

CARBONDALE CHAMBER OF COMMERCE
TOURISM COUNCIL of CARBONDALE (TCC) MINUTES
March 17, 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
Mark Hardin, Field-to-Fork Kitchen
Kellyn Wardell, Carbondale Arts
Julie Warren, River Valley Ranch Golf & Homestead Bar and Grill
Sarah-Jane Johnson, Roadmap Consulting, TCC Contractor
Steve Skadron, CMC, Chamber Board President
Renaee Gustine, Town of Carbondale Finance Director, Town Liaison
Andrea Stewart, Carbondale Chamber Executive Director
Emily Ravn, Carbondale Comfort Inn & Suites
Jamie Wall, Town of Carbondale Rec Dept (alternate: Jessi Rochel)
Derek Schimmel, Roadmap Consulting, TCC Contractor
Erica Sparhawk, Town of Carbondale Trustee Liaison

Not In Attendance:

Erkko Alm, Alpine Bank
Kade Gianinetti
Marty Silverstein, Town of Carbondale Trustee Liaison
Brendan Matthias, FirstBank, Chamber Board Treasurer

Agenda

1. The meeting was called to order at 8:04 am
2. TCC Board Idea Sharing and Updates
 - Smiling Goat Ranch is putting on 5k and Awareness Walk called Healing Hoof It on April 1st Friday
 - Tickets are on sale for 5Point Film Fest, back in person
 - Historical Society is going to show *Flashback* at Crystal River Theatre and open a filming opportunity in the cabin, showing little, short films that show our history
 - RVR Golf Course will be back open in April, Homestead will be back open April 1st
 - Carbondale Creative District is hosting Business After Hours with co-sponsor Youth Entity on April 20
 - Kula Yoga is open, temporary certificate of occupancy soon for Plosky's
3. Industry Updates
 - Roaring Fork Destination Alliance created to have a shared voice regionally for the tourism industry and create communication tools to share the same accurate information via crisis communication training, which will happen in April, sponsored by Snowmass Tourism
 - Next campaign will be responsible tourism
 - Submitted Tourism Management Grant to Colorado Tourism Office, should hear back in a week
 - Photo grant project will take place in the fall

4. Approve Meeting Minutes

The meeting minutes from the February 24 meeting were presented for approval. Kellyn motioned to approve the meeting minutes, and Sue seconded the motion; the motion was approved.

5. Financial Review:

Tourism Council of Carbondale

Bookkeeper's Summary Report

Period Ending February 28, 2022, Cash Basis

Lodging Tax Report – Town of Carbondale

- Lodging Tax for December 2021 is \$15,806: a 61.86% increase over December 2020. December 2021 lodging tax is received by TCC in February 2022.
- Lodging Tax for January 2022 (\$16,667) is received by TCC in March 2022, so does not appear on February 2022 financial statements
- 2021 Total Lodging Tax (January-December 2021) is \$165,473

YTD P&L Actuals February 28, 2022 (Blue Column)

- Lodging Tax Income on P&L: \$26,447 Actual vs Budget \$21,333
- February 2022 Lodging Tax Income on P&L (\$15,806) is comprised of taxes collected in December 2021
- Total Income: \$26,480 Actual vs Budget \$21,337
- Net Ordinary Operating Income: \$6,515 Actual vs YTD Budget -\$5,070
- Net Income including Other Income: \$12,045 vs YTD Budget \$4,930
- 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 February 28, 2022 (Blue Column)

- The Operating Checking Account balance is \$93,930 compared to \$101,082 at 02/28/2021
- 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 \$114,838 compared to \$76,830 at 02/28/2021
- Reserve Fund Equity account is \$87,986 (includes MM cash acct interest earnings)
- Opportunity Fund Equity account is now at \$26,850; Opportunity Fund is budgeted to be used in 2022; Opp Fund is also budgeted to be funded by \$15,000 at the end of 2022
- Reserve Fund at 02/28/2022 (\$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, March 15, 2022

Additional discussion:

- Carbondale's Lodging Tax has gone up \$100,000 in 10 years due to capacity (additional of short-term rentals), increase in rates, and increase in traffic yet we have one of the lowest lodging taxes at 2%
 - Currently there are 68 Short-term rentals, all we need to apply for a license, must be primary residence, not an investment home, then after reviewing applications, will create next steps
- If we would like to submit a suggested increase, council or a signed petition can add to the voting ballot, but first we need to education on smart tourism and do a great job in the current market

6. Chamber & TCC Updates

- Chamber
 - Business Confluence in event will include a Comp Plan discussion in September
- TCC
 - NA

7. Destination Management and Marketing Contractor Update

- Final plan will be delivered in May
- Product Development Strategy for Roaring Fork Culinary & Agritourism completed by Roadmap Consulting, if this is grant is received, project will start in May
- Driving Destination Awareness is critical
- Website content has been handed over from Titan Digital Marketing and can now be re-created, build out a dining page, an interactive home page, content needs to be refreshed every few weeks, and be seasonal
- The council will be provided with a copy of their presentation

8. Prospective Event: Fork + Farm Farm Fest, Michelle, 9:10am-9:20am

- Agritourism, sustainable tourism, volunteer tourism, October 14-16 held date
- Goals: support small farming, local food, business, retailers, support agritourism development, establish a new revenue stream, broadcast work and goals of Tourism Council
- Suggested itinerary: Friday – get credentials, mini-taste of Carbondale, Saturday – tour farms, Sunday – yoga, other activation
- Attract the kind of tourists that we want, for example: guided mountain bike rides, history tour
- Michelle is happy to take the lead but would like a strong committee and/or volunteers from the Chamber
- Budget: \$15,000 can use for the event with the opportunity for sponsorship
- Mark makes a motion to move forward with the Fork + Farm Fest and utilize the \$15,000 budget set aside, Emily seconded; the motion was approved.

9. TCC New Business

- All are welcome to come by Plosky's for a tour
- Topic for next meeting: parking – being clearer with signage to support tourism
- Sue makes an ask for more people to join the Potato Day Committee, looking for help with fundraising

10. Adjourn

The meeting was adjourned at 9:36 am

Respectfully Submitted, Kellyn Wardell, Carbondale Arts