

CARBONDALE CHAMBER OF COMMERCE
TOURISM COUNCIL of CARBONDALE (TCC) MINUTES
August 24, 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
Natasha Lucero, Backbone Media
Eaden Shantay, True Nature Healing Arts
Frank Scotti, Nomad Inc.
Eric Brendlinger, Town of Carbondale Rec Dept
-Beth White, Mt. Sopris Historical Society
Becci Hyde, Carbondale Comfort Inn & Suites
Sarah-Jane Johnson, TCC PR Contractor
Pat Curry, FootSteps Marketing, TCC Web Contractor
Shawn Brugge, FootSteps Marketing, TCC Web Contractor
Sydney Schalit, FootSteps Marketing, TCC Web Contractor
Andrea Stewart, Carbondale Chamber Executive Director
Erkko Alm, Alpine Bank, Chamber Board Treasurer

Not In Attendance:

Merrill Johnson, Cedar Ridge Ranch LLC, Merrill's Family Farm LLC
Chelsie Miller Zoller, Phat Thai
Jeremy Frees, Mountain Waste & Recycling
Troy Hawks, Sunlight Mountain Resort
Andreas Fischbacher, Allegria
Matt Annabel, Mt. Sopris Historical Society
Jessi Rochel, Town of Carbondale Rec Dept
Jason Thraen, Town of Carbondale Rec Dept
Molly Jacober, Avalanche Ranch
Renaie Gustine, Town of Carbondale Finance Director, Town Liaison
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.

Pat with Footsteps introduced Sydney, the new Footsteps General Manager, to the TCC.

1. Approve Meeting Minutes

Eaden motioned to approve the June 22, 2017 meeting minutes, and Deric seconded the motion. The motion was approved.

2. Revenue Report

Tourism Council of Carbondale

Treasurer's Report – Executive Summary

Period Ending July 31, 2017, Cash Basis

Lodging Tax Report – Town of Carbondale

- Lodging Tax for June 2017 is \$11,777.36: 1.49% lower than June of 2016
- YTD 2017 exceeds the same period in 2016 by \$5,168.45

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

- Lodging Tax Income: \$50,375 actual vs \$38,825 budget
- Total Income: \$51,654 actual vs \$39,013 budget
- Net Ordinary Income: -\$1,972 actual vs -\$22,346 budget
- Net Available Operating Funds as of 7/31/17: \$41,181

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

- The Operating Account balance is \$41,181 compared to \$25,438 at 7/31/16
- Money Market account balance (Opp & Reserve Funds combined) is \$24,691
- 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 erkoalm@alpinebank.com

Prior to the meeting, Renae provided Andrea with unofficial figures for August, \$14,030.00.

3. Lodging Tax Conversation Update

Darren updated the TCC on the lodging tax conversation, and expressed that motivated parties are excited about this discussion, but has resulted in what some would say, putting the cart before the horse. He and Andrea are in the process of performing additional research in regards to taxes in general. Darren and Andrea met with Marble Distilling Co & Inn, and MDC expressed that they have an issue with the system and brought to light that this is a bigger discussion than just lodging tax. The TCC wants to be mindful of that and be sustainable, but we also need to pump the breaks, continue the discussion, and be mindful of the best approach. Darren closed the discussion by stressing the importance of performing more research in regards to taxes, other similar locations, and more; he said that we don't have the answers yet to the questions that

have already been asked; this is a bigger discussion, picture. Andrea stated the importance of being very open and transparent, and hearing the concerns of those involved.

Included in the meeting packet was a letter from the Carbondale Comfort Inn owners, and Becci mentioned that the letter expresses the owner's views, not hers. Discussion was had about the letter. Deric expressed that the letter has very valid points, and this is an opportunity for the TCC to put together data about our efforts and spends, and how we are not able to achieve our goals with our current budget and efforts; we can create an informational and educational piece. Darren mentioned that it is important for the TCC to set itself up for success and continued sustainability.

