

CARBONDALE CHAMBER OF COMMERCE  
TOURISM COUNCIL of CARBONDALE (TCC) MINUTES  
August 27, 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  
Michelle Marlow, Ascent Events  
Julie Warren, River Valley Ranch Golf & Homestead Bar and Grill  
Sue Gray, Carbondale Historical Society  
Kelley Amdur, Dandelion Inn  
Troy Hawks, Sunlight Mountain Resort  
Shawn Brugge, FootSteps Marketing, TCC Web Contractor  
Taylor Rogers, 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  
Renaee Gustine, Town of Carbondale Finance Director, Town Liaison  
Andrea Stewart, Carbondale Chamber Executive Director

Not In Attendance:

Patty Brendlinger, Coldwell Banker/Mason Morse  
Kellyn Wardell, Carbondale Arts  
Jessi Rochel, Town of Carbondale Rec Dept  
Marty Silverstein, Town of Carbondale Trustee Liaison  
Kelcey Nichols, Garfield & Hecht, Chamber Board President

Agenda:

The meeting was called to order at 8:01am

1. Approve Meeting Minutes

The meeting minutes from the June 25 meeting were presented for approval, as a July meeting was not held. Sue motioned to approve the meeting minutes, and Michelle seconded the motion; the motion was approved.

2. Financial Review

Tourism Council of Carbondale

**Treasurer's Report – Executive Summary**

Period Ending July 31, 2020, Cash Basis

**Lodging Tax Report – Town of Carbondale**

- Estimated Lodging Tax for June 2020 is \$9,939: a 27.90% reduction from June 2019
- 2020 Year to Date is \$18,064 less than 2019

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

- Lodging Tax Income: \$50,206 actual vs COVID YTD Budget \$45,674
- Total Income: \$51,258 actual vs COVID YTD Budget \$46,230
- Net Ordinary Income: -\$3,680 actual vs COVID YTD Budget -\$22,716
- Net Income including Other Income: -\$8,033
- Net Available Operating Funds as of 7/31/2020: \$34,544

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

- The Operating Account balance is \$43,895 compared to \$64,919 at 7/31/19
- Money Market account balance (Opp & Reserve Funds combined) is \$76,138
- 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, August 25, 2020

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

Renae stated that the Town of Carbondale finalizing a contract with Homeaway.com (VRBO) that is identical to our contract with airbnb. Contract should be effective October 1<sup>st</sup>. She also shared that unofficial lodging tax collected in August for July was \$14,144.43. That is -4.9% below 2019. Year to date lodging tax is down -24.4% from 2019.

### 3. Carbondale Chamber & TCC Update

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

- Chamber:
  - Business Confluence, Virtual Edition, Save the Date: October 21, 2020, 12pm to 1:30pm. Theme: Carbondale Beyond COVID.
  - COVID-Related Economic Recovery Efforts
    - Love Local
    - CARES Act Funding: the survey has been closed, and results have been presented to the Board of Trustees; the application will be released soon.
- TCC
  - Colorado Creative Corridor
    - Film production on September 7
    - MMG FY21
      - Redstone is interested in participating in some capacity.
  - Contractor Updates
    - Footsteps Marketing
      - Shawn gave a brief update regarding website traffic, which is slightly down compared to last year; they have been working away on web page updates. Instagram is really doing well, and we have had 400 new followers since we met in June; we have a total of 4,789 followers. Taylor mentioned that she has had over 20 businesses take advantage of the Love Local 'smile for the camera' promotion, which is then being posted to social and featured in upcoming Sopris Sun ads.

- Roadmap Consulting  
Sarah-Jane has been working closely with the Colorado Tourism Office to bring national media to Carbondale, including Dallas Morning News, Texas Monthly, Huffington Post). The TCC's FAM hosting budget was cut due to COVID, therefore the CTO is hosting those journalists. Recent coverage includes AARP, and SF Haute Living Magazine.

The Farm Map has been slightly modified to reflect COVID updates, and is slated to go to print in early September. Our fall focus will revolve around the Farm Map, including press, an in-state CTO newsletter, and more.

The Colo-Road Trip Itineraries posted on Colorado.com need updated. Carbondale is featured in eight itineraries, and Sarah-Jane will reach out to the TCC members to review and update the content; it is an easy process via a Google form, and should only take 30 minutes per itinerary to update.

#### 4. Fall/Winter Efforts

In addition to the Colo-Road Trip Itineraries, and the Farm Map, the TCC members shared industry updates,

- Sunlight Mountain Resort: Troy gave a brief update regarding Sunlight Mountain Resort, and feels that guests will see the most difference the base; staff expenses will continue to be kept at a minimum. Food and beverage stations will be increased, and vehicles may become the guest's base camp. Programs will adapt, especially with children, and Sunlight will follow industry guidelines and best practices. Social outreach will be a focus, and market outreach will be more local/regional, and stretch to Moab. Sunlight is launching a wholesale ticketing program to hotels, which will allow hotels to purchase deeply-discounted lift tickets. Overall, Troy is optimistic, and they could even see spillover from the larger resorts.
- Carbondale Recreation: Jamie mentioned that the Carbondale Farmer's Market is continuing to be well-received, the vendors are doing well, and most people are following the mask protocol.
- Potato Day: Sue excitedly shared that Potato Day will happen this year (it will just be a little different). The event will take place on October 3 from 9am to 2pm. There will be a mini market, similar to the Mountain Fair market with shopper sign up slots. The KDNK record booth will also be present.
  - Julie offered to donate 100 bags of hand-cut chips!!!
- River Valley Ranch Golf: Julie expressed that they just surpassed 20,000 golfers for 2020 (they had 17,000 for all of 2019); Julie offered to hand out Sunlight info to golfer and tournament participants, and will work with Troy on logistics!
- Eaden closed the meeting by thanking Andrea for her efforts and leadership within the TCC, Chamber, and community!

#### 5. Items Not on the Agenda

No additional items were discussed.

#### 6. Adjourn

The meeting was adjourned at 9:05am.

Respectfully Submitted,

Andrea Stewart, Carbondale Chamber Executive Director