



Tourism Council of Carbondale (TCC) Meeting  
Thursday, March 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  
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 8:03 am by Michelle Marlow
2. Board Member Updates
  - **Michelle** : Housing summit at Aspen Meadows for Habitat for Humanity. Great turn out with 200 people.
  - **Jamie**: Little Peeps Hunt and Where my peeps At Scavenger Hunt April 8<sup>th</sup> and Heeling Hoof It 5k on Friday, April 7<sup>th</sup>. Still have no hired an Aquatics Coordinator, will know by April 1<sup>st</sup> if we will open the pool.

- **Sue:** History around town with framed history photos of Carbondale. People can learn about history of Carbondale in local shops/restaurants.
- **Erkko:** Moving forward with the scholarship for Farm Fest
- **Sarah-Jane:** 16<sup>th</sup> Annual 5Point Film Festival. Initially launched at end of April for mud season event and was funded by the Carbondale Tourism. Live music Thursday, Fri and Saturday before the movie shows. Free movie showing at Thunder River on Wednesday, April 19<sup>th</sup> and Family Friday showing on Sunday, April 23<sup>rd</sup>. Wild Life film.

### 3. Industry Updates & CTO Announcements

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

Andrea: Tourism Industry Updates:

- Lodging taxes were trending down
- Tourism news has not been good as of recent: avalanches
- Airline traffic up

### 4. Approve Meeting Minutes

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

### 5. Financial Review:

Tourism Council of Carbondale

#### **Bookkeeper's Report – Executive Summary**

Period Ending February 28, 2023, Cash Basis

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

- Lodging Tax for December 2022 is \$15,327: a 3% decrease over December 2021.
- Lodging Tax for January 2023 has not yet been received and would appear on the March 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 February 28, 2023 (Blue Column)**

- Lodging Tax Income on P&L: \$25,770 Actual vs Budget \$29,167
- February 2023 Lodging Tax Income on P&L (\$15,327) is comprised of taxes collected in December 2022
- Total Income: \$25,848 Actual vs Budget \$29,837
- Net Ordinary Income: \$7,589 Actual vs YTD Budget \$455
- Net Income including Other Income: \$26,353
- 2022 Budget called for funding of Reserves by \$20k & Opportunity Fund by \$15k at year-end 2022

#### **Balance Sheet as of February 28, 2023 (Blue Column)**

- The Operating Checking Account balance is \$115,466 compared to \$93,930 at 02/28/2022

- Money Market & FirstBank CD cash accounts total balance (Opportunity & Reserve Funds combined) is \$142,254 compared to \$114,838 at 02/28/2022
- 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 02/28/2023 (\$108,028) covers ~77%, or about 9 months, of 2023 Operating Expenses

Respectfully submitted, Heather Beach, Bookkeeper, March 17, 2023

Additional discussion:

- Renovation & Remodel at Days Inn: Emily: January was a strong month,
  - February/March half the hotel was closed so we will probably see a dip. We will be done with renovations April 20<sup>th</sup>. Surprised overall January was down.
  - Errko: Have the rates decreased or steady from previous years? Emily: Rates are a little stronger than last year
  - Julie: Are STR avoiding the tax? Christy: taxes are not always up to date. We watch month to month who is collecting. The challenge is with VRBO and AIRBNB, because they won't let us know who is collecting and who is not. Voluntary collection agreement with VRBO & Airbnb, required to collect the tax for the Town.
6. Town of Carbondale Updates:
- Meeting with contractors and design team for the pool today, and selecting team.
7. Carbondale Chamber Updates:
- Steve: Strong membership retention. Starting to discuss Business Confluence. Remade executive committee: Steve and two bankers, representative from First Bank and Alpine Bank. We now have a balanced budget, prioritized transparency in our financials. Marty & Erica from Town Council touched based on affordable housing. Carl, Town Arborist, starting a tree dedication program. You can own a tree.
  - Save-the-Date: April 11, 12pm-1pm: Carbondale Chamber Power Hour, presented by Carbondale Tourism.
8. Contractor Updates:
- Olivia Ward will be in charge of our social media. 15 years of marketing experience. Back in February she performed an audit of the tourism social media.

Social Media Strategy Overview:

- 15-17% of followers are located in Carbondale. We have a larger percentage of visitors.
- Instagram performs the best
- Take it Easy messaging performs better on Facebook
- This is how we can tailor our content

Three main goals: Increase awareness of Carbondale activities, events, and businesses. Increase Take it Easy campaign messaging. Increase website traffic from social media channels.

Recommended Instagram Content: landscapes, unique experiences, spotlight businesses and community members, 2 Reels a month, Carousel posts 1x month, Reshare stories as needed.

Recommended Facebook Content: Spotlight businesses and community members, highlight events. Gallery posts, events, video and link previews 1x month.

Recommended Twitter Content: Media features, retweet relevant business, community members and visitor tweets.

#### Take it Easy Campaign and Upcoming Partnership Opportunities

- Social Media Strategy
- Sarah-Jane: Event page on the website is easier to follow, more visual. Web traffic spike around First Friday.
- Why Tourism is important to Carbondale: Creates jobs, diversity small businesses, quality of life experiences. The current state of tourism has increased and we are becoming an all year round place to be.
- Take it easy on our Wild Places, Take it Easy on Our Town, Take it Easy on Each

#### Other

- Recommend businesses print out the toolkit and leave it out for customers
- Compostable poop bags, koozies, stickers with Take It Easy Campaign
- Mud season & Red Hill Council: Getting messaging out, giving examples of why you shouldn't be out on Red Hill during mud season. Building relationships with local groups.
- Need your help with Take it Easy Campaign
- 5Point Volunteers needed, Thurs-Sat 4-6:30pm, you get a pass if you volunteer

#### 9. Subcommittee Updates

- Roaring Fork Valley Agritourism Development Project:
  - Farm Map Updates : Working with local map artist Sarah Uhl. Making decisions on content, orientation, illustration etc. We should be on the home stretch in the next couple weeks. Should be completed by end of April. Distribution strategy: 10 Colorado visitor centers across the state, PR focus with media in the Valley and Colorado. Food and wine weekend.
- Farm Fest:
  - Event Date: Potato Day Weekend, Friday October 6<sup>th</sup>-Sunday October 8<sup>th</sup>. Mindful that we are not taking over the weekend. Met with Tanner, Sue and Jamie about Potato Day / Farm Fest weekend.
  - Event Overview: Bike Ride/Farm tour on Sunday, October 8<sup>th</sup>
  - Curated picnic basket from Mark Hardin. Local meats, veggies and curated jams.

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

- Julie with RVR: Dark Star Orchestra: RVR Saturday, July 15<sup>th</sup>, four-hour show and reproduce an entire Grateful Dead Show. 8 Piece orchestra. More bigger, face painting, two food trucks, more beer tents. Golf course will be opening the driving range on the 27<sup>th</sup>, 9 hole on March 31<sup>st</sup>, 18 April 14<sup>th</sup>.

#### 11. Adjourn

The meeting was adjourned at 9:12am. Motioned by Sue to adjourn, second by Erko.

Respectfully Submitted,  
Jamie Wall, Carbondale Parks & Recreation