



Tourism Council of Carbondale (TCC) Meeting  
Thursday, November 17, 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**

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  
Julie Warren, River Valley Ranch Golf & Homestead Bar and Grill  
Marty Silverstein, Town of Carbondale Trustee Liaison  
Sarah-Jane Johnson, Roadmap Consulting, TCC Contractor  
Steve Skadron, CMC, Chamber Board President  
Derek Schimmel, Roadmap Consulting, TCC Contractor  
Andrea Stewart, Carbondale Chamber Executive Director  
Mark Hardin, Field-to-Fork Kitchen

**Not In Attendance:**

Kade Gianinetti, The Way Home  
Kellyn Wardell, Carbondale Arts & Carbondale Creative District  
Sue Gray, Carbondale Historical Society  
Erica Sparhawk, Town of Carbondale Trustee Liaison  
Christy Chicoine, Town of Carbondale Finance Director, Town Liaison

**Agenda:**

1. The meeting was called to order at 8:03am by Troy Hawks
2. TCC Board Idea Sharing and Updates
  - Julie Warren: golf course is still open. Course will close when the snow sticks around. December 15<sup>th</sup> show with Bluegrass music. Restaurant closes on the 21<sup>st</sup>. Booking bands for next year.
  - Erkko: Interest rates very high, slow development around town. Commercial side slowed down.

- Emily Ravn: Renovation February 1<sup>st</sup> for 60 days. 60% of the hotel will be closed. Lodging tax with decrease for February and March.
- Troy Hawks: We will possibly open next Friday. Adds another 10-15 days to the season. 8-10 inches of natural snow right now.
- Jamie Wall: Turkey Trot is next Thursday, 138 registrations. Farmers Market is receiving an \$8k sponsorship from First Bank. Seeking Latino musicians.
- Michael: Deck the Walls opens to members tonight. 5-7pm. Opens to the public tomorrow. Carbondale Police are doing Santa Claus at the Launchpad December 8<sup>th</sup>.

### 3. Contractor Updates:

- Derek: Building out a page on the website specifically for winter recreation. Canyon updates. 55% of the engagement on the website comes from mobile devices. Live webcams on specific trail heads or rivers to show people how busy places are. Continuing forward with the Farm Map.
- Ipad kiosks up and running. Located at Village Smithy, Launch Pad and at Third Street Center.
- Erkko: What are the legalities for trail cams?
  - Derek: This has happen in Eagle, work closely with the Forest Service.
  - Troy: Main Street cam suggestion for First Fridays and Mountain Fair.

### 4. Industry and Colorado Tourism Office Updates

- Aspen Ski Co is opening early.
- Carbondale Vacation Rentals tax did pass in the election

### 5. Approve Meeting Minutes

The meeting minutes from the October 27 meeting were presented for approval. Michelle motioned to approve the meeting minutes, and Erkko seconded the motion; the motion was approved.

### 6. Financial Review:

Tourism Council of Carbondale  
 Bookkeeper's Summary Report  
 Period Ending October 31, 2022, Cash Basis  
 Lodging Tax Report – Town of Carbondale

- Lodging Tax for August 2022 is \$20,072, a 6.7% increase over August 2021. August 2022 lodging tax is received by TCC in October 2022.
- Lodging Tax for September 2022 (\$21,357) is received by TCC in November 2022, so does not appear on October 2022 financial statements
- 2021 Total Lodging Tax (January-December 2021) is \$165,473

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

- Lodging Tax Income on P&L: \$163,389 Actual vs Budget \$106,666
- October 2022 Lodging Tax Income on P&L (\$20,072) is comprised of lodging tax collected in August 2022
- Total Income: \$164,041 Actual vs Budget \$107,247
- Net Ordinary Operating Income: \$24,035 Actual vs YTD Budget -\$17,687
- Net Income including Other Income & Other Expense: \$34,109 vs YTD Budget -\$4,188
- 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 October 31, 2022 (Blue Column)

- The Operating Checking Account balance is \$115,976 compared to \$129,743 at 10/31/2021
- 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 \$99,857 compared to \$73,335 at 10/31/2021
- 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 10/31/2022 (\$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, November 15, 2022

