



Tourism Council of Carbondale (TCC) Meeting
Thursday, December 15, 2022, 8am, Third Street Center

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

TCC Chair Troy Hawks, Sunlight Mountain Resort

TCC Past Chair Michelle Marlow, Ascent Events

Emily Ravn, Carbondale Comfort Inn & Suites

Jamie Wall, Town of Carbondale Rec Dept

Michael Stout, Carbondale Arts & Carbondale Creative District

Erkko Alm, Alpine Bank

Mark Hardin, Field-to-Fork Kitchen

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

Kade Gianinetti, The Way Home

Sue Gray, Carbondale Historical Society

Sarah-Jane Johnson, Roadmap Consulting, TCC Contractor

Steve Skadron, CMC, Chamber Board President

Derek Schimmel, Roadmap Consulting, TCC Contractor

Marty Silverstein, Town of Carbondale Trustee Liaison

Erica Sparhawk, Town of Carbondale Trustee Liaison

Andrea Stewart, Carbondale Chamber Executive Director

Christy Chicoine, Town of Carbondale Finance Director, Town Liaison

Agenda:

1. The meeting was called to order at 8:02am by Troy Hawks

2. TCC Board Idea Sharing and Updates
 - Michael: Deck the walls, pop up holiday market, Christmas carolers. Valley Visual opens next month. Getting ready for Fashion Show.
 - Jamie: Turkey Trot had 500 participants and was a successful event. Rec Center is busy with everyone moving indoors and youth programs amping up.
 - Troy Hawks: Snow cam is broken, but good week of snow. Anticipating a busy Christmas
 - Sue: Cabin Museum is closed for the winter, but Thompson House is open by appointment. Spending the winter months with archiving. Movies playing in the winter.

3. Industry and Colorado Tourism Office Updates, Andrea, 8:10am-8:15am

- Industry Updates
 - [There's a crappy situation in Colorado's backcountry: too many pooping hikers](#)
 - [More than a dozen high-country counties in Colorado passed affordable housing ballot measures](#)
 - [Forecast finds state economy still slowing](#)
- Colorado Tourism Office Updates:
 - Care for Colorado quarterly meeting recap

4. Approve Meeting Minutes

The meeting minutes from the November 17 meeting were presented for approval. Michael Stout motioned to approve the meeting minutes, and Mark Hardin seconded the motion; the motion was approved.

5. Financial Review:

Tourism Council of Carbondale

Bookkeeper's Summary Report

Period Ending November 30, 2022, Cash Basis

Lodging Tax Report – Town of Carbondale

- Lodging Tax for September 2022 is \$21,357, an 11% increase over September 2021. September 2022 lodging tax is received by TCC in November 2022.
- Lodging Tax for October 2022 is received by TCC in December 2022, so does not appear on November 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 November 30, 2022 (Blue Column)

- Lodging Tax Income on P&L: \$184,746 Actual vs Budget of \$117,333
- November 2022 Lodging Tax Income on P&L (\$21,357) is comprised of lodging tax collected in September 2022
- Total Income: \$185,412 Actual vs Budget of \$117,916
- Net Ordinary Operating Income: \$33,632 Actual vs Budget -\$14,422
- Net Income including Other Income & Other Expense: \$42,712 vs Budget -\$922
- 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 November 30, 2022 (Blue Column)

- The Operating Checking Account balance is \$124,570 compared to \$138,589 at 11/30/2021
- 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 \$99,865 compared to \$73,336 at 11/30/2021
- Reserve Fund Equity account is \$87,986 (includes MM cash account interest earnings)
- Opportunity Fund Equity account is now at \$11,850 (\$15,000 from Opp Fund was recently transferred per budget for the Farm Fest event); 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 11/30/2022 (\$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, December 14, 2022

The TCC Budget for 2023 was presented for approval. Michael Stout motioned to approve the budget, and Michelle Marlow seconded. No further discussion was had; the motion was approved. Emily Raven abstained.

Additional discussion:

- \$10,000 media spending. Troy looked more into the spending for the media, and we will have more analytics and end of campaign information. In the past, TCC has always shown ROI.
- Sarah: We will have a 12-month report and will be able to present in January.
- Andrea: Going back to the Pink Bike Campaign, they still use at the Colorado Welcome Center in Fruita.
- Sarah: Farm Map funds need to be spent by May 5th.

6. Town of Carbondale Updates

This agenda item was not discussed.

7. Chamber & TCC Updates

- Chamber:
 - Steve: Our gross member income is slightly up from last year. Executive committee awarded bonuses for the staff. Andrea is getting a new computer system. In regard to affordable Housing, the Town is hiring a consultant to assess the needs of the town of affordable units. Chamber Board will be expanding 5 members and have more diversity. Retail, Food and Beverage, Arts and Creative.
- TCC:
 - Update to 2023 Slate of Candidates
 1. TCC Chair Next year: Troy suggested Julie Warren serve as Chair for 2023 TCC. Sue Grey motioned to approve Julie as 2023 Chair, and Michael seconded. The motion was approved.
 2. WeCycle will not be joining the board in 2023, as Jacob is no longer with the organization.
 3. Revel Bikes will have Chris and an alternate for a board member position
 4. Ashley with Valley View Hospital will be joining the Chamber Board rather than TCC.
- Chamber Office Hours: updated to Monday-Thursday, 9am-4pm.

8. Contractor Updates:

- Sarah-Jane: Winter Season Press Release, looking forward at 2023. Looking at what the next campaign will look like in the following 12 months. Reports on all of our efforts. We want to look at how to increase our outreach for our lodging partners. Round table meeting in February or March on how to partner and market with them. Get feedback from lodging communities. Roll Take it Easy in the first quarter of 2023 and see it everywhere. Farm project: adjusting timeline and included the Roaring Fork Leadership Team to oversee the project.
- Sarah Uhl is still involved with the Farm Map project
- Michael Stout: We still use the Farm Map with CCD. Collaboration between the two are important. In May we plan to host a meeting with all local creatives & funders from front range.
- Roaring Fork Leadership Team will decide between digital and print options
- Sarah-Jane was a representative of the TCC with the Roaring Fork Leadership Team

9. TCC New Business/Items Not on the Agenda

- Mark Hardin: Will TCC ever consider Tik Tok for social media? There is a shift in what people are using. Is this something we should engage more on REELS / Tik Tok. Tourism perspective. Getting images from events and making a REEL. Sarah: we have engaged with a social media strategist, and we are re designing our social media soon. We need to have social media to drive interaction to our website.
- Mark Hardin: We should look into the strategist.

- Emily: If we have a social media person, it needs to be done well. No bookings during XGames, new owners, no musicians announced.
- The next TCC meeting will be held on Thursday, January 26, 2023, 8am, Third Street Center.

10. Adjourn

The meeting was adjourned at 9:04am. Michael Stout motioned and Mark Hardin second.

Respectfully Submitted,
Jamie Wall, Town of Carbondale Recreation