

CARBONDALE CHAMBER OF COMMERCE
TOURISM COUNCIL of CARBONDALE (TCC) MINUTES
September 24, 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

Sue Gray, Carbondale Historical Society

Kelley Amdur, Dandelion Inn

Troy Hawks, Sunlight Mountain Resort

Kellyn Wardell, Carbondale Arts

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

Andrea Stewart, Carbondale Chamber Executive Director

Not In Attendance:

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

Patty Brendlinger, Coldwell Banker/Mason Morse

Jessi Rochel, Town of Carbondale Rec Dept

Rena Gustine, Town of Carbondale Finance Director, Town Liaison

Marty Silverstein, Town of Carbondale Trustee Liaison

Kelcey Nichols, Garfield & Hecht, Chamber Board President

Agenda:

The meeting was called to order at 8:03am

1. Approve Meeting Minutes

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

2. Colorado Tourism Office Governor's Conference Award: Winner for Outstanding Community Tourism Initiative: The Aspen Snowmass Roaring Fork Valley Gold-Level IMBA Ride Center

Andrea shared a shot video clip from the Colorado Tourism Office recognizing the Aspen Snowmass Roaring Fork Valley Gold-Level IMBA Ride Center, and the efforts of those who made it happen, which was a partnership between Aspen Chamber Resort Association, Basalt Chamber of Commerce, Carbondale Chamber and Tourism, Glenwood Springs Chamber Resort Association, Snowmass Tourism, Aspen Skiing Company, and Roaring Fork Mountain Bike Association.

<https://drive.google.com/file/d/1wGvqrhQdFNrkuwhR1Miv1mQYFs7U5bhV/view>

3. Financial Review

Tourism Council of Carbondale

Treasurer's Report – Executive Summary

Period Ending August 31, 2020, Cash Basis

Lodging Tax Report – Town of Carbondale

- Estimated Lodging Tax for July 2020 is \$14,400: a 3.21% reduction from July 2019
- 2020 Year to Date is \$18,542 less than 2019

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

- Lodging Tax Income: \$60,144 actual vs COVID YTD Budget \$51,400
- Total Income: \$61,546 actual vs COVID YTD Budget \$51,964
- Net Ordinary Income: \$530 actual vs COVID YTD Budget -\$26,410
- Net Income including Other Income: -\$4,353
- Net Available Operating Funds as of 8/31/2020: \$38,754

Balance Sheet as of August 31, 2020 (Blue Column)

- The Operating Account balance is \$48,277 compared to \$67,083 at 8/31/19
- Money Market account balance (Opp & Reserve Funds combined) is \$76,139
- 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, September 22, 2020

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

Unofficial August figures were not available at the meeting.

4. 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 2:00pm. Theme: Carbondale Through COVID.
 - COVID-Related Economic Recovery Efforts
 - Love Local
 - CARES Act Funding: the application is currently open; applications for amounts \$7,500 and below are first-come, first-serve; applications above \$7,500 are due to the Town of Carbondale by September 30, and will be reviewed by a committee.
- TCC
 - Colorado Creative Corridor
 - On Monday, September 7, Zach and his film crew filmed the first leg of the Colorado Creative Corridor, then continued filming in the partner towns throughout the week. The filming went great, with the exception of weather. Due to the smoke, additional filming is

necessary to capture two signature shots: Red Hill with Mt. Sopris in the background, and a vibrant Main Street. The vineyard shot in Paonia was rained out, and will need to be redone as well. Zach has offered to come back and reshoot this on First Friday, October 2, however, it will cost up to an additional \$1,500. We do have \$600 remaining in grant expenses that can be applied to these costs.

- Kellyn motioned to approve additional expenses up to \$1,500 to cover the additional film production costs, and Sue seconded the motion; the motion was approved. This expense will come out of the Opportunity Fund.
- Sue asked if it would be possible to film some of the Potato Day activities, which will happen on Saturday, October 3.
- Eaden suggested having a back up plan/date, just in case weather is an issue again.
- MMG FY21
 - The monthly Corridor meeting follows this call, and further discussion will be had regarding the MMG FY21 grant, and if the TCC will apply; there is some hesitation due to funding constraints from the other partners.
- Contractor Updates
 - Footsteps Marketing

Shawn gave a brief update regarding website traffic, which continues to be slightly down compared to last year; web page updates continue to be updated by the TCC subcommittees.
 - Roadmap Consulting

Sarah-Jane has been working tirelessly on the Farm Map, which will go to print later this week! We have a column in the Sopris Sun this week, and the press release just went out, both promoting the map project! Updates are continuing on the Colo-Road Trip Itineraries, and subcommittee members were asked to assist.

5Point Film will take place on October 14-18, online/digital festival with original programs and premieres.

5. Fall/Winter Efforts

Andrea has been approached by a number of publications regarding upcoming participation, including

- [Jane and Oliver](#), a boutique creative agency specializing in brand storytelling
- Thirst Colorado for a valley-wide staycation idea.

6. Items Not on the Agenda

- Eaden asked if there was any update to the statewide mask ordinance, and Andrea mentioned that the Governor recently extended the order to October 12.
- Troy added that Sunlight Mountain Resort will follow the state and national guidance, which is leaning towards face coverings while on the mountain.
- Kelley shared that her rental property was recently featured in Plum Guide!

7. Adjourn

The meeting was adjourned at 9:07am.

Respectfully Submitted,

Andrea Stewart, Carbondale Chamber Executive Director