

Tourism Council of Carbondale (TCC) Meeting
Thursday, August 24, 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 Michelle Marlow
2. Board Member Updates
 - a. Jamie Wall: Our Town One Table was a success, 110 tables. Farmers Market is going great. Gearing up for Potato Day. If anyone wants to be in the parade, farmers market or sponsor the event please reach out to Jamie.
 - b. Michael Stout: Gallery show with jewelry: Tiny Shiny Guilds. Garden Concert Series at the Thompson Barn. Tickets on sale, 4 shows. MinTze Wu.
 - c. Michelle Marlow: Many events coming up at Smiling Goat Ranch & TACAW.
 - d. Mark Hardin: Ride the Ranches
 - e. Erkko Alm: Commercial Real Estate requests coming in

- f. Tanner Gianinetti: September is very busy
3. CTO/Industry Updates, Andrea, 8:10-8:15am
- a. Carbondale Tourism named CTO Governor's Conference award finalist in two categories!
 - i. Creative Marketing Campaign
 - ii. Exemplary Community Initiative
 - b. [CMC Aspen campus debuts program teaching clothing design, manufacture, repair, re-wearing](#)
 - Steve: Sustainability values, capitalizes on the next generation buying trends and outdoor recreation. This can support future events like Green is the New Black Fashion Show
 - c. [Aspen Skiing Company chamber discount passes on sale now! Sunlight Mountain Resort chamber discounts to go on sale soon!](#)
Sunlight Chamber discount information will be available in the next week or so.
4. Approve Meeting Minutes
The meeting minutes from the July 27, 2023 meeting were presented for approval. Michael Stout motioned to approve the meeting minutes, and Mark Hardin seconded the motion; the motion was approved.
5. Financial Review

Tourism Council of Carbondale

Bookkeeper's Report – Executive Summary

Period Ending July 31, 2023, Cash Basis

Lodging Tax Report – Town of Carbondale

- Lodging Tax for May 2023 is \$12,788, a 2.4% increase over May 2022
- Lodging Tax for June 2023 is \$19,587, a 7.6% increase over June 2022
- 2022 Total (January-December 2022) is \$199,696, a 21% 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 July 31, 2023 (Blue Column)

- Lodging Tax Income on P&L: \$98,364 Actual vs Budget \$102,083
- July 2023 Lodging Tax Income (\$23,354) is comprised of taxes collected in April (\$10,566) & May (\$12,788)
- Total Income: \$100,413 Actual vs Budget \$104,431
- Net Ordinary Income: \$7,752 Actual vs YTD Budget of \$978
- Net Income including Other Income: \$16,455
- 2022 Budget called for funding of Reserves by \$20k & Opportunity Fund by \$15k at year-end 2022

Balance Sheet as of July 31, 2023 (Blue Column)

- The Operating Checking Account balance is \$103,966 compared to \$108,653 at 07/31/2022
- Money Market & FirstBank CD cash accounts total balance (Opportunity & Reserve Funds combined) is \$131,088 compared to \$114,843 at 07/31/2022
- Opportunity Fund (Money Market account) reduced by \$12,768 – part of budgeted contribution to Farm Map Grant expense
- Reserve Fund Equity account is \$108,028 (includes MM cash acct interest earnings); Opportunity Fund Equity account is now at \$21,406
- Reserve Fund at 07/31/2023 (\$108,028) covers ~77%, or about 9 months, of 2023 Operating Expenses

Respectfully submitted, Heather Beach, Bookkeeper, August 21, 2023

Additional Discussion

- The Merchandise Budget is almost maxed out, but we have not received the July numbers/data from merchandise sales.

6. Town of Carbondale Updates

- a. Marty was not able to attend
- b. Andrea will be going in front of the BOT in September
- c. Town ArtSpace will be presenting at Business Confluence
- d. BOT: Youtube page for the full meeting about the Forest Service construction.

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

- a. September 20:
 - i. Business Confluence, 8am-11am, Thunder River Theatre Company.
 - ii. Business After Hours, 4pm-6pm, The Homestead Bar & Grill
 - iii. Two additional sponsorships created
- b. Increase in memberships because of the Ski Pass discount
- c. Business After hours was held at EPA this month. Jamie with Town of Carbondale and Farmers Market was a co-host.

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

- a. Derek: Newsletter will be highlighting 4 topics: Ride the ranch & Potato Day, Fall/Winter Recreation, and potentially a specific business. What else would you like to see in a fall newsletter?
 1. Michelle: Highlighting the Roaring Fork Roots fund, Strange Ranch and National Dog Finals
 2. Andrea: AVL & Coffman Ranch for Party in the Pasture, Historical Society / walking tour.
- b. News local spotlight: Jamie Wall Carbondale Farmers Market
- c. Mobile Audit, finding errors on Carbondale website

- d. New Partners updated on the site
9. TCC Subcommittee Updates, 8:40am-8:50am
- a. Ride the Ranches, Michelle: Potato Day Weekend on Sunday October 8th. Sponsorship Opportunities, please reach out to at least one sponsor to help off set the cost of the event and support the Roaring Fork Roots Fund.
 - b. Offering curated picnic baskets and totes. Advertise at the Farmers Market at the Market booth or Chamber booth. This will not be like last year.
 - c. Aid station at the top of Prince Creek Road
10. TCC New Business/Items Not on the Agenda
- a. Next meeting September 28th , might be remote.
 - b. October 6th-8th we need volunteering
11. Adjourn
- The meeting was adjourned at 8:44am. No vote needed.

Respectfully Submitted,
Jamie Wall, Carbondale Parks & Recreation