

Tourism Council of Carbondale (TCC) Meeting
Thursday, December 21, 2023, 8am, Third Street Center and 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. Call meeting to order, Julie at 8:03 am
2. Approve November 16 meeting minutes
Sue motioned to approve minutes and Michael second, the motion was approved.
3. 2024 Board Structure and Contractor Outlook
 - a. Thank outgoing Board members (Julie, Michelle, Sue)
 - b. Appoint in-coming 2024 TCC Chair (Erkko)
 - i. Julie made a motion to approve Erkko as the new TCC Chair, Michelle second, the motion was approved
 - c. Contraction extension for Roadmap Consulting
 - i. Website management and hosting
 - ii. **Action:** approve extension
Erkko motioned to approve the contract extension and for Blizzard to

oversee website hosting and maintenance, and Michael second, the motion was approved.

4. Financial Review, attached, Andrea
 - a. November Financial Review

Tourism Council of Carbondale

Bookkeeper's Report – Executive Summary

Period Ending November 30, 2023, Cash Basis

Lodging Tax Report – Town of Carbondale

- Lodging Tax for September 2023 is \$19,668, a 7.9% decrease compared to September 2022
- Lodging Tax for October 2023 is \$15,146, a 3% decrease compared to October 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 November 30, 2023 (Blue Column)

- Lodging Tax Income on P&L: \$179,115 Actual vs Budget \$160,417
- November 2023 Lodging Tax Income (\$19,668) is comprised of taxes collected in September
- Total Income: \$185,085 Actual vs Budget \$164,105
- Net Ordinary Income: \$34,870 Actual vs Budget \$1,538
- Net Income including Other Income: \$37,384
- 2022 Budget called for funding of Reserves by \$20k & Opportunity Fund by \$15k at year-end 2022

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

- The Operating Checking Account balance is \$63,394 compared to \$124,570 at 11/30/2022; this is due to a \$60,000 transfer from Operating Checking to the Money Market Account in Oct 2023
- Money Market & FirstBank CD cash accounts total balance (Opportunity & Reserve Funds combined) is \$192,589 compared to \$99,865 at 11/30/2022
- 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 11/30/2023 (\$108,028) covers ~77%, or about 9 months, of 2023 Operating Expenses

Respectfully submitted, Heather Beach, Bookkeeper - December 14, 2023

Additional Discussion:

- Work closer with TOC regarding tax in 2024
- Reserves at 108K to date – covers 6.5 months

b. Review 2024 Draft TCC Budget

- Comments:
 - Move funds for website phase 2 to visitor data & analytics
 - Staff performance bonus added – Sue made motion to approve, Michael second, approved

Michael motioned to approve the 2024 TCC Budget, and Sue second, the motion was approved.

5. Board Member Updates

- Michelle** – Colorado Extreme was a great success
- Sue** – final Potato Day meeting, historical society will get about \$1900 from event; working on seeking grants for Thompson House renovation (1M repair estimated); Met w/ Town Manager/Lauren assured Sue that Cabin would be open this summer – may need to rewrite lease for liability issues
- Michael** – Deck the Walls open through 12/24 – great year to date; planning for January First Friday (1/5 – Family Skate Night); Valley Visual show opens mid-January; Call to Artists for storage unit at gateway to Town (5 murals/3 sculpture) – installed by spring – extension of Artway; slow construction of Youth Art Park w/ help from Colorado Extreme (early Jan inspections); looking at Grant from Creative District (OEDIT) to support local art businesses
- Erkko** – overall observation: restaurants and businesses picking up
- Julie** – no longer w/ Homestead and Golf Course; restaurant is closed for season during transition, Steve Van Dyke taking over (joining Chamber board); pass sales available and indoor sim open for indoor golf
- Tanner** – property maintenance; working on event forecast; wedding down; wants to get into corporate offerings coming into Aspen; retreats/summits – get into a new market; more communal; working with Garco on policies and permitting for more communal offerings
- Emily** – been a very slow start to December, picking up now, some inquiries for X-Games but slower now; xmas and week following are typically strong

6. Carbondale Chamber & Tourism Updates, Steve/Andrea

- Office closure: December 25-January 1, regular office hours resume Tuesday, January 2.
- Membership numbers are strongest they have been in history of Chamber – testament to Andrea and committed Board members
- Thanks to Alpine Bank for hosting Business After Hours – BAH has become extremely popular – different segments of community attend based on who hosts – professional community
- Thank you to Carbondale Arts for taking over First Friday
- Strong Chamber Finances – budget strong, robust numbers, positive balance,

reserves

- f. Steve – completing 2nd term as Chamber Board and TCC – stepping aside on both boards
 - Brendan Mathias – First Bank – Chamber Board Chair
 - Garrett Jammaron – Alpine Bank - Chamber Board Treasurer
7. Town of Carbondale Updates
 - a. No update – no representation from TOC
8. Contractor Updates, Sarah-Jane, Derek
 - a. Review of contractor report
 - i. Generating new emails for database organically (old list was not viable)
 - ii. Very high engagement on social and click through rates
 - iii. Further research “paid” promotion for Chamber members a(nd non-Chamber members)
 - b. Forward planning for 2024
 - i. Overview of recommended goals including call to action, strategy, initiatives
 - ii. TCC discussion on strategic planning
 1. PPT presentation
 2. TCC Goals: Add: Maintain partner engagement w/ RF Destination Alliance; Increase quality engagement w/ impressions/click-thru
 3. Strategy: Build from inside out (Rodeo/TOC example; Creative Corridor)
 4. Initiatives: How to get a true community calendar for events to aggregate the info?
 5. Planning goals:
 - a. More definition on goals and how they relate to strategies
 - iii. Review 2024 Plan at January Meeting
9. TCC New Business/Items Not on the Agenda
 - a. (3) new Board Members will be at January 2024 meeting
 - b. TBA Board Members: Backbone & Public Lands
10. Adjourn, Julie

The meeting was adjourned at 9:27am by Julie. No motion needed.

Upcoming TCC Meeting: January 25, 8am, In-Person

Respectfully Submitted,
Michelle Marlow, Ascent Events – Final TCC Meeting ☺