



Tourism Council of Carbondale (TCC) Meeting
Thursday, February 23, 2023, 8am, Third Street Center & 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/Not In Attendance

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

TCC Past Chair Michelle Marlow, Ascent Events

Erkko Alm, Alpine Bank

Tanner Gianinetti, Spring Creeks Ranch

Sue Gray, Carbondale Historical Society

Mark Hardin, Field-to-Fork Kitchen

Emily Ravn, Carbondale Comfort Inn & Suites

Chris Reichel, REVEL Bikes/WhyCycle

Michael Stout, Carbondale Arts & Carbondale Creative District

Jamie Wall, Town of Carbondale Rec Dept

Sarah-Jane Johnson, Roadmap Consulting, TCC Contractor

Derek Schimmel, Roadmap Consulting, TCC Contractor

Steve Skadron, CMC, Chamber Board President

Christy Chicoine, Town of Carbondale Finance Director, Town Liaison

Marty Silverstein, Town of Carbondale Trustee Liaison

Erica Sparhawk, Town of Carbondale Trustee Liaison

Andrea Stewart, Carbondale Chamber Executive Director

Agenda:

1. The meeting was called to order at 8:03 am by Julie Warren
2. Board Member Updates
 - **Tanner Gianinetti:** Potentially hosting a micro concert series in the summer. Running into tribulations with the artists. Many artists are getting a lot more money. Small venues do not get as much attention.
 - **Michael Stout:** Fashion Show coming up, few tickets left for Thursday.
 - **Emily Ravn:** Renovations are still on track to complete by April.
 - **Sue Gray:** Thompson House under stress from the top weight on the beam above. We may have to close it from tours for safety reasons. We will still have the cabin museum open this summer for tours on Saturdays
 - **Mark Hardin:** Continuing to book for the summer

- **Julie Warren:** Supply and demand issue with artists. Artists are asking more and booking more. Getting golf course ready along with youth programs.
3. Approve Meeting Minutes
The meeting minutes from the January 26, 2023 meeting were presented for approval. Julie motioned to approve the meeting minutes, and Michael seconded the motion; the motion was approved.
 4. Financial Review:

Tourism Council of Carbondale

Bookkeeper's Report – Executive Summary

Period Ending January 31, 2023, Cash Basis

Lodging Tax Report – Town of Carbondale

- Lodging Tax for November 2022 is \$10,443: a 1.86% decrease over November 2021.
- Lodging Tax for December 2022 is \$15,327 and is received by TCC in February 2023, so does not appear on January 2023 financial statements
- 2022 Total (January-December 2022) is \$199,696, a 27% increase over 2021
- TCC Lodging Tax checks from the Town of Carbondale are received 2 months after lodging tax is collected by Town; the amount is unknown until the Town calculates & mails the check

YTD P&L Actuals January 31, 2023 (Blue Column)

- Lodging Tax Income on P&L: \$10,443 Actual vs Budget \$14,583
- January 2023 Lodging Tax Income on P&L (\$10,443) is comprised of taxes collected in November 2022
- Total Income: \$10,486 Actual vs Budget 14,919
- Net Ordinary Income: \$2,141 Actual vs YTD Budget -\$5,135
- Net Income including Other Income: \$16,659
- 2022 Budget called for funding of Reserves by \$20k & Opportunity Fund by \$15k at year-end 2022

Balance Sheet as of January 31, 2023 (Blue Column)

- The Operating Checking Account balance is \$105,793 compared to \$94,141 at 01/31/2022
- Money Market cash account balance (Opportunity & Reserve Funds combined) is \$142,233 compared to \$114,838 at 01/31/2022
- Reserve Fund Equity account is \$108,028 (includes MM cash acct interest earnings); Opportunity Fund Equity account is now at \$34,174
- Reserve Fund at 01/31/2023 (\$87,986) covers ~77%, or about 9 months, of 2023 Operating Expenses

Respectfully submitted, Heather Beach, Bookkeeper, February 22, 2023

Additional discussion:

- **Steve Skadron:** Chamber of Commerce is looking really good with 6 new members. Membership numbers are robust, all time high in membership approaching 500 members. Successfully BAH last week with lots of members show up. Botany House Plant Shop hosted the BAH and Allegria was the caterer. We spent time looking at ROI at our bank accounts, shifted funds from Alpine Bank to First Bank for better interest rates. We moved the TCC money and in a good place with our savings.
- **Andrea:** The Chamber and Tourism put reserve funds in accounts to help grow and no penalties if we pull out in a year. Won't affect anything day to day, except one line item on the budget.

