

CARBONDALE CHAMBER OF COMMERCE  
TOURISM COUNCIL of CARBONDALE (TCC) MINUTES

February 28, 2019, Third Street Center

TCC Mission: The Tourism Council of Carbondale's mission is to create a strong tourism economy by promoting the town.

In Attendance:

Eaden Shantay, True Nature Healing Arts, TCC Chair  
Jamie Wall, Town of Carbondale Rec Dept  
Michelle Marlow, Media/PR  
Natasha Lucero-Conklin, Media/PR  
Jes Tilton, The Way Home  
Patty Brendlinger, Coldwell Banker/Mason Morse  
Troy Hawks, Sunlight Mountain Resort  
Deric Gunshor, Aspen Skiing Company  
Andreas Fischbacher, Allegría  
Sarah-Jane Johnson, TCC PR Contractor  
Shawn Brugge, FootSteps Marketing, TCC Web Contractor  
Sue Gray - Carbondale Historical Society

Not In Attendance:

Andrea Stewart, Carbondale Chamber Executive Director  
Kelcey Nichols, Wood Nichols Law, Chamber President  
Adam Miller, Why Cycles  
Jeremy Frees, Mountain Waste & Recycling  
Merrill Johnson, Cedar Ridge Ranch LLC, Merrill's Family Farm LLC  
Jessi Rochel, Town of Carbondale Rec Dept  
Frank Scotti, Nomad Inc.  
Pat Curry, FootSteps Marketing, TCC Web Contractor  
Erkko Alm, Alpine Bank, Chamber Board Treasurer  
Renaë Gustine, Town of Carbondale Finance Director, Town Liaison

Agenda:

The meeting was called to order at 8:10 a.m.

1. Approve Meeting Minutes

Michelle motioned to approve the January 24, 2019 meeting minutes, and Patty seconded the motion.  
The motion was approved.

## 2. Revenue Report

Erkko provided financials,

Tourism Council of Carbondale

### **Treasurer's Report – Executive Summary**

Period Ending January 31, 2019, Cash Basis

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

- Lodging Tax for December 2018 is \$8,752: 10.97% lower than December 2017
- 2018 exceeds 2017 by \$4,951

#### **YTD P&L Actuals January 31, 2019 (Blue Column)**

- Lodging Tax Income: \$5,798 actual vs \$10,500 budget
- Total Income: \$5,836 actual vs \$10,502 budget
- Net Ordinary Income: -\$3,141 actual vs -\$4,863 budget
- Net Income including Other Income: -\$3,141
- Net Available Operating Funds as of 1/31/19: \$55,128

#### **Balance Sheet as of January 31, 2019 (Blue Column)**

- The Operating Account balance is \$87,110 compared to \$79,407 at 1/31/18
- Money Market account balance (Opp & Reserve Funds combined) is \$58,122
- Reserve Fund Equity account is \$44,917 (interest earnings now included in Equity account); Opportunity Fund Equity account is now at \$7,686

#### **2019 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.
- Please see notes on Balance Sheet and P&L regarding grant funds.

Respectfully submitted,

Erkko Alm, Treasurer

February 26, 2018

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

*Thank you!*

Eaden provided the unofficial lodging tax figures for January: \$11,480 (\$24.5% year-over-year increase).

#### 1. Carbondale Chamber & TCC Update

- a. Andrea on maternity leave - she and her family are doing great.
- b. Carbondale Chamber Power Hour Recap - was a great experience with a moderate turnout. Provided nice opportunity to share overview of who/what we (TCC) are. Eaden introduced TCC and its goals, SJ presented on PR, Sean and Taylor presented on social media, members from

local businesses received helpful tips.

## 2. TCC Contractor Updates

### a. Sarah-Jane Johnson PR

- i. SJ compiled PR plan - she will email to TCC members.
- ii. Looking at doing group media FAM late May/early June with theme built around Carbondale's history and heritage. Talking to Redstone Castle and will connect with Sue at Carbondale Historical Society.
- iii. A few snags in anticipated coverage: two stories for Sunset mag being derailed since Sunset is struggling due to lack of ad sales. A new editor in chief is in place, the travel editor left and the food editor we hosted last year was laid off but is still pitching on a freelance basis.
- iv. 5280 ran wellness story in March, and we got some great coverage in Colorado Western mag.
- v. Hosting Nathan B next week, who is on assignment for Paced and will pitch story for other publications including AARP.
- vi. Trying to get summer news release out the door - scrambling for news and trying to persuade Amy to do launch around Rio Grande parkway.
- vii. Applying to host in partnership with CTO craft workshop on culinary and agritourism.

### b. FootSteps Marketing

- i. Numbers were similar, but up year-over-year. Top few pages remain the same. Acquisition numbers were similar to how the website was up. Social media was down a bit compared to previous month. Top referrals remain the same.
- ii. Please send 2019 event details to Shawn as soon as information is available for event page of website.
- iii. Created agritourism page which his going live today. Will start promoting via social media. Also updating lodging page - people will be able to select by category (agritourism, hotel, air B&B), and will send around to get approval.
- iv. Instagram going well - doing one post every day. Please continue to share images. Shawn will give Jamie access to folder to access images. Troy will do takeover for a few days in the third week of March to feature Sunlight (Shawn and Troy will figure out days). Jamie/rec center will do the same in April.

