



Tourism Council of Carbondale (TCC) Meeting
Thursday, August 25, 2022, In-person

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

TCC Chair Troy Hawks, Sunlight Mountain Resort
TCC Past Chair Michelle Marlow, Ascent Events
Mark Hardin, Field-to-Fork Kitchen
Emily Ravn, Carbondale Comfort Inn & Suites
Jamie Wall, Town of Carbondale Rec Dept
Kellyn Wardell, Carbondale Arts & Carbondale Creative District
Julie Warren, River Valley Ranch Golf & Homestead Bar and Grill
Sarah-Jane Johnson, Roadmap Consulting, TCC Contractor
Andrea Stewart, Carbondale Chamber Executive Director
Steve Skadron, CMC, Chamber Board President

Not In Attendance:

Sue Gray, Carbondale Historical Society
Erkko Alm, Alpine Bank
Kade Gianinetti, The Way Home
Rena Gustine, Town of Carbondale Finance Director, Town Liaison
Erica Sparhawk, Town of Carbondale Trustee Liaison
Marty Silverstein, Town of Carbondale Trustee Liaison
Derek Schimmel, Roadmap Consulting, TCC Contractor

Agenda

1. The meeting was called to order at 8:04am

2. TCC Board Idea Sharing and Updates
 - Upcoming Spring Creek Ranch concerts this weekend
 - Comfort Inn update: leisure travel down, people are doing one big trip per year
 - Chamber Update: Katie is leaving her role as Office Manager, now hiring
 - Carbondale Arts Garden Music Series tonight at Third Street Center, announced new Executive Director: Jamie Abbott, new event to celebrate Amy and Fashion Show on September 10 at Craft Coffee

- Our Town, One Table was really successful, there were 91 tables reserved and about 750 people. Raised \$10,000 in sponsors for Potato Day on October 1.
3. Industry and Colorado Tourism Office Updates
 - Gov Con (September 21-23): CTO annual conference 600 people, Ballet Folklorico will be there, all of the Chambers will be there. Andrea to share the schedule of events.
 4. Approve Meeting Minutes

The meeting minutes from the July 28 meeting were presented for approval. Julie motioned to approve the meeting minutes, and Michelle seconded the motion; the motion was approved.

5. Financial Review:

Tourism Council of Carbondale

Bookkeeper's Summary Report

Period Ending July 31, 2022, Cash Basis

Lodging Tax Report – Town of Carbondale

- Lodging Tax for May 2022 is \$12,487: a 9.9% increase over May 2021. May 2022 lodging tax is received by TCC in July 2022.
- Lodging Tax for June 2022 (\$18,198) is received by TCC in August 2022, so does not appear on July 2022 financial statements
- 2021 Total Lodging Tax (January-December 2021) is \$165,473

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

- Lodging Tax Income on P&L: \$100,002 Actual vs Budget \$74,667
- July 2022 Lodging Tax Income on P&L (\$12,487) is comprised of lodging tax collected in May 2022
- Total Income: \$100,466 Actual vs Budget \$75,054
- Net Ordinary Operating Income: \$7,117 Actual vs YTD Budget -\$12,570
- Net Income including Other Income & Other Expense: \$26,773 vs YTD Budget \$14,430
- 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 July 31, 2022 (Blue Column)

- The Operating Checking Account balance is \$108,653 compared to \$106,261 at 07/31/2021
- 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 \$114,843 compared to \$73,333 at 07/31/2021
- 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 07/31/2022 (\$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, August 25, 2022

Additional discussion:

- Renee is retiring September 2 and the new person is training this week and taking over.
- Renee reported that the Lodging Tax Income for July was \$25,131.45, increase of 16.9% over 2021

6. Town of Carbondale Updates

- NA

7. Chamber & TCC Updates

- Chamber

- Business Confluence: Wednesday, September 21, 8am to 11am at Third Street Center
 - Business After Hours same evening at COVENTURE
- Chamber Ski Pass Savings: Passes now on sale!
- Steve shared that the Chamber reorganized the Chamber budget and it is currently \$30,000 in the deficit but there is a 3-year plan to get that amount back up

- TCC:

- Draft budget will be ready for review by TCC in October
- Start thinking about new board members for next three-year term
- Friendly reminder that members can miss up to three TCC meetings and then if a 4th meeting is missed, members will be excuse themselves
- Lodging Tax Discussion
 1. Emily shared her point of view as well as hospitality partners on the lodging tax increase and how it came up too fast and without enough communication.
 2. Mark shared that we need to focus on the seven trustees who make the vote before it goes to the ballot.
 3. Andrea shared that for now an increase in lodging tax will not be on the ballot, only the increase in support for housing. This topic will be revisited in November and December.

8. Contractor Updates:

- Website is being updated, includes Take It Easy branding, intuitive mapping and it will be live within the next 10 days
- During Gov Con week, Road Map Consulting is hosting the CTO Management Team for a valley farm tour

9. TCC New Business/Items Not on the Agenda

- September 22nd TCC Meeting will not require attendance, but rather an email update so that Andrea and TCC Members can attend the Gov Con in Snowmass.
- Farm Fest is coming up, October 14-16 – bringing the Farm Map to life
 - Friday: Check In | Saturday 9 am – 1 pm: Farm tours and lunch at Springs Creek Ranch, Specials at night | Sunday: recreational type activities
 - Goal this year is to get partners to be a part of the event

10. Adjourn

The meeting was adjourned at 9:28 am.

Respectfully Submitted,
Kellyn Wardell