



Tourism Council of Carbondale (TCC) Meeting
Thursday, July 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 8:05 by Julie Warren
2. Board Member Updates
 - Jamie Wall: Our Town One Table: Sunday August 20th, 92 tables so far. Gearing up for Potato Day
 - Michelle Marlow: Lots of non profit and weddings
 - Tanner Gianinetti: Fall is really busy, first two weekends are the most popular. Receiving 2025 inquiries, not 2024. Capacity limitations. Nice to branch out of wedding market: Galas, corporate events. July dates were skipped – maybe too hot and Colorado wildfire season.

- Julie Warren: Dark Star Orchestra was great. 2600 ticket sales, kids were free. More live donations. Comedian did not too well. Busiest day in history this week. 200 rounds a day. Turning away events. Ranch at Roaring Fork good numbers.
 - Erkkko Alm: Opening up record number of accounts over the last few months. Customer appreciation day.
 - Steve Skadron: Carbondale campus move to bring in more arts programming. Campus be an anchor for a First Friday, integrate more of the arts community. Entrepreneur class taught in Spanish, huge waitlist. Acquired space in Basalt – community space for anyone. Aspen CMC has been involved with Aspen Food & Wine. Farm Map could maybe include the new kitchen being built.
 - Emily Ravn: Booking pattern has been weird, not a lot of 2024 activity, summer is slow. September looks strong, and a big bicycle group time. August looks slow. Glenwood Springs is up, Carbondale is down.
 - Andrea Stewart: Brion’s numbers are down too at Independence Run & Hike. Late summer start.
 - Sue Gray: Teaching a post apocalyptic class at CMC– how to survive without electricity.
3. CTO/Industry Updates
- Crystal Mill: closed access to the river. It’s unfortunate; locals are losing access to their favorite places.
4. Approve Meeting Minutes
- The meeting minutes from the June 22, 2023 meeting were presented for approval. Michelle Marlow motioned to approve the meeting minutes, and Erkkko Alm seconded the motion; the motion was approved.
5. Financial Review

Tourism Council of Carbondale

Bookkeeper’s Report – Executive Summary

Period Ending June 30, 2023, Cash Basis

Lodging Tax Report – Town of Carbondale

- Lodging Tax for April 2023 is \$10,566, an 11.28% decrease compared to April 2022
- Lodging Tax for May 2023 is \$12,788, a 2.4% increase compared to May 2022, and will not appear on the June 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 June 30, 2023 (Blue Column)

- Lodging Tax Income on P&L: \$75,010 Actual vs Budget \$87,500 (there were no lodging tax deposits in June due to delay in receiving April check; with April tax, total through June is \$85,576 against \$87,500 budget)
- June 2023 Lodging Tax Income (\$10,566) is comprised of taxes collected in April 2023

- Total Income: \$76,667 Actual vs Budget \$89,512
- Net Ordinary Income: -\$4,497 Actual vs YTD Budget of \$839 (however, with \$10,566 in April tax, the net ordinary income would otherwise be a positive \$6,069)
- Net Income including Other Income: -\$6,453 (a budgeted transfer in of \$12,768 from the Opportunity Fund in July helps offset Farm MAP expenses and brings the Net Income to a positive number)
- 2022 Budget called for funding of Reserves by \$20k & Opportunity Fund by \$15k at year-end 2022

Balance Sheet as of June 30, 2023 (Blue Column)

- The Operating Checking Account balance is \$81,198 compared to \$127,451 at 06/30/2022 (balance at 6/30/23 is understated due to April Lodging Tax deposited on July 5)
- Money Market & FirstBank CD cash accounts total balance (Opportunity & Reserve Funds combined) is \$143,716 compared to \$114,842 at 06/30/2022
- 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 06/30/2023 (\$108,028) covers ~77%, or about 9 months, of 2023 Operating Expenses

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

6. Town of Carbondale Update
 - Town STR tax has brought in \$87k for the first 6 months in Carbondale (AIRBNB)
7. Carbondale Chamber Updates
 - 445 Members of the Chamber, increased dues with a positive impact
 - Employee Handbook updates with Jury Duty leave
 - Successfully BAH at Poss Architecture July 16th. Each business attracts different members who attend.
 - August 16 BAH, 4pm-6pm, hosted by Elite Performance Academy (EPA), 62 Co Rd 113 Building A Carbondale, CO 81623 (across from Habitat ReStore on HWY 82).
 - BAH: Average about 75 attendees. Booking into 2024.
 - September 20 Business Confluence, 8am-11am, Thunder River Theatre Company. Tickets go on sale next week.
8. Contractor Updates, Sarah-Jane, Derek, 8:30am-8:40am
 - 650 New email signs ups since adding to the website
 - Press outreach around the Farm Map
 - Full page ad for Take it Easy campaign. Distribution of stickers and koozies at Mtn Fair.
 - Website audit currently. Derek is doing a content audit, updating content. What features are working and not working. Do we need to change the events button to what's going on? Subtle changes / content updates.

- Take it Easy in Carbondale giveaway contest: Drive traffic from social media to the website for a data capture. Increase Colorado visitors and capture front range zip codes. Prize is a two night stay at avalanche ranch.
- Newsletter in September. New businesses opening. Fall/winter events.
- “Pocket Concierge”: business-sized card to promote the Carbondale Tourism
- Steve: Steamboat mentioned “Take it Easy” seemed lazy and not hands on.
Sarah Jane: Their communities are against outdoor rec. Their tourism is not like ours, no leadership, no creative industries.

9. TCC Subcommittee Updates

- Sarah Jane: We will be putting out a survey to all stakeholders from the visitor guide.
- Andrea: Izzy at the bookstore & RVR Golf course are giving out a ton of Farm Maps
- Farm Fest: Roaring Fork Roots Fund is still getting finalized. Curated \$100 picnic basket. Ride the Ranches (Aspen Cycling Tours) on Sunday, October 8th. Ride capped at 50 people. 13 moons, up and over PC, Rock Bottom Ranch and end at Coffman Ranch. Party in the Pasture. Still working with Mark on the food part. 11am-3pm, so we can include Gymkhana group.
- Alpine Bank attends Party in the Pasture and award the Scholarship from the Roaring Fork Roots Fund. 300 tickets max.
- Volunteers from the Board needed for Friday, Saturday and Sunday October 6, 7, 8th. If you cannot volunteer, we recommend nominal donations.
- Press release soon. Ticket prices \$75 roughly for the bike ride including party in the pasture. Party in the Pasture around \$25. Affordable event.
- Sarah Jane: Tourism Planning Workshops in September; one will be in Glenwood Springs.

10. TCC New Business/Items Not on the Agenda

Sue discussed Potato Day at length, including thoughts on alcohol at the annual event, booth layout, and more.

11. Adjourn

The meeting was adjourned at 9:34am. No vote needed.

Respectfully Submitted,
Jamie Wall, Carbondale Parks & Recreation