

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

TCC Chair Eaden Shantay, True Nature Healing Arts  
Jamie Wall, Town of Carbondale Rec Dept  
Jessi Rochel, 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, Ascent Events  
Julie Warren, River Valley Ranch Golf & Homestead Bar and Grill  
Troy Hawks, Sunlight Mountain Resort  
Taylor Rogers, FootSteps Marketing, TCC Web Contractor  
Shawn Brugge, FootSteps Marketing, TCC Web Contractor  
Pat Curry, FootSteps Marketing, TCC Web Contractor  
Sarah-Jane Johnson, TCC PR Contractor  
Renaee Gustine, Town of Carbondale Finance Director, Town Liaison  
Kelcey Nichols, Garfield & Hecht, Chamber Board President  
Andrea Stewart, Carbondale Chamber Executive Director

Not In Attendance:

Adam Miller, Why Cycles  
Erkko Alm, Alpine Bank, Chamber Board Treasurer

Agenda:

The meeting was called to order at 8:05am

1. Approve Meeting Minutes

The meeting minutes from the February 27 meeting were presented for approval. Michelle motioned to approve the meeting minutes, and Kelley seconded the motion; the motion was approved.

2. Revenue Report

Andrea presented the financials to the TCC on Erkko's behalf,

Tourism Council of Carbondale

**Treasurer's Report – Executive Summary**

Period Ending March 31, 2020, Cash Basis

**Lodging Tax Report – Town of Carbondale**

- Lodging Tax for February 2020 is \$10,544: 8.46% higher than February 2019
- 2020 exceeds 2019 by \$2,100

**YTD P&L Actuals March 31, 2020 (Blue Column)**

- Lodging Tax Income: \$28,877 actual vs \$31,500 budget
- Total Income: \$28,947 actual vs \$31,774 budget
- Net Ordinary Income: \$4,053 actual vs -\$10,035 budget
- Net Income including Other Income: \$125
- Net Available Operating Funds as of 3/31/2020: \$42,108

**Balance Sheet as of March 31, 2020 (Blue Column)**

- The Operating Account balance is \$74,219 compared to \$98,556 at 3/31/19
- Money Market account balance (Opp & Reserve Funds combined) is \$79,129
- Reserve Fund Equity account is \$67,965 (interest earnings now included in Equity account); Opportunity Fund Equity account is now at \$11,155

**2020 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 21, 2020

Renae provided unofficial figures for March, \$5,032.33, which are down 56% from the previous year.

Andrea shared that she recently learned that some of the TCC 2019 expenses for the 2020 Grant Cycle cannot and should not be included in the 2020 Grant accounting. Accordingly, the Chamber requests that the TCC cover those expenses within the Opportunity Fund for 2019.

These 2019 expenses are accounted for in the Grant Equity accounting, and can simply be reclassified to the 2019 Opportunity Fund equity accounting. This error has been mentioned to the CPA who is performing the 2019 review and agrees that this reclassification can occur, with the TCC board's formal approval. The total of these expenses is \$4847.20, and includes the following:

CO Creative Corridor 2020 expense in 2019, as of 12/31/19

-2,714.40	Miles Partnership, LLLP
-12.8	Stamps.com
-525	FootSteps Marketing, Sept
-10	Stamps.com
-10	Stamps.com
-525	FootSteps Marketing, Oct
-525	FootSteps Marketing, Nov
-525	FootSteps Marketing, Dec

There was a rollover of \$1,853.89 unused 2019 grant funds that can be applied toward that overall amount, which leaves \$2,993.81 to be credited to the 2019 Opportunity Fund.

Kellyn motioned to approve the reclassification of the 2019 expenses as listed above to the 2019 Opportunity Fund equity account, and Michelle seconded the motion; the motion was approved.

### 3. Carbondale Chamber & TCC Update

Andrea gave a brief update on Chamber and Tourism-related news,

The Colorado Creative Corridor recently submitted its mid-year report, and the Corridor partners have a call immediately following today's TCC meeting. The Colorado Tourism Office has submitted purchase order amendments for all Marketing Matching Grant recipients. The new project deadlines are:

- **Update Project Completion Date:** November 1, 2020
- **Updated Final Report Deadline:** December 1, 2020

The farm map final edits and printing is on-hold until July.

The Carbondale Chamber is serving as the Economy Line of Effort lead within the Carbondale Emergency Task Force. Andrea has been working remotely, and Katie is working from the office; the Third Street Center building is currently closed to the public.

