



Tourism Council of Carbondale (TCC) Meeting  
Thursday, May 25, 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 8:05 by Michelle Marlow
2. Board Member Updates
  - Michael Stout: Carbondale Arts has a soft opening for a Gallery. Official opening on June First Friday (Marble sculptures) CPAC Art Around town next Thursday
  - Tanner Gianinetti: Thinking of adding a Halloween event, trunk or treat, family friendly.
  - Jamie Wall: Town of Carbondale new Aquatics Coordinator, Carbondale Farmers' Market begins June 7th.
  - Sue Gray: Historical Society: Cabin Museum: negotiating a new lease for the cabin. Focusing more on heritage gardens.
  - Steve Skadron: Working on the business confluence, monthly BAH are very busy. May BAH was hosted at DHM, new attendees. Booked BAH halfway through 2024.

3. Approve Meeting Minutes

The meeting minutes from the April 27, 2023 meeting were presented for approval. Michelle motioned to approve the meeting minutes, and Mark Hardin seconded the motion; the motion was approved.

4. Financial Review:

Tourism Council of Carbondale  
Bookkeeper's Report – Executive Summary  
Period Ending April 30, 2023, Cash Basis

**Lodging Tax Report – Town of Carbondale**

- Lodging Tax for February 2023 is \$14,069, a 10% decrease compared to February 2022
- Lodging Tax for March 2023 is \$15,611, a 7% decrease compared to February 2022, and will not 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 April 30, 2023 (Blue Column)**

- Lodging Tax Income on P&L: \$59,400 Actual vs Budget \$58,333
- April 2023 Lodging Tax Income on P&L (\$14,069) is comprised of taxes collected in February 2023
- Total Income: \$59,982 Actual vs Budget \$59,675
- Net Ordinary Income: \$7,151 Actual vs YTD Budget of -\$10,341
- Net Income including Other Income: \$9,225
- 2022 Budget called for funding of Reserves by \$20k & Opportunity Fund by \$15k at year-end 2022

**Balance Sheet as of April 30, 2023 (Blue Column)**

- The Operating Checking Account balance is \$97,892 compared to \$107,017 at 04/30/2022
- Money Market & FirstBank CD cash accounts total balance (Opportunity & Reserve Funds combined) is \$142,700 compared to \$114,840 at 04/30/2022
- 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 04/30/2023 (\$108,028) covers ~77%, or about 9 months, of 2023 Operating Expenses

Respectfully submitted, Heather Beach, Bookkeeper May 24, 2023

6. Town of Carbondale Updates (Christy)

- STR Tax collections on Airbnb & VRBO
- Launching MuniRes for STR licenses/taxes
- Airbnb has been collecting taxes since January 1<sup>st</sup>, but VRBO has been challenging. VRBO doesn't have the ability to collect taxes yet.
- Software for compliance: tracking who has been collecting tax and who hasn't.
- Bag fee collections
- Tax revenue as increased significantly because we have more STR revenue.
- Continued Discussion:
  - Steve: We need to maintain Carbondale, the cost of staying here does not impact the visitor. Would hate to see people stop coming here because it's not affordable.

- Andrea: Lodging tax ebbs and flows with the sales tax. If lodging tax goes up, will they spend less on sales tax?
  - Mark: 2000-2015 we didn't want people to come here, but now we are a very popular destination. Scrambling to get a handle on it. Prices are increasing significantly. Very little incentive lately to keep businesses on Main Street or stay in Carbondale.
  - Christy: Sales tax tracking 5% up on the prior year, because of inflation.
  - Michael: How can businesses stay here if this continues.
  - Michelle: Make it a point to add Trustees to the next meeting.
7. Carbondale Chamber Updates, Steve/Andrea, 8:25am-8:30am
- June 21 BAH, hosted by MANAUS, 4pm-6pm, location: Third Street Center.
8. Contractor Updates, Sarah-Jane, Derek, 8:30am-8:40am
- Working on driving people to Carbondale.com, put the new spring season information on the website, highlighting run off/road closures.
  - Promote Farm Map at Food & Wine
  - How do we attract new visitors to Carbondale: developing new visitor experiences.
  - Dandelion Day: Take it Easy campaign was very successful.
  - Keep looking at the website and give feedback.
  - Steve: Requirement to be on the farm map?
    - Sarah Jane: the map isn't a dining guide; this is for food sellers that have relationships with farmers/sourced locally. Input from chefs. The chefs/local food businesses were nominated.
    - Mark Hardin: locals have been loving the farm map
  - Farm Map
    - Distribution Strategy, Andrea: Each member delivery to 5-10 locations
    - Remove love local, replace with Take it easy window clings.
    - 25-50 per member to take and distribute. Also take Take It Easy poop bags.
    - 6 destinations now on the Colorado Creative Corridor
9. Additional Updates:
- BAH: June 21<sup>st</sup> third street center
  - Historical society is placing historical photos around town, one will be at the Third Street Center (main street businesses)
  - Hwy 133 closure: Continue to spread the word about the closure. Gunnison and Paonia will look into FEMA. CDOT will have a temporary bridge in the next month. Shuttle set up from Carbondale.
  - Trash removal from the scenic outlook between Aspen Glenn and Carbondale.
  - Lindsay Jones working with TCC for merchandise (bandanas)
10. Subcommittee Updates
- Roaring Fork Valley Agritourism Development Project:
    - Reimagine Destination Project: Create a tourism network and collaborate with our tourism partners. Campaigns/initiatives that serve our entire Valley. Currently creating dedicated tourism programs with RFOV. Actively promoting their community programs. This will cost us \$1-\$2k.
    - Utilize Creative Corridor as a way to promote Carbondale.
    - Aspen: pay to play guide, but they have capacity issues. They do promote Carbondale as an alternative.

- A lot of guides are already out there, fancy guides in hotels. We need to promote more down valley aspects.
- Carbondale would be easier to partner with Basalt & Glenwood rather than Aspen.
- Farm Fest:
  - Difficult to keep the event the same as last year.
  - Roaring Fork Roots is the Ag fund. Putting together what that fund looks like. Mark Hardin will oversee the fund. How can the fund receive money/how to get the word out there.
  - Farmers Market tote bag proceeds will go to the Ag Fund
  - Potato Day weekend: Ride the Ranches, bike ride to local ranches, aid stations at each ranch. Sunday Oct 8<sup>th</sup>. End at Coffman Ranch. Fall harvest festival/community event. Curated meal with local meats/produce.
  - How to do this on a minimal budget.
  - Sustainability Scholarship component through Alpine Bank as well.
  - QR code to place at the Farmers Market booth/ sheet of paper to get the word out.

11. TCC New Business/Items Not on the Agenda  
No additional business was discussed.

12. Adjourn  
The meeting was adjourned at 9:23am

Respectfully Submitted,  
Jamie Wall, Carbondale Parks & Recreation