

CARBONDALE CHAMBER OF COMMERCE
TOURISM COUNCIL of CARBONDALE (TCC) MINUTES
April 25, 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, Media/PR
Jes Tilton, The Way Home
Adam Miller, Why Cycles
Patty Brendlinger, Coldwell Banker/Mason Morse
Pam Johnson, Cedar Ridge Ranch LLC, Merrill's Family Farm LLC
Merrill Johnson, Cedar Ridge Ranch LLC, Merrill's Family Farm LLC
Sue Gray, Carbondale Historical Society
Andreas Fischbacher, Allegria
Deric Gunshor, Aspen SkiCo
Kelley Amdur, Dandelion Inn
Jennifer Pazour, Redstone Castle
Mandy Brennan, Marble Distilling Co & The Distillery Inn
Molly Jacober, Avalanche Ranch & Cabins
Sarah-Jane Johnson, TCC PR Contractor
Shawn Brugge, FootSteps Marketing, TCC Web Contractor
Daniel, FootSteps Marketing, TCC Web Contractor
Erkko Alm, Alpine Bank, Chamber Board Treasurer
Andrea Stewart, Carbondale Chamber Executive Director

Not In Attendance:

Jessi Rochel, Town of Carbondale Rec Dept
Frank Scotti, Nomad Inc.
Troy Hawks, Sunlight Mountain Resort
Jeremy Frees, Mountain Waste & Recycling
Renaë Gustine, Town of Carbondale Finance Director, Town Liaison

Agenda:

The meeting was called to order at 8:03am

1. Approve Meeting Minutes
Natasha motioned to approve the February 28, 2019 meeting minutes, as there was not a March meeting, and Michelle seconded the motion. The motion was approved.
2. Revenue Report
Erkko presented the financials to the TCC,

Treasurer's Report – Executive Summary

Period Ending March 31, 2019, Cash Basis

Lodging Tax Report – Town of Carbondale

- Lodging Tax for February 2019 is \$9,721: 15.95% higher than February 2018
- 2019 exceeds 2018 by \$3,730

YTD P&L Actuals March 31, 2019 (Blue Column)

- Lodging Tax Income: \$26,167 actual vs \$31,500 budget
- Total Income: \$26,332 actual vs \$31,757 budget
- Net Ordinary Income: -\$3,151 actual vs -\$1,957 budget
- Net Income including Other Income: -\$3,151
- Net Available Operating Funds as of 3/31/19: \$55,118

Balance Sheet as of March 31, 2019 (Blue Column)

- The Operating Account balance is \$98,556 compared to \$65,749 at 3/31/18
- Money Market account balance (Opp & Reserve Funds combined) is \$52,616
- 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
April 23, 2019

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

Thank you!

3. Carbondale Chamber & TCC Update

a. Tagline discussion

Andrea mentioned that a Chamber Board member is interested in redeveloping/creating a tagline for Carbondale that encompasses recreation, the creative district, COVENTURE, and more. Further discussion will take place at the sub-committee level, and beyond.

b. Roaring Fork Mountain Biking Association

RFMBA presented to the TCC last spring, and mentioned they are in the process of receiving an on-site assessment, and requesting funds from various entities to make this initiative possible. Further discussion will take place at the sub-committee level.

c. Carbondale Chamber Power Hour Recap

Andrea mentioned that the SBDC was the presenter at the Power Hour luncheon earlier this week. Anyone interested in learning more about the SBDC can reach out to Andrea, and she'll introduce them to the SBDC.

4. CRAFT, Sarah-Jane, Sub-Committee Updates

The TCC was awarded a culinary and agritourism workshop opportunity from the CTO. Once the workshop is held, the TCC can then apply for funding up to \$7,000 to implement ideas developed during the workshop.

5. Items not on the agenda

- a. Michelle reminded the TCC of the upcoming Family Block Party, which takes place on May 3, First Friday on Main Street, 4pm to 8pm. The Pride Parade will take place at 5:30pm.
- b. Sue has started a heritage garden club! Anyone who is interested in joining the club can contact her.

6. Lodging Partners Roundtable

Representatives from the following organizations were present at the meeting and shared 2-minute updates on their properties. Then, conversation was had regarding collaborative efforts, opportunities to utilize TCC resources, such as marketing, social, Carbondale.com, and PR, and more. A separate recap of this discussion will be sent to the lodging properties next week.

- a. Avalanche Ranch & Cabins
- b. Dandelion Inn
- c. Cedar Ridge Ranch
- d. Gateway RV Park
- e. Marble Distilling Co & The Distillery Inn
- f. Redstone Castle
- g. The Way Home

7. Sub-Committee Breakouts (9:00am-9:30am)

8. Adjourn

The meeting was adjourned at 9:20am.

The next TCC meeting is scheduled for Thursday, May 23, 8am, Calaway Room, Third Street Center.

Respectfully Submitted,
Andrea Stewart, Carbondale Chamber Executive Director