



Tourism Council of Carbondale (TCC) Meeting
Thursday, July 28, 2022, 8am, 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

TCC Chair Troy Hawks, Sunlight Mountain Resort
TCC Past Chair Michelle Marlow, Ascent Events
Erkko Alm, Alpine Bank
Mark Hardin, Field-to-Fork Kitchen
Kade Gianinetti, The Way Home
Emily Ravn, Carbondale Comfort Inn & Suites
Jamie Wall, Town of Carbondale Rec Dept
Andrea Stewart, Carbondale Chamber Executive Director
Sue Gray, Carbondale Historical Society
Sarah-Jane Johnson, Roadmap Consulting, TCC Contractor
Derek Schimmel, Roadmap Consulting, TCC Contractor
Rena Gustine, Town of Carbondale Finance Director, Town Liaison
Marty Silverstein, Town of Carbondale Trustee Liaison
Steve Skadron, CMC, Chamber Board President

Not In Attendance:

Kellyn Wardell, Carbondale Arts & Carbondale Creative District
Julie Warren, River Valley Ranch Golf & Homestead Bar and Grill
Erica Sparhawk, Town of Carbondale Trustee Liaison

Agenda

1. The meeting was called to order at 8:02am
2. TCC Board Idea Sharing and Updates
 - Troy: Chamber on the Chair Event, discounted opportunity on the mountain for all chamber members throughout the Valley, Ideas for growing the event? Labor Day Disc Golf Tournament coming up.
 - Jamie: Farmers Market doing well, vendors are doing same or better than last year. Our Town One Table on August 21st, still accepting table reservations. Continuing to seek Potato Day Sponsorships, currently at \$3,000 and hoping to raise \$10,000

- Sue: No longer on the Historical Society Board, now on a paid position with the Historical Society. Cabin open on Saturdays 12pm-4pm. Thompson House Museum available by appt only.
- Erkkko: Fed Interest rates raise $\frac{3}{4}$ point.

3. Industry and Colorado Tourism Office Updates

- Tourism rebounds vs. front range
- Reimagine Destination Program
- Creative Assets, \$30,000 (photography and video)
- Continue with Surveys in our community to understand our priority issues and how can we support that

4. Approve Meeting Minutes

The meeting minutes from the June 23 meeting were presented for approval. Michelle motioned to approve the meeting minutes, and Mark seconded the motion; the motion was approved.

5. Financial Review:

Tourism Council of Carbondale

Bookkeeper's Summary Report

Period Ending June 30, 2022, Cash Basis

Lodging Tax Report – Town of Carbondale

- Lodging Tax for April 2022 is \$11,910: a 37% increase over April 2021. April 2022 lodging tax is received by TCC in June 2022.
- Lodging Tax for May 2022 (\$12,487) is received by TCC in July 2022, so does not appear on June 2022 financial statements
- 2021 Total Lodging Tax (January-December 2021) is \$165,473

YTD P&L Actuals June 30, 2022 (Blue Column)

- Lodging Tax Income on P&L: \$87,515 Actual vs Budget \$64,000
- June 2022 Lodging Tax Income on P&L (\$11,910) is comprised of lodging tax collected in April 2022
- Total Income: \$87,766 Actual vs Budget \$64,386
- Net Ordinary Operating Income: \$24,940 Actual vs YTD Budget -\$4,235
- Net Income including Other Income & Other Expense: \$45,570 vs YTD Budget \$22,765
- 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 June 30, 2022 (Blue Column)

- The Operating Checking Account balance is \$127,451 compared to \$106,945 at 06/30/2021
- 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 \$114,842 compared to \$73,333 at 06/30/2021
- 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 06/30/2022 (\$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, July 25, 2022

Additional discussion:

- Renee shared that lodging number for July collections to date are \$18,198.01 which is a 7.1% increase from 2021.

6. Town of Carbondale Updates

- Lodging Tax Increase discussion at BOT meeting. 1%, 2%, 3% options. BOT decided to go against the lodging tax increase, but instead a 6% STR tax increase.
- Marty: Hard to compare lodging tax for the last few years, you need to compare to 2018. We require all STR to have a license. Different requirements for owner occupied and non-owner-occupied units. Town ordinances on how many people can be in each bedroom. Compared to other places in Colorado. 6% was unanimously approved (will be on the ballot in November), still less than many other communities across the country. Didn't want two different local tax issues on the ballot at the same time. Address lodging tax another time. Communities around us are raising
- Gateway RV Park: Collect lodging tax
- Sarah-Jane: What does the community want to see for the use of the increase tax. There are other ways to increase our funding, instead of lodging tax increase

7. Chamber & TCC Updates

- Chamber
 - Business Confluence: Wednesday, September 21, 8am to 11am
- TCC:
 - No additional updates.

8. Contractor Updates:

- Sarah-Jane: Finalized New Branding/Take it Easy. Included on collateral pieces: Ball caps, poop bags, t-shirts. Press releases, launches on website later in August.
- Andrea: Previewed at Trustees meeting, very well received.
- Jamie: Where can people buy local products? (Cabin, Launchpad, Aloha, Independence Run and Hike, Lulubelle, etc)
 - Mark expressed interest in carrying merchandise at the Deli
- Website Development Update : Launches at the end of August.
- Derek: Send website live one week before Labor Day. New content with interviews with different stake holders. New color schemes.
- Sarah-Jane: This website will help tourists and support local businesses. Should we have a booking tool? Traffic conditions? Travel alerts? Up to date and bringing value to everyone.

9. TCC New Business/Items Not on the Agenda

- Sarah-Jane: App developer for regional Farm Map
- Michelle, Fall Fest: Sponsorship soon. Small and intimate.
- Next Meeting August 25th, 2022 in person

10. Adjourn

The meeting was adjourned at 9:10am. Michelle first and Mark second.

Respectfully Submitted, Jamie Wall, Town of Carbondale Rec Dept