5. Town of Carbondale Updates

- **Marty Silverstein:** Either Erica or myself will be here for the TCC meetings. Work session last Tuesday. CAFCI presented at the work session and Parks and Rec updated with their projects. Fundraising for the pool, 8 million won't be enough to cover the build. Raising funds through foundations. Working on a plan for Chacos Park as well. New Mexican Restaurant where Mi Casita applying for liquor license. We have a new person in the Planning Department, Kelly Amdur. Still hiring an Aquatics Coordinator at the Rec Center. Jessica Markham is the new Town Clerk. Still many openings in the Police Department. Our salary is more competitive than last year, and housing is still the main issue or afford to commute. Continuing to apply for Grants. Music in the park will continue in the summer, along with music every Wednesday at the Carbondale Famers' Marker. Town is in good financial shape. Glenwood Springs City Market will start carrying wine, but Carbondale City Market will not since they do not have a liquor license.

6. Carbondale Chamber Updates & Contractor Updates & 2023 Strategy

- **Sarah-Jane:** Social Media strategy plan for TCC and we Olivia will take lead on it. She will be at the March meeting to go through it. How we develop content and how we work closely with other organizations. Handle on Instagram and Facebook, Olivia recommended the two platforms to stay in budget.
 - Strategy plan: we landed on 3 pillars for Take it Easy: Place, Community, and Respect. This reflects in our action plan. Focused outcomes and goals and developed a strong tactical plan. Being realistic with what we can do within our budget.
 - We put together an editorial calendar that shows tactical items, monthly budget of \$600 to maintain our website, managing social media content, e-newsletter, contracted photography, activities/community events happening, roaring fork farm map, and promoting other seasonal messaging campaigns. Derek puts together content on our awareness blog on the website (bonfire coffee, carbondale arts, rvr, etc on a monthly basis.
 - If you have any events or content, please reach out to Olivia.
 - For March: Re-do launch of Take it Easy. We will ask how we can all get involvement with this messaging. Working on more collateral with the Take it Easy logo: stickers, dog poop bags, etc.
- **Andrea:** Soft launch in winter for Take it Easy, but phase 2 will be coming up in spring/summer with more outdoor recreation
- **Derek Schimmel:** We had a call with the Red Hill Council, work with them in the coming months to promote spring season/mud season. Red Hill Council will help build content, RF Anglers will help as well with water levels and temperatures, understanding know before you go, working with Gear Library, local guides with camping season coming up. We want to tell the story through the eyes of our local community.
- **Sarah-Jane:** Partner with our lodging partners and promoting know before you go on our local trails. This can also be partnered with Roaring Fork Outdoors, Pitkin County. Matching Grant program opportunities to help pay for signage.
- **Michael Stout:** Also include how to support local artisans and businesses. Heritage/studio arts.
- **Tanner:** Alpine Angling is also a great partner. Most activities will be boat ramp, red hill, biking on the crown. Increasing signage. Where to go to get trail maps. Ragged Mtn Sports, Basalt Bike Shop & Aloha can be great resources to provide bike trail updates.
- **Jamie Wall:** We hand out RV Park flyers to our guests, we can add Know Before You Go rules on the other side of the flyers.
- **Mark Hardin:** We don't have any bike trail maps, but a lot of trails are on Mtn Bike Project and Trail Forks.
- **Sarah-Jane:** We want to have our website be a hub for all information. But still coming up with

solutions. Ryan, our web developer, has experience with live feeds of river conditions, etc. But this might be more of a phase 3 plan.

- Roaring Fork Farm Map: Going over the first concept design and will be making decisions shortly to move forward. March 6 : Hosted by Colorado Agrotourism Association. How to get involved with the RF Farm Map project.
- March 1 : Colorado Tourism Office Reimagination Project : identifying two projects to follow through over the next 2 months. Community value and Economic benefits of tourism.

7. TCC New Business/Items Not on the Agenda

- Michelle: Farm Fest update, Andrea & Michelle are still working on the details

8. Adjourn

The meeting was adjourned at 8:57 am. Sue motions, and Michael seconds.

Respectfully Submitted,

Jamie Wall, Carbondale Parks & Recreation