

Tourism Council of Carbondale (TCC) Meeting
Thursday, November 16, 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 8:00am

2. Board Member Updates, Julie

Mark Hardin: Bookings for holidays are good, next year is looking to continue to be strong

Jamie Wall: My last day with TCC is today and last day with the Town of Carbondale is November 27th. I have accepted a job with Town of Snowmass as Events Producer. Turkey Trot is next Thursday on Thanksgiving day. We still need volunteers and you can sign up to run through carbondalerec.com

Emily Ravn: Early inquiries about X-games

Sue Gray: Asked Steve to replace the spot on the Tourism board, but does not want to focus on local tourism. Does not want to support tourism outside of Carbondale.

Michelle Marlow: Hired for the Colorado Extreme alumni outdoor classic, bringing in 20 NHL alumni's at the ice rink on the 9th. Free, but tickets on the website. Skills clinic, alumni match. Chris Weaver band coming from Nashville. Dustin Lynch as well. High end fundraising event on Friday December 8th in Aspen.

Erkko Alm: People who used to come here are moving here building homes. The reason

they are coming back is based off of tourism.

Michael Stout: Getting Deck the Walls ready for members and then opening for the public. Getting ads out for December First Friday. Preparing for First Friday 2024.

Julie Warren: Transitioning management and ending our 10 years at RVR Golf. We had to close Homestead during the transition/liquor license. Golf Course is closed for the season, driving range sledding hill will open for the kids this winter. Little Ranch closed 1st of November.

3. CTO/Industry Updates, Andrea
 - a. Carbondale Tourism named recipient of CTO Destination Development Mentor Program! *100 hours of technical assistance. This program will help build out our tourism and roles of the board. Dive into Ride the Ranches and the fund. Equivalent to having another staff member. Do not know who our mentor will be yet. Stay tuned for more information. Special thanks to Sarah Jane for getting us the program.*
 - b. [X Games readies for Jan.26-28 return](#)
Sunlight Mtn is getting interest.
4. Approve October 26 meeting minutes, attached (**please review prior to meeting**), Julie, 8:20am. Erko Alm Motion to approve minutes and Mark Hardin second.
5. Financial Review, attached, Andrea
 - a. October Financial Review

Tourism Council of Carbondale
Bookkeeper's Report – Executive Summary
Period Ending October 31, 2023, Cash Basis

Lodging Tax Report – Town of Carbondale

- Lodging Tax for August 2023 is \$18,524, a 7.7% decrease compared to August 2022
- Lodging Tax for September 2023 has not yet been received
- 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 October 31, 2023 (Blue Column)

- Lodging Tax Income on P&L: \$159,447 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 \$145,833
- Net Ordinary Income: \$24,553 Actual (YTD Budget amount not shown on DRAFT 2024 Budget)
- Net Income including Other Income: \$25,067
- 2022 Budget called for funding of Reserves by \$20k & Opportunity Fund by \$15k at year-end 2022

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

- The Operating Checking Account balance is \$51,295 compared to \$115,976 at 10/31/2022; 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 \$192,370 compared to \$99,857 at 10/31/2022
- 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 10/31/2023 (\$108,028) covers ~77%, or about 9 months, of 2023 Operating Expenses

Respectfully submitted, Heather Beach, Bookkeeper, November 14, 2023

Additional Discussion:

- **Emily Ravn:** The construction business affects our occupancy rates. Rate is trending down, 3-4%.
- **Christy Chicoine:** *Moving to state collected, getting approved by Board of Trustees next month. Streamline taxes, no longer have to file taxes for Carbondale and the State. First time you'll have to file with the state will be in February. Just sales tax.*

b. First read of 2024 Draft TCC Budget

Additional Discussion:

- CPA shortage in 2022, the 2021 review was not performed until 2023. The cost is higher this year, but will go back down next year.
- Farm Fest and Ride the Ranches are in the same, budget just separate line items
- Include a bonus for Andrea Stewart, she has been on since 2008 and has never received a bonus. Proposing a \$1500 bonus for her hard work and for 2024. The Board should consider this proposal and further discuss the number a little higher.
- **Mark Hardin:** Looks like we have not spent most of our money in the content creation budget. If things are trending down, we should spend more in the content budget. We can promote more hiking, biking, fishing, especially that people are moving here. **Andrea:** Some of the marketing management contractor includes the content budget. Including the Design production pulls from content creation. We have not pulled from the content budget yet, there are invoices unpaid too.
- **Sarah-Jane:** we don't leave money on the table for marketing. There is a lag time with the budgeting. There will be \$1,000 worth of content coming up for December.
- **Sarah-Jane:** Proposal for Investment in visitor data in 2024, maybe \$10-\$15k. Work with Michael at Carbondale Arts. There is a vendor working with the Colorado Tourism Office. This is an added value service for Tourism members.

