

CARBONDALE CHAMBER OF COMMERCE
TOURISM COUNCIL of CARBONDALE (TCC) MINUTES
October 28, 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
Jamie Wall, Town of Carbondale Rec Dept
Andrea Stewart, Carbondale Chamber Executive Director
Erkko Alm, Alpine Bank, Chamber Board Treasurer
John Runne, Runne & Associates, Chamber Board President
Contractor Sarah-Jane Johnson, TCC PR Contractor
Mark Hardin, Field-to-Fork Kitchen
Julie Warren, River Valley Ranch Golf & Homestead Bar and Grill
Shawn Brugge, Titan Digital, TCC Web Contractor
Sue Gray, Carbondale Historical Society
Emily Ravn, Carbondale Comfort Inn & Suites
Troy Hawks, Sunlight Mountain Resort
Taylor Rogers, FootSteps Marketing, TCC Web

Not In Attendance:

Renaë Gustine, Town of Carbondale Finance Director, Town Liaison
Marty Silverstein, Town of Carbondale Trustee Liaison
Jessi Rochel, Town of Carbondale Rec Dept
Kellyn Wardell, Carbondale Arts

Minutes:

1. The meeting was called to order at 8:00am.

2. Approve Meeting Minutes
The meeting minutes from the September 23 meeting were presented for approval. John Runne motioned to approve the meeting minutes, and Sue Gray seconded the motion; the motion was approved.

3. Financial Review:

Tourism Council of Carbondale
Treasurer's Report – Executive Summary
Period Ending September 30, 2021, Cash Basis

Lodging Tax Report – Town of Carbondale

- Lodging Tax for August 2021 is \$18,806: a 33.62% increase from August 2020.

- 2021 Year to Date is \$106,152

2 Month Lag on the lodging tax.

YTD P&L Actuals September 30, 2021 (Blue Column)

- Lodging Tax Income: \$104,438 actual vs YTD Budget \$54,418
- Total Income: \$104,919 actual vs YTD Budget \$55,184
- Net Ordinary Income: \$42,500 actual vs YTD Budget -\$28,746
- Net Income including Other Income: \$42,500
- Net Available Operating Funds as of 9/30/2021: \$105,881

Balance Sheet as of September 30, 2021 (Blue Column)

- The Operating Account balance is \$122,128 compared to \$55,103 at 9/30/2020
- Money Market account balance (Opp & Reserve Funds combined) is \$73,335
- 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, Erkkko Alm, Treasurer
October 22, 2021

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

Thank you!

Additional discussion:

- Tourism Stakeholder survey closes at the end of the month. Links will be on the agenda and on Carbondale.com.

4. Chamber & TCC Updates

- First Friday pays for Holiday lights every year in the roundabout and three trees throughout Carbondale. Lights cost \$7,500. Erkkko and Andrea are asking TCC to contribute up to \$2,500 towards the lights in addition to \$2,000 donation from Alpine Bank. Can look into additional revenue streams from around town for next year.

John Runne: Motion to appropriate money from the Tourism Council to fund the tree decorations. *Michelle Marlow* seconded the motion.

Andrea: This has been bid out – these trees are wide and tall and technical, so this does take extra work. Peter from West Side lighting will do the work. The garland is from Aspen Tree, and they pay for the storage.

- Please send any Board suggestions to Andrea soon.
- Draft Budget for will be for review in December and any approved Board Members
- Bylaw updates. Finalized next week.

Tourism Matters

(Sara-Jane): We want to help educate the community on the value of tourism. A monthly newsletter: inform how tourism is affecting our local community. Present the key highlights that the TCC is working on and our success stories. Key data points, sales tax, metric points, and economic value of tourism. Tourists are eating and dining, more than spending just lodging tax.

John Runne: Why do we begin with negative questions then to positive questions from the surveys? Strongly Disagree to Strongly Agree. *Sara-Jane:* Standard survey monkey format.

