

Tourism Council of Carbondale (TCC) Meeting
Thursday, October 26, 2023, 8am, 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 8:03am by Julie Warren
2. Board Member Updates
 - a. **Jamie Wall** : Potato day was a great success, great turn out, great weather. Turkey Trot coming up next month and we will need volunteers to help on the street.
 - b. **Michelle Marlow**: Wrapped up busy season, Ride the Ranches was great, Potato Day weekend was super great.
 - c. **Michael Stout**: Dia De Los Muertos next Friday 5pm-8:30pm. Precession starts at Third Street Center, down main street, up Weant then back to 4th/Main. Two food trucks, churro station, music, same as previous years. Deck the walls holiday market opens in the middle of November. Gallery exhibit now will be open through First Friday. Latino show. Carbondale Arts is taking over First Fridays beginning January 2024.

- d. **Sue Gray:** Great success, Historical Society made about \$400 at the booth. The contra dance was really popular and happy with all the events. Will is going to step into the Potato day committee position. Museums have been closed all summer, no tourism for the Historical Society. Tours outside of the Thompson House, few local groups. Haven't marketed the museums all year. Not sure if someone from the Historical Society will join the Chamber Board.
 - e. **Julie Warren:** Stepping away from the RVR Golf to the current Director of the golf course, Steve. Currently has a great team and chef. The annual concert will not happen again, but possible move venue locations. Thank you everyone for your support.
 3. CTO/Industry Updates, Andrea, 8:10-8:15am
 - a. CTO Governor's Conference award finalist and conference recap: Great event, many people attended. Nominated for two awards and finalists, but did not win.
 - b. CRAFT Mentor Program:
 - c. [Creative districts designed to boost rural Colorado's economy creatively tackle other problems, too](#)
 - d. Rockies playground recap: 8 different regions having involvement in the Rockies playground. Carbondale was referenced. Sarah: Summit County to Pitkin County is the Rockies playground. State categorized 8 regional visitor areas. Listen to stakeholders who are working for organizations who are apart of the states tourism industry. What are the challenges? Especially with the Historical Society and our history here. How do we talk about Colorado's heritage culture? State-wide strategic plan should be completed by November. Encourage everyone to attend the workshops. Coming up with plans and using resources to advance tourism for the future. There will be a survey coming out soon in the weekly Colorado Tourism newsletter.

4. Approve Meeting Minutes

The meeting minutes from the August 24, 2023 meeting were presented for approval. Erkko Alm motioned to approve the meeting minutes, and Michael Stout seconded the motion; the motion was approved.

5. Financial Review

Tourism Council of Carbondale

Bookkeeper's Report – Executive Summary

Period Ending September 30, 2023, Cash Basis

Lodging Tax Report – Town of Carbondale

- Lodging Tax for July 2023 is \$23,002, an 8.4% decrease compared to July 2022
- Lodging Tax for August 2023 is \$18,524, a 7.1% decrease compared to August 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
- Emily from the Comfort Inn said that October numbers were great. And Days Inn are pricing \$200-\$250 on a weekend night.
- Steve: Who were staying at the hotels? Andrea: on the weekends, most visitors were here for the leaves/fall season. 30% increase from last year was most likely due to the increase in rates.

YTD P&L Actuals September 30, 2023 (Blue Column)

- Lodging Tax Income on P&L: \$140,954 Actual vs Budget \$131,250
- September 2023 Lodging Tax Income (\$23,002) is comprised of taxes collected in July
- Total Income: \$146,352 Actual vs Budget \$134,268
- Net Ordinary Income: \$15,421 Actual vs YTD Budget of \$1,258
- Net Income including Other Income: \$25,986
- 2022 Budget called for funding of Reserves by \$20k & Opportunity Fund by \$15k at year-end 2022

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

- The Operating Checking Account balance is \$112,331 compared to \$98,773 at 09/30/2022
- Money Market & FirstBank CD cash accounts total balance (Opportunity & Reserve Funds combined) is \$132,254 compared to \$114,848 at 09/30/2022
- 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 09/30/2023 (\$108,028) covers ~77%, or about 9 months, of 2023 Operating Expenses

