



Tourism Council of Carbondale (TCC) Meeting  
Thursday, April 27, 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**

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

Oliva Ward, 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 8:04am by Julie Warren
  
2. Board Member Updates
  - Mark: Slow time before summer, bookings are good for the summer
  - Jamie: Tri for the Sun, Bonedale Bike Week, and new Aquatics Coordinator for the Rec Department
  - Tanner: Busy on the ranch, event season coming up, Venues are down 20% compared to last year.

- Sue: Thompson House is closed for repairs; proceed with Grant from Byways commission. Keep closed until repairs are done, may open next year. Heritage garden focus. Booth at Dandelion Day. Cabin museum still open on Saturdays in the summer.
- Julie: Golf course is up and down with the weather, almost summer numbers some days. Concert is still continuing, 4 hour set so no opener, ticket sales are live. Same level of bookings as previous years.
- Emily: Conference on Tourism. Travel will continue to increase over the next two years. Bookings are up compared to last year. Recent remodel will finish on May 5<sup>th</sup>.

### 3. Industry Updates & CTO Announcements

Andrea shared industry updates and opportunities to participate in programs with the Colorado Tourism Office,

- [Luis Benitez returns to outdoor recreation political landscape with push for a federal office](#)
- [Hikers are losing their shoes in Colorado's high country, requiring rescues](#)
- Colorado Tourism programs & campaigns:
  - [Care for Colorado Program](#)
  - [Do Colorado Right Summer Campaign](#)

### 4. Approve Meeting Minutes

The meeting minutes from the March 23, 2023 meeting were presented for approval. Erkko motioned to approve the meeting minutes, and Julie seconded the motion; the motion was approved.

Andrew asked to formally remove Revel Bikes from the TCC due to not attending the first four meetings of the year. Julie asked for a motion to remove Revel Bikes from the TCC Board. Tanner motioned to remove, and Mark seconded the motion.

### 5. Financial Review:

Tourism Council of Carbondale

**Bookkeeper's Report – Executive Summary**

Period Ending March 31, 2023, Cash Basis

#### **Lodging Tax Report – Town of Carbondale**

- Lodging Tax for January 2023 is \$19,561 a 17% increase over January 2022.
- Lodging Tax for February 2023 is \$14,069, a 10% decrease compared to February 2022, and will appear on the April 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 March 31, 2023 (Blue Column)**

- Lodging Tax Income on P&L: \$45,331 Actual vs Budget \$43,750

- March 2023 Lodging Tax Income on P&L (\$19,561) is comprised of taxes collected in January 2023
- Total Income: \$45,892 Actual vs Budget \$44,756
- Net Ordinary Income: \$7,437 Actual vs YTD Budget \$794
- Net Income including Other Income: \$23,497
- 2022 Budget called for funding of Reserves by \$20k & Opportunity Fund by \$15k at year-end 2022

**Balance Sheet as of March 31, 2023 (Blue Column)**

- The Operating Checking Account balance is \$112,172 compared to \$105,689 at 03/31/2022
- Money Market & FirstBank CD cash accounts total balance (Opportunity & Reserve Funds combined) is \$142,692 compared to \$114,839 at 03/31/2022
- 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 03/31/2023 (\$108,028) covers ~77%, or about 9 months, of 2023 Operating Expenses

Respectfully submitted, Heather Beach, Bookkeeper, April 25, 2023

Additional discussion:

- *Christy: Corporations Lodging tax was not applied appropriately. There was a glitch in the numbers. But now all monies have been properly collected.*
- *March Numbers: \$14,069. Year to date 4% increase*

6. Town of Carbondale Updates:

- No updates from Town Trustees

7. Carbondale Chamber Updates:

- May 17 BAH: Hosted by DHM Design, 225 Main Street, Carbondale, 4pm-6pm

8. Contractor Updates:

- April 11 Carbondale Chamber Power Hour Recap
- 5Point Booth Recap: Thank you to volunteering
- Sarah-Jane: 90 new emails in the last few weeks, seasonal travel content, weather updates, etc
- Take It Easy Campaign: We need your businesses to adopt the campaign, create videos, get swag from Andrea to give out to guests/customers. Let us know how we can support you to get it out.
- Mark: How can we still promote local businesses in town? We want them to have less impact on the area, but we want them to come and enjoy the area too.
- Sarah: Take it Easy is not an anti tourism campaign. During mud season we have gone hard on promoting not hiking in the mud. Will discuss strategic balance with our team about the campaign.
- Mark: Focus on bringing people downtown, not on the trails. Have not seen the local

business support yet. If you cant do this, go enjoy this. During 5Point, would have liked more promotion of our local businesses.

- Andrea: Continue our business as usual postings, this is what is happening downtown, continue general tourism. Suggestion: "I'm going to take it easy and enjoy this gallery opening"
- Tanner: Take the message as "slow down" and enjoy the small shops and the little things during your vacation. We know you're here to enjoy the trails and rivers, but enjoy things that might not have been on your list during your visit.
- Sarah Jane: We will do a campaign during Mountain Fair too. Positive take it easy. Email Derek, Olivia and Sarah Jane for things you want to promote.

#### 9. Subcommittee Updates

- Roaring Fork Valley Agritourism Development Project:
  - Sarah Jane: Farm Map goes to print tomorrow. We are doing this to attract new visitors and create new product/visitor experience. Spotlight to our agricultural heritage. Promote Carbondale for tourists visiting GWS/Aspen.
  - Map will be unveiled at Dandelion Day and distributed across Colorado visitor centers
  - Farm Map distribution: 10 welcome centers across Colorado, partner destinations (GWS, Basalt, Aspen), lodging properties, Launchpad, Creative District businesses, Carbondale Farmers Market. About 12k to distribute. Open to additional ideas. The Front Range is not yet a target market.
  - Tanner: How will we measure the success of the Farm Map? Andrea: Distribution and will be in touch on a quarterly basis with the distribution centers on re stocking. Sarah Jane: Will put together a static webpage with the illustration of the Farm Map. We can track digital impressions.
  - Highlights farms/ranches that can be visited and farms that sell food to local restaurants.
  - Michael: Other ways to get data from the Farm Map: Hearing comments from consumers/asking questions about the Map. Restaurants asking how to get included.
- Farm Fest:
  - Moving forward with the date Sunday, October 8<sup>th</sup>. In conjunction with First Friday on October 6<sup>th</sup> and Potato Day on the 7<sup>th</sup>.

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

No additional items were discussed.

#### 11. Adjourn

The meeting was adjourned at 9:05am. Motioned by Michael to adjourn, second by Erkkko, motion passes. Meeting adjourned.

Respectfully Submitted,  
Jamie Wall, Carbondale Parks & Recreation