6. Carbondale Chamber & Tourism Updates, Steve/Andrea
 - a. 2024 TCC Board Appointments & Approval
 1. 9-15 members per the bylaws of the Chamber
 2. Outgoing members: Julie Warren, Michelle Marlow, Sue Grey, Mark Hardin and Jamie Wall.
Incoming: Heather Haffener from Mountain Waste (worked in a number of Tourism fields and very involved in the community), Matt Hoogenboom with Revel Bike (Ride the Ranches involvement), Jessie at Aspen Ski Co (Carbondale local and a ski representative), Backbone Media (Natasha has been in the past) look into a representation from Backbone.
 3. Appoint in November, and if anyone steps down we can replace.
 4. Other options: Roaring Fork Outdoor Volunteer, Red Hill Council, Land Manager Representation?
 5. Julie motion to approve three candidates: Heather Haffener, Matt Hoogenboom and Jessi, and TBD for Backbone Media and Sustainability/Land Management representative. Mark Hardin second.
 - b. [Businesses of the Year](#)- call for nominations, submit by December 1
 - c. BAH, Dec 13, 4pm-6pm, hosted by Carbondale Alpine Bank
 - d. Chamber has managed First Fridays for 12 years, but after December, Carbondale Arts will be taking First Fridays back over beginning January 2024.
 - e. **Michael Stout:** Focus on engagement with main street businesses, 2024 will remain the same for 2023, but 2025 we could look at improvements for First Fridays.
 - f. **Julie Warren:** If someone is interested in the Chair role and meeting minutes, please communicate to Andrea or Julie. Will discuss in December. Will need someone to take minutes in December and all of 2024.
7. Town of Carbondale Updates
 - a. **Andrea Stewart:** The way that it is designed, we have two BOT representatives. Once new Trustees are elected, annually they divide up who serves on Tourism and Chamber Boards. Erica Sparhawk will hopefully continue to be the representative. More participation at the Chamber Board and Erica represents us at the BOT level. We have a great relationship with the staff, public works, BOT, Town Manager, etc. Colin and Luis are Trustees and also work in the Third Street Center.
8. Contractor Updates, Sarah-Jane, Derek
 - a. **Sarah-Jane:** Put together an overview of our activities over the last three months and two months worth of metrics. Shortly will have an overview of numbers over the course of 12 months. This will help us know where we want to be for 2024. Take It Easy campaign, ongoing website activity, social media activity, seasonal newsletters.
 - b. Other initiatives: Supporting Andrea on the Hot Springs Loop, two ambassadors representing our local hot springs.
 - c. Correcting technical difficulties from Titan Marketing. We were hacked
 - d. Roaring Fork Farm Map, meeting with RF Alliance partners this month. Any needs are the RF Farm Map and Agro-tourism for the RFV.

- e. 2024 Budget: How to divide funding between specific initiatives. Shifting web development support to a third party representative locally.
- f. **Julie Warren:** Tourists are skipping Carbondale and going to GWS for lodging. Can the Board consider researching what is making that happen? Too expensive here? Research visitor movement. Not just lodging. Take it Easy can be used to promote in the direction that we are quieter than GWS. Spending trends have changed too at Homestead. **Derek:** What metrics are you looking at? **Emily:** Data on lodging, grasp on what is happening, GWS is more family friendly and reaches to that consumer. For guests traveling to Aspen, they are staying in Carbondale. Seasonally do better in shoulder season because of construction. GWS has more attractions/events for summer, more restaurants. Carbondale markets in between Aspen and GWS (quieter, less traffic and busy than GWS). Guest surveys and hard data available. **Derek:** What target market are we looking at, focus newsletters/social media on specific groups. Shift from Take it Easy to marketing people to visit here. **Mark Hardin:** GWS spent a lot of money for reconstruction under the bridge, easy travel stop from I70. Do the same for Carbondale, hotels are not walking distance to our core, and our Downtown core has had a big turnover. User-friendly main street. **Emily Ravn:** If guests have to hop in their car for dinner, they choose Glenwood anyway. Guests want a free shuttle. **Andrea Stewart:** The BOT has discussed funding for a local shuttle in town. **Michael Stout:** Mobility Access plan / Town Center project happening.

9. TCC New Business/Items Not on the Agenda

- a. Tanner: will the next meeting open up ideas/concepts for 2024?
- b. Next meeting we will approve the budget

10. Adjourn, Julie

The meeting was adjourned at 9:28am by Julie. No motion needed.

Upcoming TCC Meeting: December 21, 8am, in person and Zoom.

Respectfully Submitted,
Jamie Wall, Carbondale Parks & Recreation