

CARBONDALE CHAMBER OF COMMERCE
TOURISM COUNCIL of CARBONDALE (TCC) MINUTES
April 22, 2021, ZOOM

TCC Mission: The Tourism Council of Carbondale's mission is to create a strong tourism economy by promoting the town.

In Attendance:

Jamie Wall, Town of Carbondale Rec Dept
Kellyn Wardell, Carbondale Arts
Troy Hawks, Sunlight Mountain Resort
Sue Gray, Carbondale Historical Society
Mark Hardin, Field-to-Fork Kitchen
Julie Warren, River Valley Ranch Golf & Homestead Bar and Grill
Andrea Stewart, Carbondale Chamber Executive Director
Erkko Alm, Alpine Bank, Chamber Board Treasurer
Shawn Brugge, FootSteps Marketing, TCC Web Contractor
John Runne, Runne & Associates, Chamber Board President

Not In Attendance:

TCC Chair Michelle Marlow, Ascent Events
Emily Ravn , Carbondale Comfort Inn & Suites
Renae Gustine, Town of Carbondale Finance Director, Town Liaison
Taylor Rogers, FootSteps Marketing, TCC Web
Contractor Sarah-Jane Johnson, TCC PR Contractor
Jessi Rochel, Town of Carbondale Rec Dept
Marty Silverstein, Town of Carbondale Trustee Liaison

Minutes:

1. The meeting was called to order at 8:02 am.
2. Industry Updates and Trends
 - Kellyn shared that Carbondale Arts is hosting a First Friday Artist Talk coming up on May 7th, Dandelion Day is May 8th, Passports will be for sale again in May, and the Golf Tournament at RVR is coming up on June 19th.
 - Julie shared that the Golf Course is booked with tournaments throughout the season and they will introduce yoga on the golf course. Yoga will start on June 15th: Tuesdays and Thursdays starting at 6:30 pm.
 - Andrea shared that we are moving forward with a small First Friday on May 7th: Rotary is doing a golf ball drop in Sopris Park, Larry will be dancing, hour long solo performance, live music in the 4th Street Plaza, 3rd to 4th Street will be closed to allow for more outdoor dinning and social distancing. Also the updated farm map will be ready for Dandelion Day.

- Andrea shared Chamber Business: office space is flip flopping walls where the coffee shop used to be, should be open by mid-May. Chamber sent out a survey to collect some analytical data in regards to the Chamber.
3. Approve Meeting Minutes
The meeting minutes from the March 18th meeting were presented for approval. Mark motioned to approve the meeting minutes, and John seconded the motion; the motion was approved.
4. Financial Review

Tourism Council of Carbondale

Treasurer's Report – Executive Summary

Period Ending March 31, 2021, Cash Basis

Lodging Tax Report – Town of Carbondale

- Lodging Tax for February 2021 is \$8,656: a 17.90% decrease from January 2020.
- 2021 Year to Date is \$17,029

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

- Lodging Tax Income: \$25,465 actual vs YTD Budget \$13,254
- Total Income: \$25,469 actual vs YTD Budget \$13,359
- Net Ordinary Income: \$5,467 actual vs YTD Budget -\$13,034
- Net Income including Other Income: \$5,467
- Net Available Operating Funds as of 3/31/2021: \$68,848

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

- The Operating Account balance is \$104,846 compared to \$74,219 at 3/31/2020
- Money Market account balance (Opp & Reserve Funds combined) is \$73,330
- Reserve Fund Equity account is \$67,979 (interest earnings now included in Equity account); Opportunity Fund Equity account is now at \$5,350

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
April 21, 2021

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

Additional Discussion

- Erkko brought up perhaps revising the budget based on how everything is leveling out in the next few months since we took a conservative approach.
 - Andrea agreed with this suggestion and said June or July would be ideal timing.

5. Chamber & TCC Updates

- The Chamber applied for PPP funds and received those funds. Since a portion of Andrea's salary is pulled from the TCC side, we should see some income coming back once the loan is forgiven.
- Mark shared that [rock fall mitigation will be happening all summer long along Highway 133.](#)
- The Chamber will be doing print advertising in collaboration with Carbondale Arts and Carbondale Creative District for summer tourism.
- Andrea asked the group if we want host the next TCC Meeting, May 27th, at The Homestead. We could meet outside and wear masks inside if cold. Andrea will wait to hear from people and then make a decision.

6. 2021 Vision Statement

TCC MISSION

The Tourism Council of Carbondale's mission is to maintain a strong tourism economy by promoting the town.

DRAFT: TCC VISION

Carbondale Tourism will focus on the core values of sustainable tourism: promote smart growth and support local businesses; take pride in the unparalleled outdoor recreation and natural assets; celebrate and preserve our small town character and culture. The organization will also continue to uphold the Spirit of Sopris to residents and visitors in our community.

Thoughts

- Kellyn – Does the last sentence need to be included if we are going to use the tagline?
- Sue – Instead of THE Spirit of Sopris, use THIS Spirit of Sopris, referring to the values listed above. And eliminate the word “also”.

John motioned to approve the TCC vision with suggested edits from Sue, and Mark seconded the motion; the motion was approved.

7. Subcommittee Updates & Breakouts

- Partnership Committee: Taking inventory of all our assets with the Colorado Tourism Office to create a list of opportunities specific to Carbondale for a tourism event/ cross-promotions and collaborations that could bring farm experiences to bikers.

- Visitor Experience:
 - i. What does Dandelion Day look like? Presenting the Farm Map to the community. Will have a 10 x 10 Carbondale branded tent. Bring your own camp chair. Sarah-Jane to share a Google sheet with sign-up times.
 - ii. Also cover distribution. Sarah-Jane to put together a spreadsheet for distribution and we can divide and conquer. Timing will be after Dandelion Day. Sarah-Jane, Andrea, and Katie will package up the maps and prepare for delivery. This will include a brochure rack.

8. TCC New Business

- N/A

9. Items not on the agenda

- N/A

10. Adjourn

The meeting was adjourned at 9:17 am.

Respectfully Submitted,
Kellyn Wardell, Carbondale Arts