



Tourism Council of Carbondale (TCC) Meeting  
Thursday, January 26, 2023, 8am, Third Street Center & Zoom

**TCC Mission:**

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

**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 continue to uphold this Spirit of Sopris to residents and visitors in our community.

**In Attendance/Not In Attendance**

Julie Warren, River Valley Ranch Golf & Homestead Bar and Grill

TCC Past Chair Michelle Marlow, Ascent Events

Erkko Alm, Alpine Bank

Tanner Gianinetti, Spring Creeks Ranch

Sue Gray, Carbondale Historical Society

Mark Hardin, Field-to-Fork Kitchen

Emily Ravn, Carbondale Comfort Inn & Suites

Chris Reichel, REVEL Bikes/WhyCycle

Michael Stout, Carbondale Arts & Carbondale Creative District

Jamie Wall, Town of Carbondale Rec Dept

Sarah-Jane Johnson, Roadmap Consulting, TCC Contractor

Derek Schimmel, Roadmap Consulting, TCC Contractor

Steve Skadron, CMC, Chamber Board President

Christy Chicoine, Town of Carbondale Finance Director, Town Liaison

Marty Silverstein, Town of Carbondale Trustee Liaison

Erica Sparhawk, Town of Carbondale Trustee Liaison

Andrea Stewart, Carbondale Chamber Executive Director

**Agenda:**

1. The meeting was called to order at 8:12 am by Julie Warren
2. Welcome, Introductions & Board Member Updates: Julie
  - New Board Member Introductions: Tanner & Christy
  - Board Member Updates
    - **Julie:** RVR Golf Club is taking over the management of The Ranch at Roaring Fork Golf Club. RVR was also awarded the #2 Public Golf Course in the State by Golf Pass; Concert set for Friday, July 21, 2023 – band TBA
    - **Mark:** Partnering with Michelle/Ascent on a series of private dinners for Aspen Valley Land Trust (May-October) – will bring increased awareness to our lands

- **Michael:** Carbondale Arts is showcasing the Valley Visual Art Show through February 23, 2023. The show has over 60 artists – very diverse with great local talent; selling tickets for the Green is the New Black Fashion Show – they are going fast - March 9-11. This will be the first time the event has been held in 3 years. The Carbondale Salon hosted by Alya Howe tickets now on sale. Sarah Coons has been hired as Carbondale Art’s new operations manager
- **Sarah-Jane:** Requested TCC members send her information about public events to add to the website
- **Steve:** The Chamber Board has 13 members – 5 which are new. All economic sectors from across Carbondale are represented on the board currently
- **Andrea:** Awards for Business of the Year were presented: For-Profit: Alpine Bank and Non-Profit: Aspen Valley Land Trust; Sopris Sun will have an announcement

3. Approve Meeting Minutes

The meeting minutes from the December 15, 2022 meeting were presented for approval. Tanner motioned to approve the meeting minutes, and Sue seconded the motion; the motion was approved.

4. Financial Review:

Tourism Council of Carbondale

**Bookkeeper’s Summary Report**

Period Ending December 31, 2022, Cash Basis

**Lodging Tax Report – Town of Carbondale**

- Lodging Tax for October 2022 is \$15,627, an 14% increase over October 2021. October 2022 lodging tax is received by TCC in December 2022.
- Lodging Tax for November 2022 is received by TCC in January 2023, so does not appear on December 2022 financial statements; it has not been received as of the date of this report.
- 2021 Total Lodging Tax (January-December 2021) is \$165,473

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

- Lodging Tax Income on P&L: \$200,373 Actual vs Budget of \$128,000
- December 2022 Lodging Tax Income on P&L (\$15,627) is comprised of lodging tax collected in October 2022
- Total Income: \$201,049 Actual vs Budget of \$128,772
- Net Ordinary Operating Income: \$41,615 Actual vs Budget -\$11,470
- Net Income including Other Income & Other Expense: \$21,278 vs Budget -\$46,470
- Reserves were funded by an additional \$20,000 in 2022, per budget; Opp Fund was funded by \$15,000 at the end of 2022, per budget

