

CARBONDALE CHAMBER OF COMMERCE
TOURISM COUNCIL of CARBONDALE (TCC) MINUTES
January 27, 2022, 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 Troy Hawks, Sunlight Mountain Resort
TCC Past Chair Michelle Marlow, Ascent Events
Erkko Alm, Alpine Bank
Kade Gianinetti
Sue Gray, Carbondale Historical Society
Mark Hardin, Field-to-Fork Kitchen
Emily Ravn, Carbondale Comfort Inn & Suites
Jamie Wall, Town of Carbondale Rec Dept (alternate: Jessi Rochel)
Kellyn Wardell, Carbondale Arts
Julie Warren, River Valley Ranch Golf & Homestead Bar and Grill
Sarah-Jane Johnson, Roadmap Consulting, TCC Contractor
Derek Schimmel, Roadmap Consulting, TCC Contractor
Marty Silverstein, Town of Carbondale Trustee Liaison
Steve Skadron, CMC, Chamber Board President
Andrea Stewart, Carbondale Chamber Executive Director

Not In Attendance:

Renaee Gustine, Town of Carbondale Finance Director, Town Liaison
Erica Sparhawk, Town of Carbondale Trustee Liaison
Brendan Matthias, FirstBank, Chamber Board Treasurer

Agenda

1. The meeting was called to order at 8:02 am
2. Introductions
 - Kade Gianinetti: born and raised in Carbondale, spent last 10 years in Denver opening restaurant concepts and working in architecture firms
 - Sarah-Jane Johnson: have been working with TCC for 8 years
 - Derek Schimmel: went to school with Sarah-Jane, will be a contract worker for Road Map Consulting
 - All TCC Members introduced as well as Chamber representatives
3. TCC Board Idea Sharing and Updates
 - Chamber on the Chair on March 1st at Sunlight: \$35 lift ticket for any member
 - 43rd Annual Valley Visual Art Show at The Launchpad: opening next First Friday
 - Light the Night with Love coming up February 11 and 12
4. Industry Updates
 - Figuring out how to mold the Farm Map Project for CCI grant process
5. Approve Meeting Minutes

The meeting minutes from the December 16 meeting were presented for approval. Kellyn motioned to approve the meeting minutes, and Erkko seconded the motion; the motion was approved.

6. Financial Review:

Tourism Council of Carbondale

Treasurer's Report – Executive Summary

Period Ending December 31, 2021, Cash Basis

Year-End Financials Subject to Change – books closed at end of January 2022

Lodging Tax Report – Town of Carbondale

- Lodging Tax for October 2021 is \$13,669: a 21.09% increase over October 2020.
- Lodging Tax for November 2021 is received by TCC in January 2022, so does not appear on 2021 financial statements
- 2021 Year-to-Date (January-November 2021) is \$149,667
- TCC Lodging Tax checks from the Town of Carbondale are received 2 months after lodging tax is collected by Town; the amount is always unknown until the Town calculates & mails the check

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

- Lodging Tax Income on P&L (Jan-Dec 2021): \$156,118 actual vs YTD Budget \$75,000 (budget was low primarily due to Town's low pandemic-related projections for lodging tax for 2020, 2021)
- January through December 2021 Lodging Tax Income on P&L (\$156,118.32) is comprised of taxes collected in Nov-Dec 2020 (\$17,091.78) plus taxes collected in Jan-Oct 2021 (\$139,026.54)
- Total Income: \$156,600 actual vs YTD Budget \$76,022
- Net Ordinary Income: \$63,605 actual vs YTD Budget -\$33,552
- Net Income including Other Income: \$18,605
- Board voted to aggressively fund Reserves (by \$20k) & Opportunity Fund (by \$25k) at year end 2021
- Net Available Operating Funds as of 12/31/2021: \$81,986

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

- The Operating Checking Account balance is \$81,887 compared to \$66,469 at 12/31/2020
- Money Market cash account balance (Opportunity & Reserve Funds combined) is \$118,336
- Reserve Fund Equity account is \$87,986 (includes MM cash acct interest earnings); Opportunity Fund Equity account is now at \$30,350
- Reserve Fund at 12/31/2021 covers ~63%, or about 7.5 months, of 2022 Operating Expenses

Respectfully submitted, Heather Beach, Bookkeeper, January 25, 2022

Additional discussion:

- Collections in January (December Sales) were \$15,791.70. An increase of 61.7% from the prior year.
- Successfully balanced out 2021 Colorado Creative Corridor Grant
- Emily shared that XGames business was surprisingly lower due to a change in XGames programming. Although late winter and spring bookings are looking up.

7. Chamber & TCC Updates

- Chamber
 - Moving forward with a new board as well
 - Giveaway on Post Independent (900 people entered): click-through rate was 4%, able to increase newsletter contact list, ages women 45 and up

- Conversation with Michael at Carbondale Arts to work with Michael Stout and their youth programming on sustainable efforts
 - TCC
 - NA
8. Destination Management Plan + Overview
- Shift DMO to DMMO's to Visitor Management + Partnerships & Capacity Building
 - Carbondale Tourism New Approach: championing the value of tourism, responsible visitation messaging, collaborating regionally to drive Carbondale's economy, developing crisis planning and resilience programs, incorporating DEI, and creating strategies to address carrying capacity
 - Phase 1: destination assessment
 - Phase 2: advising destination management strategy
 - Phase 3: destination rebrand, will work with Rainy Day Design
 - Phase 4: creation of a solid marketing plan, TCC has not had one in long time
 - Q&A
 - From Mark: Town of Carbondale and Carbondale Chamber messaging are really different & the important Carbondale events are not reflected on the website
 - From Kellyn: how will the TCC be included in the reset & able to give feedback
 - From Kade: critical to align TCC with P&Z and other contract companies that work on all things Carbondale
9. TCC New Business
- NA
10. Adjourn
- The meeting was adjourned at 9:00 am

Executive Session: Finalize TCC Contract with Roadmap Consulting

- Awarded a \$40,000 contract to Road Map Consulting, \$5,000 to a website rebrand, marketing budget is \$20,000
 - Option to go up to \$48,000
- Mark is concerned that marketing is not set to begin until March when it is needed now. Kade seconds this concern.

Troy makes a motion to approve the rate increase to the full \$48,000 meeting minutes, and Sue seconded the motion; the motion was approved.

Adjourn

The meeting was adjourned at 9:13 am. Troy motioned to adjourn the meeting, Kade seconded the motion.

Respectfully Submitted, Kellyn Wardell, Carbondale Arts