### Additional discussion:

- Roaring Fork Leadership has chosen the Farm Map Project to fund. Representative with the Farm Map project to work closely with the Roaring Fork Leadership.
- Andrea: We reorganized the 2023 budget, some line items were merged with others. We increased the projection for 2023 and left out 2020 for the comparison of previous years (2019, 2021, 2022).
- \$12,000 for website development. Increase map usage on the website. Individual line items for the website budget.
- Increase budget for merchandize. Sell water bottles, dog leashes, hats, etc. Generate some money for the Chamber.
- Increase salary for Andrea
- First Friday is no longer spending money on lights around Carbondale. Expenses has increased from \$5,000 to \$10,000. Alpine Bank and First Bank donated \$2,500. ANB Bank donated \$500. Asking Tourism board for \$1,500 donation. Town of Carbondale will possibly take on the additional lighting around town. Funds needed for: Roundabout lights, 4<sup>th</sup> and Main, big tree outside of the Smithy and the tree by the pool.
- Andrea: Questions on the budget?
- Steve: lodging tax 2022 budget: \$190,000. 50% increase over what was budgeted. . It was difficult to predict from 2021 to 2022. We were cautious on budgeting since we were uncertain on COVID.
- Emily: Annual Financial Review? Andrea: We are required by the Town to have a review. There is a CPA shortage.
- Emily: Is there a breakdown of the budget? Want to make sure we are not spending money on things that are not working. More detail of a 2022 review. Any ROI on investments? Andrea: We will be doing a review with Sarah Jane. Should be available in January. We did launch a website and contractors in the middle of the year, so we do not have the best comparison.
- Troy Hawks: Motion to fund Holiday Tree Lighting for \$1,500 in 2023. Erko motioned to approve and Julie second to approve.

## 7. Town of Carbondale Updates

- Marty: Christy is our new Finance Director for the Town of Carbondale. Town's projection for sales tax for 2023: Increase of about 3-3.5% increase. Hard to know what will happen. If lumber yard opens, could be an increase. If Aspen orders the lumber, the sales tax goes to them. There are enough contractors in Town so should be okay.

- Trying to keep reserves at 80%
- Town Center (property gifted on Main Street) Had a committee (Trustees, Town Manager, Public Works, Planning department). Going into an RFP for a plan on Town Center. Last night we accepted the comprehensive plan. Guiding document what people wanted to see in Town. Downtown North (industrial park) development. No plan yet. Zoned for light industrial use.
- STR tax passed. Glenwood and Aspen has it, and Carbondale followed. Gives the Town a slow steady of income, about \$100-\$200k extra a year. We have \$1 million in the affordable housing funds. Hotels and B&B are not included in the tax.
- Town Public Information Officer is leaving. No Town Building Planner.
- New comprehensive plan in four years. Town is changing frequently, we need more frequent comprehensive plans. At least update in 4 years.
- \$10,000 increase to the Chamber budget

#### 8. Chamber & TCC Updates

- Chamber
  - Carbondale Chamber Business After Hours: Thursday, November 17, 5-7pm, FirstBank, Willits
- 2023 TCC Slate of Candidates
  - Michael Stout, Carbondale Arts & Carbondale Creative District
  - Ashley Worthington, Valley View Hospital
  - Chris Reichel, Revel Bikes/WhyCycles
  - Tanner Gianinetti, Spring Creeks Ranch
  - Davis Farrar/Chris Brandt, Red Hill Council
  - Jacob with We Cycle (coming to Carbondale next year) ? Under condition to join the Chamber. Summer/September role out with We Cycles.
- Per the bylaws we can have between 9-15 people on TCC Board. This would bring us to 15 with Jacob.
- Kade has missed too many meetings; has stepped away, but will remain on emails one more month.
- Michael: Main Street Representative?
  - Andrea: Mi Casita, Peppinos, Bonfire, Village Smithy have all been on the TCC and/or Chamber in the past. We do have the roundabout representation with Mark Hardin. Michael could be the downtown core and creative district representative.
- The 2023 TCC slate of candidates was presented for approval. Michelle motioned to approve the slate, and Erko seconded the motion; the motion was approved.
- We Cycles is costing the town \$100,000 per year for threes. But this is an opportunity for more mobility around town. Marty: Would like to see more charging stations in town for cars. More options for taxi's around town as well. We Cycles will have a station at the Cowen Center. Not sure how many stations. Asking for tricycles with baskets and electric bikes.
- Marty: We have been doing the salary study for a long time. We did give Town Employees one increase this year and another increase for the 2023 budget. Our employees do not live in Town, they are commuting from down valley.

#### 9. TCC New Business/Items Not on the Agenda

- The next TCC meeting will be held on Thursday, December 15, 8am, Third Street Center.

#### 10. Adjourn

The meeting was adjourned at 9:27am. Michelle motioned and Julie second.

Respectfully Submitted,

Jamie Wall, Town of Carbondale Recreation