

Tourism Council of Carbondale (TCC) Meeting
Thursday, February 22, 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. Andrea: Danny is heli-skiing
 - b. Erko: Opening up 200+ accounts for new customers per month
 - c. Tanner: Limited number of events, forces the price of the event space. Would like to continue to operate and offer community event space
 - d. Heather:
 - e. Matt: launched new titanium bike, Sedona Bike Fest, new bike launch coming next month
 - f. Jess: World Cup, International Women's Day on Friday March 8th, prepping for spring events
 - g. Emily: sold out for the week, focus on large groups of visitors
 - h. Michael: prepping for the fashion show, inter-dimensional threads, end game is still running, artist murals, food and art vendor applications open
3. Approve January 25 meeting minutes
Erko motioned to approve minutes and Michael second, the motion was approved.
4. December Financial Review

Tourism Council of Carbondale

Bookkeeper's Report – Executive Summary

Period Ending January 31, 2024, Cash Basis

Lodging Tax Report – Town of Carbondale

- Lodging Tax for November 2023 is \$10,777: a 3% increase over November 2022.
- Lodging Tax for December 2023 [preliminary] is \$14,366 and is received by TCC in February 2024, so does not appear on January 2024 financial statements
- 2023 Total (January-December 2023) is \$199,663, a 3% decrease compared to 2022
- 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 January 31, 2024 (Blue Column)

- Lodging Tax Income on P&L: \$10,777 Actual vs Budget \$16,250
- January 2024 Lodging Tax Income on P&L (\$10,777) is comprised of taxes collected in November 2023
- Total Income: \$11,008 Actual vs Budget \$16,597
- Net Ordinary Income: \$4,563 Actual vs YTD Budget \$565
- Net Income including Other Income: \$11,399
- 2023 Budget did not call for funding of Reserves, but the TCC Board voted to fund Reserves by \$20k with Operating surplus funds

Balance Sheet as of January 31, 2024 (Blue Column)

- The Operating Checking Account balance is \$60,167 compared to \$104,793 at 01/31/2023
- Money Market cash account balance is \$89,356 compared to \$142,233 at 01/31/2023
- Reserve Fund Equity account is \$128,958 (includes MM cash acct interest earnings); Opportunity Fund Equity account is now at \$20,174
- Reserve Funds are now held in both the MM cash account and the CD cash account
- Reserve Fund at 01/31/2024 (\$128,958) covers ~67%, or about 8 months, of 2024 Operating Expenses

Respectfully submitted, Heather Beach, Bookkeeper, February 21, 2024

- Industry Updates/Colorado Tourism Office Updates, Andrea,
 - [CTO's Destination Stewardship Strategic Planning Initiative](#). CTO is now seeking public input on the Statewide Draft Framework and Glossary of Terms. In the coming months, this initiative will produce a statewide Destination Stewardship Strategic Plan and eight regional plans to create a sustainable future where tourism serves the needs of visitors, residents, communities and the environment. To ensure these plans reflect as many Colorado voices as possible, the CTO is encouraging all tourism stakeholders and residents to review the draft framework and share their thoughts through the [survey](#).
- Carbondale is located in the Rocky's Playground Plan- will be able to use the messaging from this plan and implement it
- Carbondale Chamber & Tourism Updates, Andrea, 8:30am-8:35am
 - BAH: March 20, 4pm-6pm, hosted by Carbondale FirstBank
 - All months have been signed up for with Host and Co-Host for 2024
 - Glenwood and Basalt both scaled back on their events, Andrea will get information on why they have cut back on their events
 - Dandelion Day- hold information booth on May 11th in Sopris Park from 10-5 will have a non-profit booth, calendar invite and two-hour time slots
 - Live Loud is doing Take it Easy merch/ swag and new release of Lindsey Jones designs
 - Scenic Overlook- ECOS did waste removal that was hazardous to humans and environment
- Town of Carbondale Updates
 - Andrea- Trustee liaison update from Marty
 - His term is up in April and might not attend another meeting
 - January Tax was collected, 6.2% decrease from YOY, 3% decrease from 2022
 - Christy- transition to state collected sales tax, no numbers back as of now going through the first round

of analytics

- i. Town of Carbondale has revolving loan fund for small business within the town limits. CTT is facilitating the administration of that loan process.

8. Contractor Updates- Sarah Jane/ Derek of Road Map Consulting

- a. Key Highlights- new web developer, social media continues to grow with organic post on Instagram and Facebook
- b. eNewsletter in December had a positive click-through, sent out quarterly
- c. Submit news, new businesses, events for Tourism updates in press release, newsletter and social media
- d. Launching new initiative with focus on Regenerative Roaring Fork tourism stewardship in the RFV
 - i. Demographic? Invest in Database to track that information, partnering with Carbondale Arts to collect the cell phone data of visitors
 - ii. Colorado based visitors from website data

9. TCC New Business/Items Not on the Agenda

- a. Owner of Days Inn- wondering if outside entities could join the SkiCo lodging list –
 - i. Jess confirmed they can join the email list. Emily will also join for Comfort Inn

10. Adjourn, Erkkko

The meeting was adjourned at 9:05 am by Erkkko. No motion needed.

Upcoming TCC Meeting: March 28, 8am, Third Street Center

Next meeting is March 28th, please let Andrea know if you cannot join or will join remotely

Respectfully Submitted,
Heather Haffener, Mountain Waste & Recycling