

CARBONDALE CHAMBER OF COMMERCE  
TOURISM COUNCIL of CARBONDALE (TCC) MINUTES  
January 23, 2020, 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  
Sue Gray, Carbondale Historical Society  
Patty Brendlinger, Coldwell Banker/Mason Morse  
Kellyn Wardell, Carbondale Arts  
Kelley Amdur, Dandelion Inn  
Michelle Marlow, Media/PR  
Julie Warren, River Valley Ranch Golf & Homestead Bar and Grill  
Merrill Johnson, Cedar Ridge Ranch LLC, Merrill's Family Farm LLC  
Pam Johnson, Cedar Ridge Ranch LLC  
Shawn Brugge, FootSteps Marketing, TCC Web Contractor  
Pat Curry, FootSteps Marketing, TCC Web Contractor  
Sarah-Jane Johnson, TCC PR Contractor  
Rena Gustine, Town of Carbondale Finance Director, Town Liaison  
Erkko Alm, Alpine Bank, Chamber Board Treasurer  
Andrea Stewart, Carbondale Chamber Executive Director

Not In Attendance:

Adam Miller, Why Cycles  
Troy Hawks, Sunlight Mountain Resort  
Jessi Rochel, Town of Carbondale Rec Dept  
Taylor Rogers, FootSteps Marketing, TCC Web Contractor

Agenda:

The meeting was called to order at 8:03am

1. Approve Meeting Minutes

The meeting minutes from the December 19 meetings were presented for approval. Kellyn motioned to approve the meeting minutes, and Patty 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 December 31, 2019, Cash Basis

**Lodging Tax Report – Town of Carbondale**

- Lodging Tax for October 2019 is \$9,894: 12.24% higher than October 2018

- 2019 exceeds 2018 by \$3,205

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

- Lodging Tax Income: \$130,208 actual vs \$126,000 budget
- Total Income: \$132,559 actual vs \$127,028 budget
- Net Ordinary Income: \$16,707 actual vs -\$9,827 budget
- Net Income including Other Income: -\$15,793
- Net Available Operating Funds as of 12/31/19: \$42,476

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

- The Operating Account balance is \$41,983 compared to \$80,255 at 12/31/18
- Money Market account balance (Opp & Reserve Funds combined) is \$82,620
- Reserve Fund Equity account is \$67,965 (interest earnings now included in Equity account); Opportunity Fund Equity account is now at \$14,655

#### **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.
- There was a \$25,000 transfer made to the reserve fund from the operating account in December and another to the opportunity fund in the amount of \$10,000.

Respectfully submitted,  
Erkko Alm, Treasurer  
January 22, 2020

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

*Thank you!*

Renaee provided unofficial figures for December 2019, which are \$9,827.24, up 12.3% over 2018 and flat for 2017.

#### 3. Carbondale Chamber & TCC Update

Andrea gave a brief update, and mentioned that similar to the TCC, the Chamber Board just approved their 2020 Board appointments and budget. She has also been busy participating in conversation regarding healthcare, and recently met with Governor Polis to discuss healthcare as it relates to small business.

#### 4. Contractor & Sub-Committee Updates

- Public Relations

Sarah-Jane updated the TCC on PR, and stressed that the majority of her efforts have been put towards the CRAFT map. She also worked on the IMBA Gold Level announcement press release, and arranged for an upcoming media stay.

- Website & Social

Shawn updated the TCC on social and web stats.

- Web users were increased by 18.07%; pageviews and sessions were also up.

- Top pages viewed include the home page, Things to Do, Penny Hot Springs, Events, and Outdoor Recreation.
- Top referrals include Sunlight Mountain Resort, and 3030 Magazine.
- Social media highlights from the last month include:
  - Instagram: 3,818 followers, which is up 137 from last month
  - Facebook: 4,968 followers, with the top post – First Friday, 3.1k reach
- Sub-Committee Overview
  - Eaden gave an overview of the subcommittees and reviewed expectations with the group. This year, Eaden expressed that we, the TCC, have an active role to play, and it is important to participate in the sub-committee breakouts.

5. Sub-committee Breakouts

The sub-committees met to discuss 2020 goals.

6. Adjourn

The meeting was adjourned at 9:20am.

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

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Respectfully Submitted,  
Andrea Stewart, Carbondale Chamber Executive Director