

CARBONDALE CHAMBER OF COMMERCE
TOURISM COUNCIL of CARBONDALE (TCC) MINUTES
May 23, 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
Jessi Rochel, Town of Carbondale Rec Dept
Troy Hawks, Sunlight Mountain Resort
Michelle Marlow, Media/PR
Natasha Lucero, Media/PR
Jes Tilton, The Way Home
Adam Miller, Why Cycles
Merrill Johnson, Cedar Ridge Ranch LLC, Merrill's Family Farm LLC
Pam Johnson, Cedar Ridge Ranch, LLC, Merrill's Family Farm LLC
Deric Gunshor, Aspen SkiCo
Sarah-Jane Johnson, TCC PR Contractor
Shawn Brugge, FootSteps Marketing, TCC Web Contractor
Taylor Rogers, FootSteps Marketing, TCC Web Contractor
Silvestre Arvizo, Carbondale Comfort Inn & Suites
Rachael Manning, Carbondale Arts
Renaee Gustine, Town of Carbondale Finance Director, Town Liaison
Erkko Alm, Alpine Bank, Chamber Board Treasurer
Andrea Stewart, Carbondale Chamber Executive Director

Not In Attendance:

Andreas Fischbacher, Allegria
Patty Brendlinger, Coldwell Banker/Mason Morse
Jeremy Frees, Mountain Waste & Recycling

Agenda:

The meeting was called to order at 8:07am

1. Approve Meeting Minutes
Deric motioned to approve the April 25, 2019 meeting minutes, and Michelle seconded the motion. The motion was approved.
2. Revenue Report
Erkko presented the financials to the TCC,

Tourism Council of Carbondale

Treasurer's Report – Executive Summary

Period Ending April 30, 2019, Cash Basis

Lodging Tax Report – Town of Carbondale

- Lodging Tax for March 2019 is \$11,378,: 3.52% higher than March 2018
- 2019 exceeds 2018 by \$4,117

YTD P&L Actuals April 30, 2019 (Blue Column)

- Lodging Tax Income: \$35,888 actual vs \$42,000 budget
- Total Income: \$36,092 actual vs \$42,259 budget
- Net Ordinary Income: -\$874 actual vs -\$6,820 budget
- Net Income including Other Income: -\$874
- Net Available Operating Funds as of 4/30/19: \$57,395

Balance Sheet as of April 30, 2019 (Blue Column)

- The Operating Account balance is \$95,303 compared to \$71,080 at 4/30/18
- Money Market account balance (Opp & Reserve Funds combined) is \$52,620
- 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
May 22, 2019

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

Thank you!

Rena provided the unofficial figures for April, which is \$6,340.02, which is 2.1% decrease from the same period last year. Year-to-date, we are performing 11.3% over last year.

3. Carbondale Chamber & TCC Update

a. Ride the Rockies, June 12-13

Andrea expressed the importance of recruiting volunteers to make this event happen! Carbondale's RTR expenses will come from the Opportunity Fund.

b. Proposed Storage Facilities

Eaden mentioned that Garfield County voted down the two storage facilities that were proposed in the greater Carbondale area.

c. Bike Work Stand

Andrea, Adam, and Darren have discussed the possibility of installing public bike work stands at the Red Hill trail head, as well as Prince Creek. The TCC agreed we should move forward, and is willing to contribute financially. Andrea will reach out to Pitkin County to discuss install options. She has already talked to the Town of Carbondale regarding Red Hill.

4. Sub-Committee Updates

a. Agritourism & Heritage

Andrea and Sarah-Jane shared that the TCC, in partnership with the CTO is hosting a CRAFT workshop at Sustainable Settings on May 29. They have been busy coordinating and planning.

b. Creative Tourism

Andrea mentioned that the Corridor brochure is in the process of being updated for year two. The brochures will be distributed to the 10 Colorado Welcome Centers. Rachael shared a brief update from the Creative Industries Summit, which was held last week in Salida, and discussed the development of a toolkits that businesses within Creative Districts can use to promote the community and economic growth.

c. Outdoor Recreation

Jessi mentioned that the Carbondale pool opens on May 25, and the skateboard competition is June 8.

d. Responsible Tourism

Natasha shared that this committee is looking to repurpose information from the CTO toolkit to add to the website and marketing efforts.

5. Presentation: Roaring Fork Conservancy

Christina with RFC presented on watershed, programing, and sustainability. Items from her presentation will be added to our website to promote sustainable tourism.

6. Items not on the agenda

There were not any additional items discussed.

7. Sub-Committee Breakouts

Committees met to discuss upcoming projects.

8. Adjourn

The meeting was adjourned at 9:20am.

The next TCC meeting is scheduled for Thursday, June 27, 8am, Calaway Room, Third Street Center.

Respectfully Submitted,

Andrea Stewart, Carbondale Chamber Executive Director