

CARBONDALE CHAMBER OF COMMERCE
TOURISM COUNCIL of CARBONDALE (TCC) MINUTES
May 28, 2020, ZOOM

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

Sue Gray, Carbondale Historical Society

Kellyn Wardell, Carbondale Arts

Michelle Marlow, Ascent Events

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

Erkko Alm, Alpine Bank, Chamber Board Treasurer

Renae Gustine, Town of Carbondale Finance Director, Town Liaison

Andrea Stewart, Carbondale Chamber Executive Director

Not In Attendance:

Patty Brendlinger, Coldwell Banker/Mason Morse

Jessi Rochel, Town of Carbondale Rec Dept

Kelley Amdur, Dandelion Inn Adam Miller, Why Cycles

Julie Warren, River Valley Ranch Golf & Homestead Bar and Grill

Kelcey Nichols, Garfield & Hecht, Chamber Board President

Agenda:

The meeting was called to order at 8:05am

1. Approve Meeting Minutes

The meeting minutes from the April 23 meeting were presented for approval. Kellyn motioned to approve the meeting minutes, and Julie seconded the motion; the motion was approved.

2. Carbondale Chamber & TCC Update

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

- 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 Chamber, in partnership the Carbondale Creative District and COVENTURE have been working alongside the Town to create additional ways to stimulate the Carbondale economy, including street closures, and sense of place.

3. Website Page Updates, FootSteps
FootSteps presented prospective pages on carbondale.com that could use a refresh, including updated copy and photos. Specific pages were assigned to subcommittees with a deadline calendar and how-to guide.

FootSteps also mentioned that the TCC is open to having businesses do an Instagram Takeover, and we'll share out guidelines and a how-to. Sarah-Jane mentioned that we should also promote this opportunity to the Chamber and showcase ways to participate via the TCC. Andrea briefly mentioned that she and FootSteps spoke about a campaign that will launch early next week focusing on reopening; this will showcase chamber and tourism-related businesses on our social outlets and focus on a consumer perspective of how easy it is to shop/visit/dine, etc. in Carbondale. This information will be sent out via email and also posted on carbndale.com.

4. Financial Review

Erkko presented the financials to the TCC,
Tourism Council of Carbondale

Treasurer's Report – Executive Summary

Period Ending April 30, 2020, Cash Basis

Lodging Tax Report – Town of Carbondale

- Estimated Lodging Tax for March 2020 is \$5,032: a 65% reduction from March 2019
- 2020 Year to Date is \$4,246 less than 2019

YTD P&L Actuals April 30, 2020 (Blue Column)

- Lodging Tax Income: \$39,420 actual vs \$42,000 budget
- Total Income: \$39,492 actual vs \$42,282 budget
- Net Ordinary Income: \$8,373 actual vs -\$13,939 budget
- Net Income including Other Income: \$4,445
- Net Available Operating Funds as of 4/30/2020: \$49,421

Balance Sheet as of April 30, 2020 (Blue Column)

- The Operating Account balance is \$78,038 compared to \$95,303 at 4/30/19
- 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 \$8,162

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 budget changes going forward.

Respectfully submitted, Erkko Alm, Treasurer, May 27, 2020

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

Andrea mentioned that the 2018 and 2019 reviews have been performed for the TCC; she will deliver a copy to Renae.

Renae provided unofficial figures for April, \$1,160.63, which are down 81% from the previous year.

Andrea and Erko presented a revised budget that reflects a decrease in lodging tax revenue due to COVID-19, and discussion was had. Upon further review, Renae asked if reserves were being spent, in regard to carry forward. Andrea mentioned she would get clarification from the bookkeeper in regard to the carry forward, as she was under the impression that the reserves were not being spent, and will follow up with the TCC via email. Rather than approving the updated COVID-19 draft budget due to this question, Eaden suggested approving the updated expense line items. Kellyn motioned to approve the revised expense line items, and Sue seconded the motion; the motion was approved.

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

Andrea opened this conversation by mentioning that guidance and criteria continue to change daily; she and Sarah-Jane have been working on the recovery plan for 4+ weeks. Sarah-Jane presented the plan in detail, including

- What We Know- local, county, state, national levels
- Future Travel Plans
- UNWTO Recommended Recovery Strategy
 - Managing the Crisis and Mitigating the Impact
 - Providing Stimulus and Accelerating Recovery
 - Preparing for Tomorrow
- Strategic Ideas for Carbondale
 - Social & Content Calendar

Further conversation will continue to be had at the June TCC meeting.

6. Items Not on the Agenda

No additional items were discussed.

7. Adjourn

The meeting was adjourned at 9:25am.

The next TCC meeting is scheduled for Thursday, June 25, 8am, location: TBD.

--- Respectfully Submitted,
Andrea Stewart, Carbondale Chamber Executive Director