

Tourism Council of Carbondale (TCC) Meeting  
Thursday, January 25, 2024, 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**

Chair Erko Alm, Alpine Bank

Tanner Gianinetti, Spring Creeks Ranch

Heather Haffener, Mountain Waste & Recycling

Matt Hoogenboom, Revel Bikes

Jess Jacobi, Aspen Skiing Company

Emily Ravn, Carbondale Comfort Inn & Suites

Michael Stout, Carbondale Arts & Carbondale Creative District

Sarah-Jane Johnson/Derek Schimmel, Roadmap Consulting, TCC Contractor

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

Quarterly Attendance: Carbondale Chamber Board President: Brendan Matthias, FirstBank

**Agenda:**

1. Call meeting to order, Erko at 8:02 am
  
2. Welcome/Introductions and Board Member Updates
  - a. Erko: Serving as Chamber Liaison, discussed interest rates and housing
  - b. Heather: no longer offering residential compost, increased landfill pricing
  - c. Matt: Revel educational program, relocation of
  - d. Jess: Partnership with X-Games, Bustang Partnership
  - e. Michael: Education & programming events
  
3. Approve December 21 meeting minutes  
Michael Stout motioned to approve minutes and Erko Alm second, the motion was approved.
  
4. December Financial Review

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

**Lodging Tax Report – Town of Carbondale**

- Lodging Tax for October 2023 is \$15,146, a 3% decrease compared to October 2022
- Lodging Tax for November 2023 has not been received as of the date of this report
- 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 December 31, 2023 (Blue Column)**

- Lodging Tax Income on P&L: \$194,261 Actual vs Budget \$175,000
- December 2023 Lodging Tax Income (\$15,146) is comprised of taxes collected in October
- Total Income: \$201,669 Actual vs Budget \$179,024
- Net Ordinary Income: \$30,143 Actual vs Budget \$1,677
- Net Income including Other Income: \$33,106
- 2023 Budget did not call for funding of Reserve Fund or Opportunity Fund

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

- The Operating Checking Account balance is \$57,188 compared to \$103,164 at 12/31/2022; 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 \$192,622 compared to \$128,203 at 12/31/2022
- Opportunity Fund (Money Market account) reduced by \$14,000 in 2023 – to move total Farm MAP Grant funds back to checking account for Farm MAP expenses
- Reserve Fund Equity account is \$128,028 (includes MM cash acct interest earnings); Opportunity Fund Equity account is now at \$20,174
- Reserve Fund at 12/31/2023 (\$128,028) covers ~67%, or about 8 months, of 2024 Operating Expenses

Respectfully submitted, Heather Beach, Bookkeeper, January 23, 2024

5. Industry Updates/Colorado Tourism Office Updates, Andrea
  - a. [Governor Polis and CDOT announce partnership between X Games Aspen and Bustang](#)
  - b. Roaring Fork Outdoor Coalition Symposium recap
6. Carbondale Chamber & Tourism Updates, Andrea, 8:30am-8:35am
  - a. Quarterly Liaison- Carbondale Chamber Board representation will be at the March TCC meeting.

- b. BAH: February 21, 4pm-6pm, hosted by Bodegón by Domingo's Sausage
7. Town of Carbondale Updates
    - a. Trustees not in attendance
    - b. Feedback from community on Chaco Park development
    - c. Refugees moving to Town Hall & local church
  8. Contractor Updates
    - a. Transition of web service contractor
    - b. Tourism management grant application
    - c. 2024 strategy and content plan
    - d. 2023 annual reporting
  9. TCC New Business/Items Not on the Agenda
    - a. Tanner: consignment auction in June before rodeo season
    - b. Take it Easy- SWAG and farm map
  10. Adjourn, Erkkko  
The meeting was adjourned at 9:23am by Erkkko. No motion needed.

**Upcoming TCC Meeting: February 22, 8am, Third Street Center**

Respectfully Submitted,  
Heather Haffener, Mountain Waste & Recycling