The following programs have recently rolled out under the Chamber's leadership,

- Funding Sources & Resources
  - Financial Sector Mentor/Consultant List
  - Hosted Understanding the Federal Stimulus Legislation on Carbondale, presented by Paul F. Wisor, Garfield & Hecht, P.C
- Business Outreach calls
- Want Work? Have Work? Job Postings Board
- Business for Business: Comprehensive List of open businesses
- Bondale Bingo
- Bonedale Bingo To-Go
- Continued eCommunication and outreach

Eaden mentioned that he recently spoke with a few seniors in Carbondale, which mentioned they feel that the senior community is well-supported. He also mentioned that foot traffic will poorly affect small businesses, and we should refocus our shop local efforts, restaurants are operating at 25% of gross revenue. Businesses have to be strategic and mindful in how they open; it is important to have an eagle-eye view as we start to think about how we can build strength and support our businesses.

### 4. Tourism Reopening Strategy & Discussion, Andrea (8:15am-8:55am)

Andrea opened this conversation and discussion by thanking everyone for their support; we are in this together, but not in the same boat. It is time to pivot as we enter the 'reopening' phase and our new reality. We will face new challenges, as well as new opportunities. The Carbondale Chamber is a 501(c)6, therefore we do not qualify for federal stimulus fund, but we are receiving great guidance and support from the Colorado Tourism Office. The CTO has rolled out a "Wait, Ready, Set, Go" approach to reopening, as well as a number of coop opportunities. We are seeing lodging projection numbers of 20% to 40% occupancy through the summer, and into the end of the year; with a total of about 150 rooms in Carbondale and nightly rates being cut to almost half, our revenue is going to look dramatically different. It is my goal to retain staff and contractors, and utilize them to the best of our ability, and pull from other budget line items, including FAM Tours, photography, and more. Our focus will pivot to more local and regional (Roaring Fork Valley, Grand Junction, Summit County). Following today's conversation, Andrea will draft a plan, review with Eaden, and share with the TCC prior to the May meeting.

Kelley stated that right now, she is adapting to this change, as there are a lot of unknowns and travel restrictions. The Dandelion Inn did have guests the first part of the March. Officially, they were able to stay open, but had only one guest. Kelley has had a

few May inquiries; April and May will be close to \$0 income.

Renaë stated that construction is opening back up in Aspen, and we will see some lodging tax income from that industry, but it will be a slow progression as we bring people back. As for sales tax, March will be comparable to last year; May will really let us know what happened. Renaë also mentioned that events that take place on Town property have been cancelled for May. We will know about June and July events in the next few weeks. A number of late spring/early summer events have been rescheduled for fall.

Sue asked, if tourists do come, where will they stay, where will they eat, what will they do?

Sarah-Jane added that there has been some backlash regarding outside visitors, and our focus should be local. Businesses are pivoting.

Eaden mentioned that some companies may open fast, while others, including True Nature will be slow to open, with not knowing what will happen; push-pull. He also reminded the TCC that the True Nature Peace Gardens are open and alive, and open to the community.

Patty said that real estate can start showing properties starting next week; she mentioned that she has clients that are coming from Denver, but just for the day; they would usually stay, but they too are being cautious.

Julie mentioned River Valley Ranch Golf & Homestead Bar and Grill have been working very closely with Garfield County, as the golf course is open, and the grill is doing carry out. Safety for their staff and patrons is their number one priority.

Troy added that safety messaging is the strategy at Sunlight Bike and Ski retail, as well as throughout the resort. He suggested doing a Carbondale Cares unification window cling, or something similar, to reassure locals and guests. Troy also mentioned that Sunlight's marketing campaign and target reach is the same as Andrea proposed, and that we should work together for a promotion down the road.

Andrea asked each TCC member to draft one to three social media posts and send to FootSteps Marketing, complete with full text, and a photo, with photo credit. Themes to include, but are not limited to an archived photo, daydream/armchair travel ideas, examples of how businesses have shifted (for example, Marble Distilling Co producing hand sanitizer), and more!

#### 5. Items Not on the Agenda

Pat mentioned that FootSteps recently purchased a few Carbondale Chamber gift certificate to show appreciation to their staff, and also support the business community. He stated that he did not share this to praise the business, rather give ideas to others of how to support the business community!

Michelle mentioned that May First Friday festivities will be virtual, and focus on the Family Block Party and Pride Parade. A We are Carbondale video highlighting Carbondale Chamber businesses will debut during this event debuted at that event.

6. Adjourn

The meeting was adjourned at 9:15am.

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

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Respectfully Submitted,

Andrea Stewart, Carbondale Chamber Executive Director