

CARBONDALE CHAMBER OF COMMERCE
TOURISM COUNCIL of CARBONDALE (TCC) MINUTES
June 22, 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
Eaden Shantay, True Nature Healing Arts
Chelsie Miller Zoller, Phat Thai
Eric Brendlinger, Town of Carbondale Rec Dept
Jessi Rochel, Town of Carbondale Rec Dept
Beth White, Mt. Sopris Historical Society
Becci Hyde, Carbondale Comfort Inn & Suites
Merrill Johnson, Cedar Ridge Ranch LLC, Merrill's Family Farm LLC
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
Renaee Gustine, Town of Carbondale Finance Director, Town Liaison
Guest, Dale Will, Pitkin County Open Space

Not In Attendance:

Natasha Lucero, Backbone Media
Frank Scotti, Nomad Inc.
Jeremy Frees, Mountain Waste & Recycling
Troy Hawks, Sunlight Mountain Resort
Jamie Wall, Town of Carbondale Recreation Dept
Deric Gunshor, Aspen SkiCo Andreas Fischbacher, Allegría
Matt Annabel, Mt. Sopris Historical Society
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
Kiko Pena, Sopris Liquor & Wine, Chamber Board/TCC Liaison

Agenda:

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

1. Dale Will with Pitkin County Open Space presented the Carbondale to Crested Butte Trail updates to the TCC. Historically, this trail was used by the Utes as a main mode of transportation, which can be seen on various maps, and in a receive story in the Aspen Times. Pitkin County Open Space partnered with Carbondale and Garfield County to build the first five miles of trails. Now, they are exploring ways to be able to finish the

trial. Governor Hickenlooper identified this trail as one of the 16 trails in 2016 for priority. This trail recently received \$100,000 GoCo grant for planning. The proposal is for hard-surface trail from Carbondale to Redstone, and then soft-surface from Redstone to Crested Butte. Dale offered to come back in late summer, as they prepare to open up for public comment, and present slides, etc. about the project specifics.

2. Approve Meeting Minutes

Eric motioned to approve the May 25, 2017 meeting minutes, and Eaden seconded the motion. The motion was approved.

3. Revenue Report

Tourism Council of Carbondale

Treasurer's Report – Executive Summary

Period Ending May 31, 2017, Cash Basis

Lodging Tax Report – Town of Carbondale

- Lodging Tax for April 2017 is \$4,983: 6.13% higher than April of 2016
- YTD 2017 exceeds the same period in 2016 by \$3,316

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

- Lodging Tax Income: \$37,321 actual vs \$28,675 budget
- Total Income: \$38,057 actual vs \$28,800 budget
- Net Ordinary Income: \$4,561 actual vs -\$12,805 budget
- Net Available Operating Funds as of 5/31/17: \$47,721

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

- The Operating Account balance is \$47,716 compared to \$35,006 at 5/31/16
- Money Market account balance (Opp & Reserve Funds combined) is \$24,689
- 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, Erko Alm, Treasurer

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

Rena provided unofficial figures for May, \$7,558.95, which is up from 2016. She also mentioned that the Town of Carbondale has signed an agreement with Airbnb, which will collect the lodging tax from those properties. The agreement starts August 1, 2017.

4. Carbondale Chamber & TCC Update

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

First Friday

Andrea mentioned that the July 7 First Friday theme is Community, complete with sidewalk chalk and live music in the 4th Street Plaza. The theme for the August is Hot Tub & Hot Rods.

Diane, Carbondale Chamber Office Manager

Andrea introduced Diane, the new Office Manager, to the TCC.

5. Carbondale Creative District Update

Sarah-Jane updated the TCC on the Carbondale Creative District, and mentioned that the CCD strategic plan was approved. Sarah-Jane stated that the CCD is open to assisting with the CTO Matching Grant. She also mentioned that Kristin, Chamber Board President, gave a Chamber update at that meeting; the Chamber business conference theme, *The Art of Business, and the Business of Art*, was very well-received by the CCD. Sarah-Jane encouraged the TCC to visit carbondalearts.com and look at the Rio Grande ArtWay plans and update. The Space to Create project is still in moving forward.

