

Tourism Council of Carbondale (TCC) Meeting  
Thursday, June 22, 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 8:03 by Julie Warren
2. Board Member Updates
  - Michelle Marlow: Busy with events, Farm & Country movie premier, Lawn Bash
  - Jamie Wall: Farmers Market up and running & pool
  - Michael Stout: Gallery opening First Friday & Mtn Fair planning, sign ups for volunteering are online: [carbondalearts.com](http://carbondalearts.com)
  - Steve Skadron: CMC will be included with the Chamber Confluence. CMC is developing a soft goods program to learn skills on sustainability (sewing/hands on concept) and learn skills to open your own shop to do practices like Patagonia. Partnership with the Fashion Show/Carbondale Arts. Classes start in the fall, certificate program. "Soft goods manufacturing"
  - Mark Hardin: Summer bookings are good & last minute bookings

- Emily Ravn: Visitors are down, lost 25% of the market share to Glenwood Springs. Guests say there is not much to do in Carbondale. Leisure travel in Glenwood is up similar to how Carbondale is down.
  - Julie Warren: Setting records at the Golf Course. Busy summer again. Restaurant is fully staffed. Concert is coming along with planning and ticket sales. Someone donated a sprinter van towards the foundation.
3. Approve Meeting Minutes  
The meeting minutes from the May 25, 2023 meeting were presented for approval. Michelle Marlow motioned to approve the meeting minutes, and Michael Stout seconded the motion; the motion was approved.
4. Financial Review:

Tourism Council of Carbondale  
**Bookkeeper's Report - Executive Summary**  
Period Ending May 31, 2023, Cash Basis

**Lodging Tax Report - Town of Carbondale**

- Lodging Tax for March 2023 is \$15,611, a 7% decrease compared to March 2022
- Lodging Tax for April 2023 is \$10,566 (Preliminary, and not yet received), an 11% decrease compared to April 2022, and will not appear on the May 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 May 31, 2023 (Blue Column)**

- Lodging Tax Income on P&L: \$75,010 Actual vs Budget \$72,917
- May 2023 Lodging Tax Income on P&L (\$15,611) is comprised of taxes collected in March 2023
- Total Income: \$75,614 Actual vs Budget \$74,593
- Net Ordinary Income: \$3,999 Actual vs YTD Budget of -\$4,751
- Net Income including Other Income: \$3,156
- 2022 Budget called for funding of Reserves by \$20k & Opportunity Fund by \$15k at year-end 2022

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

- The Operating Checking Account balance is \$91,814 compared to \$125,676 at 05/31/2022
- Money Market & FirstBank CD cash accounts total balance (Opportunity & Reserve Funds combined) is \$142,709 compared to \$114,841 at 05/31/2022
- 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 05/31/2023 (\$108,028) covers ~77%, or about 9 months, of 2023 Operating Expenses