## 3. Sub-Committee Updates

### a. Agritourism & Heritage (Jes, Michelle, Natasha)

#### i. 2019 National Sheep Dog Finals

1. Will be held at Strang Ranch in September. Michelle is doing PR for the event. Did grant through CTO and looked at number of handlers, guests and people

who will attend, then plugged into formula that determines how much revenue will come in — estimated at over \$1 mil. This is the fourth time we're hosting. Attendance should be strong with 3,000 people on the weekend alone.

b. Responsible Tourism (Natasha)

- i. There's a statewide initiative in place and SJ has toolkit/materials from CTO that we can use to market responsible tourism, encouraging visitors to follow certain practices. We can also craft our own tools, best practices/green practices.

c. Creative Tourism (Shawn, Jes, Sarah-Jane)

- i. Creative District update by SJ - Amy applied for a foundation grant for \$75k for strategic planning in the community. This involves various stakeholders, and there's a lot of development going on. Information stations (large maps) will be launched in time for 5Point Film Festival, in addition to more way finding/signage.
- ii. Colorado Creative Corridor update by SJ - Designated as creative district which allowed us to apply for grant to be part of CCC. We lead the charge with neighboring partners. Launched in June last year, this year will be bigger for PR opportunities including an opportunity through CTO to be destination for one of their group media FAMs. Focusing on imagery and SEO. Talking through key markers over next few months. Digital campaigns will launch soon as part of package on [colorado.com](http://colorado.com), promoting winter activities (in Salida, Crested Butte, Ridgway, Paonia, Carbondale). Received second year of \$25k matching grant. Will refresh content for each destination annually, SJ will find out from Amy what the plan is for the map that's on [colorado.com](http://colorado.com) (and she will share URL). Folks can pick up printed brochure/map with suggested itineraries, and there's also a page for CCC on the website. Shawn may create CCC micro-site in next couple of months. Doing two Facebook posts per week, five boosted posts per month and two or three Instagram posts per week for CCC.
- iii. Spring Creek Ranch has proposed the idea of having a monthly bike-in series potentially sponsored by New Belgium Brewing. This is a great opportunity for other local businesses to partner. Hoping for 5000-1,000 people to attend. Voting next month.

d. Outdoor Recreation (Jamie, Jessi, Shawn)

- i. PinkBike campaign, action needed- vote on proposal — We approve IF they can provide new video edit and utilize five new images (from last year's shoot that weren't already used) to refresh and make it look like new content. Deric motioned to approve, Natasha seconded, all approved. Focus will be on Carbondale.

4. Items not on the agenda

a. Guest speaker: Sue Gray, president of Carbondale Historical Society

- i. The Thompson House is an 1885 Victorian mansion that has all furnishings and decor of original inhabitants in house, house museum, only five in country the have original contents. Has been open for FREE tours this winter and will continue through March, with tours offered on second and fourth Saturdays from 2 to 4 p.m. Will close in spring and reopen in May, and aiming to do weekend tours every Saturday \$10/adults, FREE/ages 12 and under. Great opportunity to share heritage and history of Carbondale. Check out [carbondalehistory.com](http://carbondalehistory.com). Shawn will do some social media posts.

- ii. Hattie's kitchen garden is the original garden that she used for kitchen gardening, have been planting heritage vegetables (original onion and bean), tours are offered for anyone interested in gardening.
- iii. Jail in cabin history park is currently being used by Sarah Uhl for artist studio, last summer was open on Wednesday and Friday. Has agritourism aspect to it, as grounds have original farming equipment, potato display and growing heritage potatoes. Sue grows 10 crops that fed the west in the Pioneer Heritage Garden's raised bed. Tours are offered on Wednesdays and Fridays when cabin is open. Sue has a good selection of seeds that have been adapted to this area and climate. Most produce goes to production of seeds, anything that they get from garden goes to CHA meals or Montessori school. Andreas proposed promoting in restaurant as local heritage produce — they will talk. They can produce more food from those gardens if there's an opportunity to serve in local restaurants. Looking at opportunities to tie in with the Redstone Castle.
- iv. Have connections with Ute Indian community. She's always wanted to plan Ute garden, and would love to have authentic teepee on grounds. There's a small area in museum that talks about history, but would like to expand that. Eaden suggested considering a fundraising initiative to support those efforts.
- v. Hattie Thompson's 150th birthday party will take place on Sunday, June 9 from 12 to 3 p.m with community picnic on grounds of Thompson House, open house tours, cake-baking contest and games. Can be marketed locally and to tourists. CRMS graduation is June 8 - maybe a good app to pull in people who are visiting. Also talking about doing tea at Thompson house. May kick off on Mother's Day with mother/daughter tea. Also partnering to do junior docent program (on how to preserve history).
- vi. Sue teaching history class this summer through CMC. Will be on 7/10 6-9 p.m. and 7/13 9 a.m.- 12 p.m. Learn the Crystal Valley and Carbondale's early history from mid-1800s to c. 1930. Included is a walking tour of Main Street and visits to the Cabin Museum and Thompson House Museum. This is the first course in the Carbondale Historical Society docent training program. CHS members and students who volunteer to lead CHS history tours may be reimbursed for a portion of the class fee. Details at [www.carbondalehistory.org](http://www.carbondalehistory.org).
- vii. Volunteer opportunities: They can always use volunteers to help with gardening, research or organizing files at museum. Sue will share details with Shawn to help get word out. Keep in mind for July TCC volunteer commitments.

- b. Deva created sticker designed for storefronts. Stickers are available at True Nature - giving one free sticker to each business and additional stickers are \$2 each. Would love to see Carbondale be a place that welcomes everyone.

5. Sub-Committee Breakouts (9:00am-9:30am) - committees talked briefly after the meeting.

6. Adjourn

The meeting was adjourned at 9:17am.

The next TCC meeting is scheduled for Thursday, March 28, 8am, Calaway Room, Third Street Center.

Respectfully Submitted,  
Natasha Lucero-Conklin