- Carbondale overall has positive feedback around tourism, which is different from the rest of Colorado

5. Destination Restart Brainstorm

- Formal partnerships with RFV destinations. Has not happened in any other place in Colorado. Stewardship council in the RFV. Responsible awareness campaign for the Valley. Emergency communication (if the passes are closed, how do we get consistent messaging out to the entire valley)
- \$10,000 in marketing funds. Can be used towards websites and marketing responsible awareness campaign.
- Please let Sara-Jane or Andrea know about any hot button topics in our valley.
- Workshop Tuesday Nov 9th

6. Industry Updates & Trends

- 30% of tourism-based organizations are volunteer based
- Aurora's Gaylord Hotel charges an additional \$2 dollar fee a night. They bring in an additional \$3,500-\$4,200 a day
- We will find out today about the Marketing Matching Grant. Potential \$56,000 total budget for the farm map.
- Farm map is a finalist for a tourism award at the Annual Governors Conference

7. Love Local Recap

- Recap on the website Categories: Agritourism, Farm Map, Dog Parks, Drink and Eat, etc.
- Landing page on "How to Carbondale". One page for everything
- Condense down the options more
- *John Runne:* What are the top 5 reasons come to Carbondale?
Emily: Most of the time they are visiting Glenwood Springs, Aspen and Maroon Bells. If there are Canyon closures or pass closures, visitors come here. Love Local needs to be on more websites.
Andrea: From website traffic, visitors are coming here and calling about Carbondale. Asking about Mountain Fair and festivals. We do get a lot of overflow from Glenwood, but we also have people who are seeking us out as a destination.

- *John Runne*: Calendar of events listed? Why Carbondale? We need to focus on why people are coming here. *Andrea*: We have a community Calendar (weekly yoga classes), as well as outside traffic events (Mtn Fair).
- *Emily*: Mountain Fair is a great event, but how is it marketed? Not many people know about Mountain Fair. Step up the Marketing? I think there are many people who should know about the event. (Kellyn will be the best to have an answer)
- *Sara-Jane*: Down in Custer County, they have a marketing grant program for their events in the community. Event planners can apply for a marketing grant from their Tourism Council. This could be the TCC Opportunity Funding. As a small Tourism organization, we never had the funds before.
Andrea: We used to do these grants (small). \$100-\$500. Funds were going towards chair rentals/port-a-potties instead of marketing. We can discuss a broader scope at another time.
- *Mark Hardin*: I don't always know about events in Town. Like the concert on the Golf Course.
Julie Warren: we did not want to overrun and fail our first event. We just didn't want to over market.

Emily: To bring attention to this Town, we could put some money in the right events. The events who bring in the most visitors. We also need to reach the visitors who are stuck here.

Michelle: We have RFPS out to contracts to help with this larger Strategic Planning. We have never had this before.

Sara-Jane: With this Restart destination program, we will have visitor data for the first time ever. We will finally know where they are going with the correct data. How do we balance marketing and management of our larger events?

8. TCC Idea sharing and updates

- Oktoberfest is no longer happening. Michelle discussed hosting a fall harvest fest. Signature event for Carbondale – market to other mountain towns. During a time where our Town needs tourism (October).
- *Sue Gray*: RVR history trail opened to the public this month. 30-35 people came to ribbon cutting, including the Thompson Family. Doesn't bring in any money, but brings in recognition to Historical Carbondale.
Visitors at the Mercantile had about 50% local and 50% tourists from other towns and states. Will close this Saturday, but will open back up in the Spring.
More marketing during the open season. Our only two museums are available during the summer months (June-October). 100 Visitors at the Dinkel Mercantile (only open Fridays and Saturdays July 4th to end of August, short on volunteers.

Only Saturdays in October. Thompson House Museum received 30 visitors this summer – only open by appointment.

- Julie & Troy: Partnership between RVR Golf and Sunlight: Free rounds of golf for the first 25 pass holders. In exchange, free soda pop passes. RVR Golf: 30,000 rounds at the Golf Course this year. More than doubled since Julie took over.
- Troy: Most likely another busy year. Snowmobile interest and Ski Swim and Stay interest is up. Season passes increased from last year. December 10th opening. Ribbon cutting for new stations. Colorado Energy Office Grant, Holy Cross, and Alpine Bank donated to new stations. Lower parking lot expansion. Free parking lot comes with 95% less mud. More visitors want to support local due to restrictions at larger resorts.
- 750 at Sunlight Oktoberfest. Promoted down in Denver. Visitors prefer to come here because its low key both summer and winter.

9. Subcommittee Updates & Breakouts :

Michelle: After Nov 9th we will have a strategic plan for Carbondale. Carbondale has been changing and COVID has made marketing difficult.

10. TCC New Business/Items Not on the Agenda

- Carbondale Rec Center Turkey Trot

11. Adjourn

The meeting was adjourned at 9:23am

Respectfully Submitted,
Jamie Wall
Town of Carbondale
Parks and Rec