Respectfully submitted, Heather Beach, Bookkeeper, June 20, 2023

## 2. Town of Carbondale Updates:

- Marty Silverstein: Hwy being closed from Paonia account for lodging down? Emily: Tourists see road closure and it affects their decisions. The Glenwood leisure travel is up 25% for weeks in a row. We will request more information on the ROI in our marketing dollars
- Garfield County Commissioners/RFTA, they were defensive. They want people to live where they work. The problems of Basalt, GW, Silt and Rifle that they have now will be substantially worse in 10 years.
- Carbondale Rodeo: Neighbors are very upset. Shuttle system started, not many people use it, but it's new. Garbage is still an issue. Meeting this Friday at 7pm at the Rode grounds with the neighbors. How do we move forward with parking/shuttle/trash issues. Snowmass rodeo will close after this year, might put more stress on ours. Mexican Rodeo is having 2 here.
- Commissioners are asking to reduce our Mill Levy. Our Town's Levy is small.
- STR discussion: Tax collection and enforcement is not in place yet. Financial software company issues. 71 have licenses, evenly divided between Primary and Secondary homeowners. Other communities have 5-50%.  
Guestimate: 10-12 STR that have not registered. Fines for not registering. 4 ADUS, 15 multi family, 16 rooms in a primary residence, 11 single family homes, 12 in a house, 4 in a condo. Put a cap of 100? 29 more people. Keep the way it is for another 1-2 years. Town staff is busy with projects, we don't have enforcement yet, we don't have tax collected yet. Still a work in progress. We want people who are a part of our community.
- Iron Mt Hot Springs experience: Lots of visitors in the Front Range, and don't go past Glenwood Springs. Rain has affected tourism and construction.
- On going Town Projects: Water plant, Crystal River Restoration, 8<sup>th</sup> Street
- New Hires: Building Official, two officers in training, new FD at PD
- STR: More people renting homes/renting STR for a week at a time. Taking away from local housing and using our hotels. Less than 3% of our stock is Short Term. You have to have a manager to get there and respond within 45 min. People are buying homes and renting out for future retirement, but they don't live here and contributing to our town.

## 6. Carbondale Chamber Updates, Steve/Andrea, 8:25am-8:30am

- July 19 BAH, 4pm-6pm, hosted by POSS Architecture, 311 Main Street, Ste. 101 Carbondale, CO 81623
- Confluence & Town is coming together, helping Short Term loan program for helping entrepreneurs and help grow their business. Partnership aligns with Chamber goals and mission. Chamber is here for promotion only.
- BAH are getting busy and new people
- Confluence: Thunder River Theater. The Town will be talking about the property and development. 8am-11am.

## 7. Contractor Updates, Sarah-Jane, Derek, 8:30am-8:40am

- Managing website, social media, press office
- Broad marketing efforts
- Participating in a media Colorado Tourism Office event.

6. Subcommittee Updates

- Take it Easy stickers, dog poop bags, Farm Maps distributed around Town. Take it Bilingual / web based
- Farm Fest: "Ride the Ranches" : Roaring Fork Roots Ag Fund. Mark will head up the fund on it. Promote a bike ride (rec and agrotourism). Working with Aspen Cycling Club. End at Coffman Ranch out by the Rodeo Grounds. Join in with their fall fest community event. Become Valley wide eventually. The ride will go to local ranches (about 50K). Aid stations will be at the ranches. Activations with curated baskets as well and sell at Farmers Market. Excited to work with Justin at Aspen Cycling, they have experience planning rides.
- Bike Ride: Up and Over PC road, drop into Emma and return on bike trail

9. Mid-Year Check In & Discussion, Andrea, 8:50am-9:00am

- STR's/Visitors/Keep Carbondale, Carbondale, Continued from May meeting
- Julie Warren: Experience with visitors not taking it easy?
- Andrea: The campaign has been well received. Businesses are happy with the reminder of Take It Easy. Entitlement is still around however.
- Michelle: Tough time for Carbondale, cost of living, our Town is changing/growing
- Michael: How do we support and strengthen what is already here? We have amazing assets like the Farmers Market and Mountain Fair. Not just messaging but creating solutions.
- Rodeo issues: Parking, trash, increase in people, increase in fees
- Mark Hardin: Snowmass brings in more people. We need to figure out how to support the Rodeo here in town. Brings people here. The community should get involved. Lodging tax/sales tax could be diverted towards the rodeo
- Michelle: We are not trying to get rid of it. Cars parked on both sides of the county road, drunk people. We don't have the infrastructure to make it grow. It is dark on that road.
- Promote people getting there safely. Traffic management plan? Simple communication systems. Tourism could promote how to get there.
- Sarah-Jane: Invite Rodeo committee to the next Chamber meeting to figure out their needs and how it's going.

10. TCC New Business/Items Not on the Agenda

No additional business was discussed.

11. Adjourn

Motion to adjourn: Michael Stout. Second: Steve. The meeting was adjourned at 9:17am

Respectfully Submitted,  
Jamie Wall, Carbondale Parks & Recreation