

CARBONDALE CHAMBER OF COMMERCE
TOURISM COUNCIL of CARBONDALE (TCC) MINUTES
June 23, 2022, Zoom

TCC Mission: The Tourism Council of Carbondale's mission is to create a strong tourism economy by promoting the town.

In Attendance

TCC Past Chair Michelle Marlow, Ascent Events
Kellyn Wardell, Carbondale Arts & Carbondale Creative District
Julie Warren, River Valley Ranch Golf & Homestead Bar and Grill
Jamie Wall, Town of Carbondale Rec Dept (alternate: Jessi Rochel)
Sarah-Jane Johnson, Roadmap Consulting, TCC Contractor
Derek Schimmel, Roadmap Consulting, TCC Contractor
Andrea Stewart, Carbondale Chamber Executive Director
Renaee Gustine, Town of Carbondale Finance Director, Town Liaison
Emily Ravn, Carbondale Comfort Inn & Suites
Steve Skadron, CMC, Chamber Board President

Not In Attendance:

Marty Silverstein, Town of Carbondale Trustee Liaison
TCC Chair Troy Hawks, Sunlight Mountain Resort
Erkko Alm, Alpine Bank
Mark Hardin, Field-to-Fork Kitchen
Kade Gianinetti, The Way Home
Sue Gray, Carbondale Historical Society
Erica Sparhawk, Town of Carbondale Trustee Liaison

Agenda

1. The meeting was called to order at 8:04 am
2. TCC Board Idea Sharing and Updates
 - Jamie – Farmer's Market: focused on all local vendors, produce vendors coming in this week, music every other week (KDNK does every other week). Shed is about to get demolished this next week.
 - Kellyn – Carbondale Arts: first Garden Music Concert Series starts tonight, June 23rd, come to Youth Art Park Kick-Off Celebration July 7, 4-7 pm, great Mountain Fair Supervisor meeting, looking forward to a great Fair
3. Approve Meeting Minutes
The meeting minutes from the May 26 meeting were presented for approval. Kellyn motioned to approve the meeting minutes, and Julie seconded the motion; the motion was approved.
4. Financial Review:
Tourism Council of Carbondale

Tourism Council of Carbondale
Bookkeeper's Summary Report
Period Ending May 31, 2022, Cash Basis

Lodging Tax Report – Town of Carbondale

- Lodging Tax for March 2022 is \$16,848: a 43% increase over March 2021. March 2022 lodging tax is received by TCC in May 2022.
- Lodging Tax for April 2022 (\$11,910) is received by TCC in June 2022, so does not appear on May 2022 financial statements
- 2021 Total Lodging Tax (January-December 2021) is \$165,473

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

- Lodging Tax Income on P&L: \$75,605 Actual vs Budget \$53,333
- May 2022 Lodging Tax Income on P&L (\$16,848) is comprised of lodging tax collected in March 2022
- Total Income: \$75,678 Actual vs Budget \$53,530
- Net Ordinary Operating Income: \$22,188 Actual vs YTD Budget -\$7,187
- Net Income including Other Income & Other Expense: \$43,794 vs YTD Budget \$33,312
- 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 May 31, 2022 (Blue Column)

- The Operating Checking Account balance is \$125,676 compared to \$112,931 at 05/31/2021
- 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 \$114,841 compared to \$73,332 at 05/31/2021
- 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 05/31/2022 (\$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, June 21, 2022

Additional discussion:

- Lodging tax revenue for May collected in June are \$12,393.17 to date. That is 9.1% above 2021.
- From Emily, pace feels slower due to gas prices and uncertainty. It is still strong but not as strong. The front range demand is down.

5. Chamber & TCC Updates

- Chamber
 - Business Confluence: Wednesday, September 21, 8am to 11am
- TCC:
 - June 21 BOT Work Session Update. Looking at doing stakeholders group down the road. If to place on the ballot, would need to be submitted by July 31.

6. Destination Management Plan Presentation

- [Link to presentation](#)
- From Rainy Day Designs Logo Concepts (bold is the favorite): Carbondale Kind, **Take it easy Carbondale**, High Times Low Impact
- Website redevelopment: central information hub and is up to date with fresh content. Phase One (4-6 weeks): \$35,000

- Options: re-do the budget for July 1 (quarter 3 and quarter 4) or put them in as unbudgeted line items

A new website will be developed for the proposed budget: \$35,000. Michelle motioned to approve the meeting the budget, and Steve seconded the motion; the motion was approved.

7. TCC New Business

- NA

8. Adjourn

The meeting was adjourned at 9:35 am

Respectfully Submitted, Kellyn Wardell, Carbondale Arts