

CARBONDALE CHAMBER OF COMMERCE
TOURISM COUNCIL of CARBONDALE (TCC) MINUTES
April 28, 2022, Third Street Center

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

In Attendance

TCC Chair Troy Hawks, Sunlight Mountain Resort
TCC Past Chair Michelle Marlow, Ascent Events
Sue Gray, Carbondale Historical Society
Kellyn Wardell, Carbondale Arts & Carbondale Creative District
Julie Warren, River Valley Ranch Golf & Homestead Bar and Grill
Mark Hardin, Field-to-Fork Kitchen
Sarah-Jane Johnson, Roadmap Consulting, TCC Contractor
Steve Skadron, CMC, Chamber Board President
Andrea Stewart, Carbondale Chamber Executive Director
Emily Ravn, Carbondale Comfort Inn & Suites
Erkko Alm, Alpine Bank
Kade Gianinetti
Derek Schimmel, Roadmap Consulting, TCC Contractor
Marty Silverstein, Town of Carbondale Trustee Liaison
Jamie Wall, Town of Carbondale Rec Dept (alternate: Jessi Rochel)

Not In Attendance:

Renaee Gustine, Town of Carbondale Finance Director, Town Liaison
Erica Sparhawk, Town of Carbondale Trustee Liaison

Agenda

1. The meeting was called to order at 8:02 am
2. TCC Board Idea Sharing and Updates
 - Flashback Film coming up at the Crystal Theatre on May 18, limit to 75 put on by the Carbondale Historical Society
 - July 22, 2022 ALC Foundation Benefit Concert at RVR: \$35 for general admission, kids 10 and under are free, food truck vendors, raised \$50k in 2021, hoping to raise \$100k this year
 - Family Block Party next Friday, May 4
 - Plosky's to open by June 1st Friday, soft opening in a couple of weeks
 - Kade had a meeting with a group of food grower stakeholders to bring the Rocky Mountain Food Collaborative to town, working on identifying a fundraising goal
3. Industry Updates
 - RFV Destination Alliance Updates
 - MMGY Portrait of American Travelers
 - Colorado prospects intend to be frequent travelers in 2022. 70% of Colorado prospects are more interested in taking a vacation this year compared to last year.
 - Colorado prospects intend to take more trips and spend about the same on leisure travel as non-prospects.
 - They expect to spend \$3,910 on overnight leisure travel over next 12 months.
 - Colorado Tourism Office

- Tourism Management Grant- approved!
 - [Meeting & Events Incentive Cash Rebate Program](#): This program provides a 10% cash rebate against eligible hard costs for hosting meetings and events in Colorado; Governor Polis recently extended program deadline to June 30, 2024.
 - [Colorado Concierge Program](#): free workforce-development resource to build your Colorado expertise.
4. Approve Meeting Minutes
The meeting minutes from the March 17 meeting were presented for approval. Erkko motioned to approve the meeting minutes, and Mark seconded the motion; the motion was approved.
5. Financial Review:

Tourism Council of Carbondale

Bookkeeper's Summary Report

Period Ending March 31, 2022, Cash Basis

Lodging Tax Report – Town of Carbondale

- Lodging Tax for January 2022 is \$16,667: a 99% increase over January 2021. January 2022 lodging tax is received by TCC in March 2022.
- Lodging Tax for February 2022 (\$15,644) is received by TCC in April 2022, so does not appear on March 2022 financial statements
- 2021 Total Lodging Tax (January-December 2021) is \$165,473

YTD P&L Actuals March 31, 2022 (Blue Column)

- Lodging Tax Income on P&L: \$43,113 Actual vs Budget \$32,000
- March 2022 Lodging Tax Income on P&L (\$16,667) is comprised of lodging tax collected in January 2022
- Total Income: \$43,149 Actual vs Budget \$32,193
- Net Ordinary Operating Income: \$14,250 Actual vs YTD Budget -\$2,118
- Net Income including Other Income & Other Expense: \$23,805 vs YTD Budget \$2,882
- Reserves are budgeted to be funded by an additional \$20,000 in 2022; Opp Fund is budgeted to be funded by \$15,000 at the end of 2022

Balance Sheet as of March 31, 2022 (Blue Column)

- The Operating Checking Account balance is \$105,689 compared to \$104,846 at 03/31/2021
- NOTE: the surplus cash in the Operating Checking Account is intended to be used to cover the 2022 budget deficit (this was reflected in the 2022 budget approval)
- Money Market cash account balance (Opportunity & Reserve Funds combined) is \$114,839 compared to \$73,331 at 03/31/2021
- Reserve Fund Equity account is \$87,986 (includes MM cash account interest earnings)
- Opportunity Fund Equity account is now at \$26,850; Opportunity Fund is budgeted to be fully used in 2022; Opp Fund is also budgeted to be funded by \$15,000 at the end of 2022
- Reserve Fund at 03/31/2022 (\$87,986) covers ~63%, or about 7.5 months, of 2022 Operating Expenses; Reserves are budgeted to be funded by an additional \$20,000 in 2022

Respectfully submitted, Heather Beach, Bookkeeper, April 26, 2022

Additional discussion:

- Emily shared that they are under renovation at Comfort Inn, so it's been difficult to tell if gas prices are affecting bookings

6. Chamber & TCC Updates

- Chamber
 - Business Confluence: Wednesday, September 21, 8am to 11am

- Marty shared how well the new Town Manager is doing and how she is working on connecting with the community. Marty may step down as a town representative and have one of the new trustees start coming to the TCC meetings.
 - TCC: NA
7. Carbondale Tourism Visioning Workshop Recap
 - Brand Pillars: place, community, respect
 - Think about how places are represented
 - Nuggets: I paused in Carbondale, We are outdoor recreation, Creative District, Agriculture/heritage, small town feel, Spirit of Sopris, We don't do that in Carbondale, Be better here, Come as you are, What are we doing? Affordable housing + Being inclusive
 - Shift to visitor information
 - Images to add mural (Stepping Stones by Armando Silva), individual photo (Latinx, rancher, why create), historic photo, how to protect our rivers (someone taking the temperature of the river)
 - Next step: how to put this out into the world
 8. Destination Management and Marketing Contractor Update
 - Strategy completed by the end of May
 9. TCC New Business
 - Marty to share affordable housing discussion dates, coming up in the next few months
 -
 10. Adjourn

The meeting was adjourned at 9:13 am

Respectfully Submitted, Kellyn Wardell, Carbondale Arts