

CARBONDALE CHAMBER OF COMMERCE
TOURISM COUNCIL of CARBONDALE (TCC) MINUTES
February 25, 2021, 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 Michelle Marlow, Ascent Events
John Runne, Runne & Associates, Chamber Board President
Kellyn Wardell, Carbondale Arts
Sue Gray, Carbondale Historical Society
Troy Hawks, Sunlight Mountain Resort
Emily Ravn, Carbondale Comfort Inn & Suites
Mark Hardin, Field-to-Fork Kitchen
Julie Warren, River Valley Ranch Golf & Homestead Bar and Grill
Andrea Stewart, Carbondale Chamber Executive Director
Shawn Brugge, FootSteps Marketing, TCC Web Contractor
Erkko Alm, Alpine Bank, Chamber Board Treasurer
Contractor Sarah-Jane Johnson, TCC PR Contractor
Renaë Gustine, Town of Carbondale Finance Director, Town Liaison
Taylor Rogers, FootSteps Marketing, TCC Web
Jamie Wall, Town of Carbondale Rec Dept
Marty Silverstein, Town of Carbondale Trustee Liaison

Not In Attendance:

Jessi Rochel, Town of Carbondale Rec Dept

Minutes:

1. The meeting was called to order at 8:01 am
2. Industry Updates and Trends
 - Sue Gray - RVR contacted the Historical Society to create an RVR History Trail, including Holland Thompson Land. Will launch in June.
 - Kellyn Wardell - Light the Night recap and NESTed Roots Show in the Gallery, working towards 50th Mountain Fair.
 - Emily Ravn - starting renovation at Comfort Inn & Suites, paint and carpet refresh, will take about 6 weeks. Booking a lot June - August, more than in the past.
 - RVR - Carbondale Arts Golf Tournament, The Brassy - women's tournament, August 8th - 10th, hosting other high school tournaments. Homestead will open back up when the golf course does, April most likely.
 - Mark Hardin - booking catering this fall.
 - Troy Hawks - might be a record season for Sunlight, good batch of weddings booked for this summer, and archery tournament will return mid-July (about 700 archers a day).
 - Jamie Wall (Rec Center) - April Where Are My Peeps at scavenger hunt, Saturday April 3rd 9 am - 11 am, working with 5Point to do a movie night on Earth Day, will continue bike week, pool will open similarly as this year.

3. Approve Meeting Minutes: please review minutes beforehand moving forward
The meeting minutes from the January 28 meeting were presented for approval. Julie motioned to approve the meeting minutes, and Sue seconded the motion; the motion was approved.
4. Financial Review

Treasurer's Report – Executive Summary

Period Ending January 31, 2021, Cash Basis

Lodging Tax Report – Town of Carbondale

- Estimated Lodging Tax for December 2020 is \$9,765: a 1.70% decrease from December 2019.
- 2020 Year to Date is \$16,827.49 less than 2019

YTD P&L Actuals January 31, 2021 (Blue Column)

- Lodging Tax Income: \$7,327 actual vs COVID YTD Budget \$2,420
 - Unofficial actual for January \$8,373.06, down 35% from last year
- Total Income: \$7,328 actual vs COVID YTD Budget \$2,421
- Net Ordinary Income: \$1,507 actual vs COVID YTD Budget -\$7,629
- Net Income including Other Income: \$1,507
- Net Available Operating Funds as of 1/31/2021: \$64,888

Balance Sheet as of January 31, 2021 (Blue Column)

- The Operating Account balance is \$97,888 compared to \$64,848 at 12/31/20
- Money Market account balance (Opp & Reserve Funds combined) is \$76,830
- Reserve Fund Equity account is \$67,979 (interest earnings now included in Equity account); Opportunity Fund Equity account is now at \$8,850

2021 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
February 23, 2021

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

Additional Discussion: N/A

5. 2021 Visioning
 - 2021 Strategic Plan
 - i. Objective of the visioning process is to build consensus around a shared vision for the future of the tourism industry in the destination
 1. For example: The Cayman Islands will protect our environment and cultural heritage, while supporting a vibrant tourism economy that benefits the people of the Cayman Islands
 2. Ideas
 - a. Include cultural heritage and the environment
 - b. Spirit of welcome

- c. Celebrating local culture and traditions, Potato Day
 - d. Honoring small-town character
 - 3. Looking ahead, can we find other ways to support the TCC beyond lodging tax, do we apply for grants? Do we need more staffing?
 - a. From Renae: Lodging tax revenues are to be used primarily for the promotion, development, and marketing of Tourism in Carbondale per ordinance #1 of 2004.
 - ii. Committee Overview
 - 1. Finance Innovation Committee
 - 2. Partnership Committee
 - 3. Brand Pillar Committee (Heritage and Agritourism/Creative Arts/Outdoor Recreation)
- Sub-Community Recap
 - i. Brand Pillar Committee (Heritage and Agritourism/Creative Arts/Outdoor Recreation), rename Visitor Experience
 - 1. Support Footsteps marketing with brand pillar content
 - 2. Farm Food Map: supporting events like Dandelion Day and Farmer's Market and passing out Farm Map
 - 3. Funding event
 - a. Farm to table, combine with a heritage type event in the Thompson Garden
 - b. Bike to farm event - music and food at the end, it was called Tour de Farms, could also be a self-supported bike tour and include local art sculptures
 - ii. Partnership Committee
 - 1. Who can we reach out to? Compile a list of like-minded organizations.
 - 2. Partner with local newspapers to share events and what TCC is doing.
 - iii. Finance Innovation Committee
 - 1. Keeping parameters in mind. Committee will include Michelle, Andrea, Renae, and Erko.
6. TCC New Business
 - Valley-wide survey opportunity with Aspen Skiing Company: mid-June through Mid-September would include demographic information, questions like what brought you here? Where did you stay? Did you do day trips?
 - i. Funding: would cost about \$3,000
 - ii. Can it be shared through partners, at bike shops, and at events, like Mountain Fair?
 - iii. Conducted by ROC Associates, familiar with the Western Slope
 - iv. Need to finalize our decision in March, questions drafted in April
7. Items not on the agenda
 - Move meeting date up to March 18th
8. Adjourn

The meeting was adjourned at 9:30 am.

Respectfully Submitted,
 Kellyn Wardell, Carbondale Arts