

CARBONDALE CHAMBER OF COMMERCE  
TOURISM COUNCIL of CARBONDALE (TCC) MINUTES  
November 16, 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  
Deric Gunshor, Aspen SkiCo  
Eric Brendlinger, Town of Carbondale Rec Dept  
Jeremy Frees, Mountain Waste & Recycling  
Chelsie Miller Zoller, Phat Thai  
Andreas Fischbacher, Allegria  
Troy Hawks, Sunlight Mountain Resort  
Natasha Lucero, Backbone Media  
Sarah-Jane Johnson, TCC PR Contractor  
Pat Curry, FootSteps Marketing, TCC Web Contractor  
Shawn Brugge, FootSteps Marketing, TCC Web Contractor  
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:

Becci Hyde, Carbondale Comfort Inn & Suites  
Jessi Rochel, Town of Carbondale Rec Dept  
Eaden Shantay, True Nature Healing Arts  
Beth White, Mt. Sopris Historical Society  
Merrill Johnson, Cedar Ridge Ranch LLC, Merrill's Family Farm LLC  
Frank Scotti, Nomad Inc.  
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 8:05am.

1. Approve Meeting Minutes

Deric motioned to approve the October 19, 2017 meeting minutes, and Eric seconded the motion. The motion was approved.

2. Revenue Report

**Treasurer's Report – Executive Summary**

Period Ending October 31, 2017, Cash Basis

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

- Lodging Tax for September 2017 is \$15,658.52: 18.42% higher than September of 2016
- YTD 2017 exceeds the same period in 2016 by \$13,281

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

- Lodging Tax Income: \$90,848 actual vs \$70,050 budget
- Total Income: \$92,841 actual vs \$70,300 budget
- Net Ordinary Income: \$12,300 actual vs -\$14,660 budget
- Net Available Operating Funds as of 10/31/17: \$55,460

### **Balance Sheet as of October 31, 2017 (Blue Column)**

- The Operating Account balance is \$55,450 compared to \$39,907 at 10/31/16
- Money Market account balance (Opp & Reserve Funds combined) is \$24,694
- 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](mailto:erkkoalm@alpinebank.com)

### 3. Carbondale Chamber & TCC Update

#### 2018 Board Appointments

Troy motion to approve the appointment of Michelle Marlow with Marble Distilling Company to join the 2018 TCC, and Natasha seconded the motion. The motion was approved.

#### First Friday: December 1, Light Up Carbondale

Darren motioned to approve \$750 to be used for lighting assistance to the First Friday Committee for Light Up Carbondale, and Chelsie seconded the motion. The motion was approved.

#### Taste of Winter Trade Show, Monday, December 11, 5pm, Inn at Aspen

Troy and Natasha volunteered to manage the tradeshow booth. Andrea will arrive early to set up the booth.

### 4. Carbondale Creative District Update

Sarah-Jane updated the TCC on the Carbondale Creative District (CCD), and mentioned they have a meeting coming up in a few weeks. She also mentioned that a large focus

has been on the Carbondale Creative Corridor, which will be discussed later in the agenda.

5. TCC Contractor Updates

a. PR Update

Sarah-Jane presented the PR report to the TCC, and mentioned that the main focus has been on the Carbondale Creative Corridor. She has sent a press release, and received coverage in the Post Independent and KDNK.

The Colorado Creative Corridor is in the process of selecting a designer to create a logo, brochure, map, and members of the TCC will be asked to sit in on the selection committee. The official launch of this campaign will take place at the Colorado Creative Industries Summit in May, 2018.

Sarah-Jane is working on a winter FAM tour, which will focus on winter activities.

b. Footsteps Marketing

Shawn presented his report to the TCC. The SEO and winter giveaway have both been successful in driving traffic to the website. Four fall-related blogs were added to the website and social, a Google AdWord campaign assisted in traffic.

Discussion was had regarding winter campaign, and it was decided that the TCC will move forward with an SEO and blog campaign for winter.

Shawn mentioned that the Carbondale hat promotion on Facebook was a huge success, and traffic was outstanding.

Shawn and Andrea are in the process of finalizing the winter giveaway, which will include regional advertising on OpenSnow.com and the Denver Post's social media outlets. Natasha expressed that these two entities greatly support our Front Range target market and demographic; Troy agreed, and mentioned that Sunlight Mountain Resort is also running promotions with these outlets. He also stated that Sunlight has partnered with Marble Distilling to offer a new ski, stay, play package.

6. 2017 Sub-Committee Updates

Budget Sub-Committee

The budget conversation will take place after this line item, and will be discussed and reviewed.

Events Sub-Committee

Eric updated the TCC regarding events, updates, etc. The Special Events Task Force met last night to discuss 2018 events that take place on/in Town of Carbondale streets and parks. The recommendations from this Task Force will then go before the Town of Carbondale Trustees in December.

The First Friday Committee presented the opportunity of creating a family-friendly, downtown fair and market atmosphere common consumption area. Logistics and discussion was had. Deric stated that it has been quite successful in Snowmass for events. Each individual bar has to take on a little extra to control their door. Eric listed a number of Colorado communities that have dedicated common consumption areas, including, Greeley, Crested Butte, Salida, Snowmass, and more. Deric pointed out the importance of working with local law enforcement, and looking into the footprint of the dedicated area.

Eric gave a brief overview of the December 1 First Friday, and mentioned that Santa will be located at the Launchpad, and magically appear during that same time to light up the tree at the corner of Weant & Main.

The Turkey Trot 5k will take place at the high school on Thanksgiving Day, followed by the Turkey Cross.

#### Marketing Sub-Committee

Natasha is excited to keep the conversation going and helping where needed in regards to the Matching Marketing Grant. She also stressed the importance of our presence on Instagram, and providing Shawn with content and ideas for social media and the monthly eNewsletter.

Andrea spoke about the opportunity for the TCC to host a 2018 Carbondale Chamber Quarterly Luncheon, which would be a great opportunity to bring awareness to the TCC, and how the TCC can be a resource for tourism-related businesses, including events, releases, etc. She will work with Sarah-Jane on logistics.

#### 7. 2018 TCC Budget Discussion & Review

The draft budget was distributed to the TCC, and Darren and Deric reviewed specific line items with the TCC. Darren mentioned that everything and everyone is working well, and his intention would be to keep this structure (staff, contractors, sub-committees) moving forward, as everything is moving in a positive direction.

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

No further discussion was had.

#### Upcoming TCC Meetings:

- Thursday, November 16, 8am, Calaway Room, Third Street Center
- Thursday, December 21, 8am, Calaway Room, Third Street Center

The meeting was adjourned at 9:10am.

(Sub-committees met following the meeting)

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Respectfully Submitted,

Andrea Stewart, Carbondale Chamber Executive Director