4. Carbondale Chamber & TCC Update

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

First Friday

Andrea mentioned that the September First Friday theme is Creative District.

2018 Budget

Andrea mentioned that the 2018 Draft budget will be presented to the TCC at the October and November meetings, and finalized at the December meeting.

5. Carbondale Creative District Update

Andrea updated the TCC on the Carbondale Creative District, and mentioned that the CCD just celebrated their first birthday with a Hootenanny celebration. The RioGrande ArtWay is underway, and construction is in progress. She also mentioned that the Carbondale Chamber's annual Business Conference theme is the Art of Business, and the Business of Art, which will have a large focus on the CCD.

6. TCC Contractor Updates

a. PR Update

Sarah-Jane presented the PR report to the TCC, including recent media activity from Sportsman Networking, 5280 Denver's Mile High Magazine, Confluence Denver, Credit Donkey.com. She has also been very involved with the Matching Marketing Grant application, which she will discuss in detail during the Marketing Sub-Committee Update.

b. Footsteps Marketing

Shawn presented the web traffic to the TCC,

- Users: 3.68% decrease
- Pageviews: 9.06% decrease
- Sessions: 5.68% decrease
- Average Session Duration: 0.94% increase
- Page Per Session: 3.58% decrease
- Top States: Colorado, Texas, Illinois, California, Florida.
- Top Colorado Cities: Denver, Aspen, Glenwood, Carbondale, Boulder
- Top Viewed Pages: Home, Things to Do, Events, Penny Hot Springs, Hiking

- Top Referrals: Colorado.com, CPR.com, Westword, Facebook, Town of Carbondale website
- Content Creation
 - Weekly posts on Facebook, Twitter, Instagram: 31 posts
 - Social media stats from last 28 days
 - Facebook:
 - 61 new fans
 - 2,768 engagement
 - Most popular: Carbondale Rodeo Featured in the Washington Post
 - Twitter
 - 20 new followers
 - 3,403 impressions in last 28 days
 - Instagram
 - 150 new followers
 - 1,893 total followers
 - 24 total posts
 - Email campaign: August newsletter
 - 4,494 emails delivered
 - 15% open rate (691 opens)
 - 14% click rate (94 unique clicks; top clicks: Cowboy Up, First Friday, Things –to-Do, Tour de Farms)
 - 37 clicks to social media
 - 60.9% Desktop, 39.1% mobile

7. 2017 Sub-Committee Updates

Budget Sub-Committee

The budget committee plans to meet in October to draft the 2018 budget, which will then be presented to the TCC for review.

Events Sub-Committee

Eric updated the TCC regarding events, updates, etc., and mentioned that the One Town, Our Table had 90 tables, resulting in over 1,000 people, plus a bear. Upcoming events include, Cowboy Up, Ragnar Relay, Western Slope Pickelball Tournament, Carbondale Clay Center 20th Celebration on September 9.

Marketing Sub-Committee

Sarah-Jane and Natasha gave a brief update on the process of the CTO Matching Grant Fund, which will include the following partners, Carbondale, Pueblo, Salida, and Ridgeway, and North Fork, Delta County, possibly Crested Butte. The application is due September 15, 2017.

8. New Business/Items Not on the Agenda

Beth updated the TCC on the County-Wide Property Tax Mill Levy, and mentioned the campaign theme is History isn't *Was it Is*. Beth also mentioned that the election will be a mail ballot, and is open to marketing and branding volunteers.

Beth also invited the TCC to an event taking place this evening at the Carbondale Fire House, the Mt. Sopris Historical Society is hosting a talk about the history of travel in the Crystal Valley.

The next TCC meeting will be held Thursday, September 28, 8am, Calaway Room, Third Street Center.

The meeting was adjourned at 9:10am.

(Sub-committees met following the meeting)

Respectfully Submitted,
Andrea Stewart, Carbondale Chamber Executive Director