6. TCC Contractor Updates

a. PR Update

Sarah-Jane presented the PR report to the TCC, including recent media activity from the Aspen Sojourner, Denver Post, Heidi Town, and more. We have a journalist coming in later this month to write a Creative District Profile story. Sarah-Jane will be attending the CADMO meeting in Boulder later this month. She and Troy attended the Taste of Summer concierge event in Aspen earlier this month. Ideas were discussed about having a print piece specific to event information. Andrea mentioned that the TCC partners with the Town of Carbondale Recreation Department and the CCD to create an annual events calendar, so potentially we could repurpose that piece. Merrill suggested creating an app that lists events, restaurant promotions, and more. Andrea will work with the FootSteps team to explore ideas, and follow-up with be discussed at the August meeting.

b. Footsteps Marketing

Shawn presented the web traffic to the TCC,

- Users: 19.60% increase
- Pageviews: 21.77% increase
- Sessions: 16.20% increase
- Average Session Duration: 1.79% decrease
- Page Per Session: 4.80% increase (2.15 pages)
- Top States: Colorado, Texas, Illinois, California, Missouri
- Top Colorado Cities: Denver, Aspen, Glenwood, Carbondale, Dallas

- Top Viewed Pages: Home, Things to Do, Events, Penny Hot Springs, Hiking
- Top Referrals: Colorado.com, CPR.com, Westword, Facebook, Chamber
- Content Creation
 - Weekly posts on Facebook, Twitter, Instagram: 31 posts
 - Social media stats from last 28 days
 - Facebook:
 - 28 new fans
 - 1,265 engagement
 - 6,300 reach
 - Most popular: Top Spots to Visit in Carbondale
 - Twitter
 - 11 new followers
 - 2,617 impressions in last 28 days
 - Instagram
 - 71 new followers
 - 1,743 total followers
 - 16 total posts, down from 30 last month
 - Email campaign: June newsletter
 - 4,525 emails delivered
 - 17% open rate (749 opens)
 - 13% click rate (94 unique clicks; top clicks: Summer Concert Series, Art Around Town)
 - 41 clicks to social media (Facebook: 16, Twitter: 12, Instagram: 13)
 - 56.3% Desktop, 43.4% mobile

7. 2017 Sub-Committee Updates

In respect of time, sub-committees gave very brief updates,

Budget Sub-Committee

The budget committee plans to meet in early July for a mid-year budget review. Darren mentioned that prior to today's TCC meeting, Town Trustee Marty called a stakeholder meeting with the properties that pay into the current lodging tax to discuss a potential increase.

Events Sub-Committee

Jessi and Eric updated the TCC regarding events, updates, etc., and mentioned that Hootenanny with the Heathens will be held on Friday August 11, and will celebrate the Carbondale Creative District's first birthday.

Marketing Sub-Committee

The photo library and CTO matching grant are the two main focuses of this committee.

8. Mt. Sopris Historical Society presentation, Beth White
Beth presented information on an initiative that the Mt. Sopris Historical Society is a part of to create a county-wide property tax mill levy to generate funds to enhance the efforts of existing historic preservation organizations and encourage new historic preservation efforts within Garfield County.

9. New Business/Items Not on the Agenda
Merrill stated that Cedar Ridge Ranch is in the process of becoming a Community Meeting Facility within Garfield County. She has a meeting this afternoon with the Garfield County Staff, and may have to go before the Commissioners on July 17 for approval. Merrill will keep the TCC updated on the status.

Please note, there is not a TCC meeting in July, rather each TCC member was asked to volunteer in the community for two hours.

The next TCC meeting will be held Thursday, August 24, 8am, Calaway Room, Third Street Center.

The meeting was adjourned at 9:17am.

(Sub-committees met following the meeting)

Respectfully Submitted,
Andrea Stewart, Carbondale Chamber Executive Director