



Tourism Council of Carbondale (TCC) Meeting
Thursday, October 27, 2022, 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
Emily Ravn, Carbondale Comfort Inn & Suites
Jamie Wall, Town of Carbondale Rec Dept
Michael Stout, Carbondale Arts & Carbondale Creative District
Kellyn Wardell, Carbondale Arts & Carbondale Creative District
Sue Gray, Carbondale Historical Society
Erkko Alm, Alpine Bank
Julie Warren, River Valley Ranch Golf & Homestead Bar and Grill
Mark Hardin, Field-to-Fork Kitchen
Steve Skadron, CMC, Chamber Board President
Christy Chicoine, Town of Carbondale Finance Director, Town Liaison
Derek Schimmel, Roadmap Consulting, TCC Contractor
Andrea Stewart, Carbondale Chamber Executive Director
Guest: Ashley Worthington

Not In Attendance:

Erica Sparhawk, Town of Carbondale Trustee Liaison
Marty Silverstein, Town of Carbondale Trustee Liaison
Kade Gianinetti, The Way Home
Sarah-Jane Johnson, Roadmap Consulting, TCC Contractor

Agenda:

1. The meeting was called to order at 8:01am by Troy Hawks
2. TCC Board Idea Sharing and Updates
 - Jamie Wall (Town of Carbondale Parks and Rec): Potato Day was a success, but we do not have numbers yet. Margaret Donnelly is our new Programs Manager, Kolton Morrison is our new Aquatics Coordinator.

Turkey Trot is on Thanksgiving Day. Save the date for Special Event Task Force on Tuesday, Nov 1st 6pm at Town Hall to recap 2022 events. Then December 6th at 6pm in Town Hall we will approve 2023 events.

- Emily (Comfort Inn Suites) First time slowing down. Facility cleaning and maintenance. Renovating in February. Projections in winter: Quarter 1 looks okay. Rate increase in 2023. Occupancy stay the same. Ski season does not get busy until right before Christmas. September and October much stronger than expected.
- Julie Warren (RVR Golf & Homestead) Branding & marketing. Still open, usually until December. Sledding hill will open when golf course is not open. Homestead closes end of November but continue Christmas parties. Re open in the spring.
- Troy Hawk (Sunlight Mtn) Sale and Ski swap this weekend. Sales are ahead of last year and on track for another record season. Movie night in Glenwood Springs and Rifle. Snow guns will start when there is a stretch of cool weather. December 9th opening date.
- Sue Gray (Historical Society) : Potato Day was a success with a little rain. Farm Fest did not pan out for Thompson Museum, 2 visitors. More marketing next time. Visitors to both museums were down this summer compared to pre pandemic. Next summer will push more advertising. Mostly local visitors. History log cabin started this summer. No winter events planned.
- Kellyn Wardell (Carbondale Arts) Transitions. New Executive Director: Jamie Abbot. Kellyn has moved to RFS district. Michael Stout: opened a gallery in October from Eliot Nordquist. Clean Up event around the Artway during Farm Fest. Broke ground on the youth art park, project will start this winter and end in the spring. Creative District Council members held a meeting last night, reviewed the Strategic Plan. Dia De Los Muertos is November First Friday. 4-5:30pm performances on 4th and Main during the event. Deck the Walls begins Nov 16th for members only, 18th will open to the public. Open through end of December.
- Christy Chicoine (Finance Director for the Town) New Finance Director.
- Michelle Marlow (Ascent Events)
- Ashley Worthington (Valley View Hospital) Active member with the Carbondale Chamber. Carbondale is an important area with the growth happening.
- Erko Alm (Alpine Bank) Sponsored and attended Farm Fest.
- Mark Hardin (Field 2 Fork) Farm Fest was great, lunch went smooth.

3. Contractor Updates:

- Derek Schimmel : New website design. A lot of activity around Farm Fest, ranked third in most searched during the last month. Newsletter re introduced: 15,000 users on the list. Will be switching from Fall to Winter on the homepage. Re launched Twitter, inactive for four years.

4. Industry and Colorado Tourism Office Updates

- Espen sells X Games
- New Camping fees for Maroon Bells-Snowmass Wilderness coming 2023
- 1 in 4 business travelers are unsure they will make a trip for purposes such as a customer meeting or trade show over the next 6 months.

5. Approve Meeting Minutes

The meeting minutes from the August 25 meeting were presented for approval. Erko Alm motioned to approve the meeting minutes, and Emily Ravn seconded the motion; the motion was approved.

6. Financial Review:

Tourism Council of Carbondale

Bookkeeper's Summary Report

Period Ending September 30, 2022, Cash Basis

Lodging Tax Report – Town of Carbondale

- Lodging Tax for July 2022 is \$25,117: a 17% increase over July 2021. July 2022 lodging tax is received by TCC in September 2022.
- Lodging Tax for August 2022 (\$20,072) is received by TCC in October 2022, so does not appear on September 2022 financial statements
- 2021 Total Lodging Tax (January-December 2021) is \$165,473

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

- Lodging Tax Income on P&L: \$143,317 Actual vs Budget \$96,000
- September 2022 Lodging Tax Income on P&L (\$25,117) is comprised of lodging tax collected in July 2022
- Total Income: \$143,956 Actual vs Budget \$96,579
- Net Ordinary Operating Income: \$8,806 Actual vs YTD Budget -\$6,853
- Net Income including Other Income & Other Expense: \$16,899 vs YTD Budget \$6,647
- 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 September 30, 2022 (Blue Column)

- The Operating Checking Account balance is \$98,773 compared to \$122,128 at 09/30/2021
- 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 \$114,848 compared to \$73,335 at 09/30/2021
- 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 09/30/2022 (\$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, October 25, 2022

Additional discussion:

- Andrea: 9 months of reserves. More financials in November. Funds continue to come in and out, especially with Farm Fest
- Emily: slow down this month, but anticipated in October. November is always an unsure month.

7. Town of Carbondale Updates

- \$20,072 in August Sales Tax 2022. 6.7% increase over 2021 for August

8. Chamber & TCC Updates

- Chamber
 - Business Confluence Recap: well attended
 - Won an award for membership growth
 - Katie is staying with the Chamber
- TCC
 - 2023 Prospective Board Members

- CTO GovCon Recap: Andrea, Jamie, Steve, Michelle Troy attended.
 - Andrea attended a CRAFT break out session.
 - Troy: Response to surge in Tourism post COVID.
 - Jamie: Durango successfully passed a Lodging tax in their Town.
 - Emily: Data from other partners within the industry
- Lead, Patner, Advocate in campaigns.
- Tourism Council for 2023: Ashley & Michael for potential to be added. We will present the candidates in November.

9. Farm Fest Recap

- Michelle: Great first annual event. Great night market, chefs, parnters, farmers, etc. Alpine Bank sponsor for the Sustainability Grant Funding. Ranch Activations: Coffman Ranch had few people show up, Smiling Goat had 15, Cedar Ridge had 20.
- Andrea: Scholarship Committee discussion for Farm Fest

10. TCC New Business/Items Not on the Agenda

- Tourism meeting: November 17th

11. Adjourn

The meeting was adjourned at 8:52am by Michelle Marlow & Errko Alm

Respectfully Submitted,

Jamie Wall, Town of Carbondale Recreation