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

Additional Discussion:

- **Steve:** Erica Sparhawk was extremely complimentary for the Chamber efforts over the past few years. Honoring our request for funds this year. \$40,000. We have changed our budget over the years to make it more transparent and have a good level of reserves. From working with the Town budget and reevaluating our dues and fees structure we have been able to capture more revenues. Membership numbers are approaching an ultimate high. Retaining its members.
- **BAH:** Has a huge waiting list. Gatherings for businesses and networking. venue brings in different members.

6. Town of Carbondale Updates
N/A
7. Carbondale Chamber Updates, Steve/Andrea, 8:25am-8:30am
 - a. Sept 20 Business Confluence Recap
 - b. 2024 TCC Prospective Board Members: Michelle & Sue are term limited, we currently have 9 Board Members, so we would go down to 7. Send any candidates to Andrea. We will discuss at November 16 meeting.
 - c. Virtual Concierge QR code
8. Contractor Updates, Sarah-Jane, Derek, 8:30am-8:40am
 - a. Numbers are performing above average. We will be putting an end of the year summary. 12 month performance tracking of all of the numbers from each platform. Seasonal events taking places, experiences in the fall season, moving into winter season. We will be talking about the small town winter activities, cross-country skiing, access to aspen and sunlight mountain.
 - b. Key initiatives Carbondale tourism will advance in 2024.
 - c. 10-15 hours a week for marketing. Increasing audience and strategies, visitor experiences.
 - d. We are applying for Technical Assistance through the Colorado Tourism office. We would receive 100 hours of technical assistance to help on specific projects. Application is due today and will find out in a couple of weeks. Also looking into Tourism Management grant application opens in December.
9. TCC Subcommittee Updates, 8:40am-8:50am
 - a. Ride the Ranches, Michelle/Andrea
 1. Michelle: Found an event that people are excited about and people registered early. Sold out early, and had people show up day of. We can do things differently next year. Great event for Carbondale Tourism and the Farm Map.
 2. Andrea: Kept the ride at 50 and we have 7 people on the waiting list and opened it up, sold out in 30 min. Aspen Cycling were added. Increased registration to 75 and sold out in a day. Over 40% were outside of the Carbondale area – a lot from the front range. Most of the registrations were added through social media.
 3. Andrea: Disappointed with the lack of involvement from the Tourism Board for not helping/volunteering. Put in extra hours that week, but shout out to Michelle & Mark for being out on course and helping. Jamie was a participant and was able to view the event in that aspect. Really important we get help, or Andrea cannot help out next year. Final numbers at the end of the month.
 4. Tanner: Based on volunteering troubles, do we pay for staff? Most of the board members are in hospitality and are too busy

based on the season. I am willing to help budget for staffing.
Something to think about for the future.

5. Michael: Community volunteers to support it instead of just the Board. Volunteer burn out is real.
6. Jamie: Marketing the event with Volunteers needed. Add incentives: free items/meals? Potato day volunteers get a free meal after volunteering.
7. Julie Warren: Sponsoring was limited during the transition of ownership at RVR Golf
8. Andrea: The route start at Colorado Extreme by Coffman Ranch, went to Carbondale on the bike path to hwy 133 to hit some ranches, then up Prince Creek road at the top with an aid station, then down to Emma to Coffman Ranch. Wide range of abilities and ages.

10. TCC New Business/Items Not on the Agenda

- a. Colorado Creative Corridor – brought on Derek and Roadmap Consulting, as programming went on the back burner after Footsteps sold to Titan. Excited to move forward and take to the next level.

Next meeting November 16th, 2023 because of Thanksgiving

11. Adjourn

The meeting was adjourned at 9:02am. Motioned by Michael.

Respectfully Submitted,
Jamie Wall, Carbondale Parks & Recreation