**Balance Sheet as of December 31, 2022 (Blue Column)**

- The Operating Checking Account balance is \$103,164 compared to \$81,887 at 12/31/2021
- 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 \$128,203 compared to \$118,337 at 12/31/2021
- Reserve Fund Equity account is \$108,028 (includes MM cash account interest earnings; \$20,000 to Reserve Fund from Operating Checking was recently transferred, per budgeted 2022 funding)
- Opportunity Fund Equity account is now at \$20,174 (\$15,000 to Opp Fund from Operating Checking was recently transferred, per budgeted 2022 funding)

- Reserve Fund at 12/31/2022 (\$108,028) covers ~77%, or about nine months, of 2022 Operating Expenses

Respectfully submitted, Heather Beach, Bookkeeper, January 24, 2023

Additional discussion:

- Andrea provided TCC financial background for new members including: process and voting regulations; advised that TCC is funded by a 2% lodging tax; there is a 2 month lag in reconciliation of those funds; we have 9 months operations in reserve, so we will not be funding that in 2023; operation fund is for partner programming
- The 2023 budget was approved at the December meeting
- Unofficial lodging tax for November 2022 is: \$10,443 (flat from 2021); YTD \$184,370 (up 23.5% from 2021)

5. Town of Carbondale Updates

- This agenda item was not discussed

6. 2022 TCC Year in Review

- Sarah-Jane: Roadmap
  - Shared a PPT presentation recapping highlights of 2022 for the TCC – the first ever report of this type
  - Will be sending to TCC for review/comment
  - Report will live on website and be shared with the TOC BOT
  - Provided baseline data
  - Reviewed metrics to measure Tourism; budget summary
  - 1/3 of Chamber members are tourism related businesses
  - Charts to track lodging tax income and sales tax – which are similar; intimates that tourists don't just come to stay, they spend money in our town
  - TCC Brand Pillars: place, respect, community
  - Summary of activity and initiatives
  - Highlights: PR, media outreach, print advertising, partnerships
  - Working to get better metrics

7. Committee Updates:

- Roaring Fork Valley Agritourism Development Project : Sarah-Jane
  - Steering Committee: Michael, Mark, Sue & Jamie
  - Helping to develop new initiatives
  - Tourism Stakeholder Survey sent out
  - Agritourism workshop planned for March
  - Visitor Guide by end of April (Sarah Uhl)
  - Receiving support from Roaring Fork Leadership
  - Working with the Farm Collaborative – hoping for feature in Edible Aspen
- Farm Fest: Michelle
  - October 13-15, 2023
  - Idea behind event was to bring the Farm Map to life
  - Some schedule changes and more community (free/cheap) events to be included
  - Develop programmatic elements around FF to entice locals to stay in town during Fall Break (race, hotel deals, music, etc)
  - Planning to begin in early February

8. TCC New Business/Items Not on the Agenda

- **Sarah-Jane:** Contracting team working on 2023 plan
- **Christy:** BOT passed an ordinance for STR tax – in full effect April 1, 2023; Bag Fee scheduled for discussion at next BOT meeting in February. Bag fee would effect (most) businesses in Carbondale. \$0.20 fee proposed (\$0.10 toward state/ addtl \$0.10 to Carbondale Bag Fund/recycling)
- **Tanner:** Overview of Spring Creeks Ranch. Longtime local family; family-owned & operated Event Facility (since 2019), Fly-Fishing & Equestrian Center. Interested in collaborating more with the community for events at SCR. SCR hosted Farm Fest and has an annual concert. Looking at a possible concert series in 2023. Mid-week availability is good (seminars, social events). Some weekend availability exists. Looking forward to collaborations and partnerships

9. Adjourn

The meeting was adjourned at 9:18 am.

Respectfully Submitted,  
Michelle Marlow, Ascent Events