwood Springs on May 12, 9am, and invited the TCC to attend.

Chelsie shared that Roaring Fork Beer Company received approval to open a sister business under a different name on Main Street, which will feature wine, beer, and more. Food will be offered from various Carbondale Restaurants, and their tasting room will continue to be open. Chelsie also mentioned that Carbondale Beer Works is celebrating its first anniversary on First Friday in May.

The next TCC meeting will be held Thursday, May 25, 8am, Calaway Room, Third Street Center.

The meeting was adjourned at 9:00am.

(Sub-committees met following the meeting)

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Respectfully Submitted,  
Andrea Stewart, Carbondale Chamber Executive Director

Following the meeting, Renae provided the unofficial lodging tax figures for March, \$9,292.39.