

Tourism Council of Carbondale (TCC) Meeting  
Thursday, April 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

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

Erica Sparhawk, Town of Carbondale Trustee Liaison

Andrea Stewart, Carbondale Chamber Executive Director

Guests:

- Carbondale Chamber Board President: Brendan Matthias, FirstBank
- John Miernicki, Days Inn Carbondale
- Bobby Chappell, CTO CRAFT Mentor

**Agenda:**

1. Call meeting to order, Erko at 8:02am
2. Board Member Updates
  - a. Erko:
  - b. Tanner: Ranch is in full swing. Hearing for increased Event capacity is going well should be final by June. Working towards growing more state wide connections
  - c. Heather: June 19<sup>th</sup> Business After Hours. Company is doing more large-scale event sponsorship. (NFL Draft)
  - d. Matt: May 17<sup>th</sup> Party, Sea Otter Classic, Internship Program is Live. It is finally bike season
  - e. Michael: 5 Point film Fest, May First Friday, Final Mural Designs for storage units.
  - f. Jess: Mountains are closed! Off Season for a bit then Summer kicks off!
3. Quarterly Carbondale Chamber Update, Brendan
  - a. Adding New Trustees with more insight and buy in.
  - b. Taking responsibility of the revolving loan.
  - c. Focus on Stronger Membership benefits, and new Members
4. Approve February 22 meeting minutes  
Matt motioned to approve minutes and Michael second, the motion was approved.
5. March Financial Review

**Bookkeeper's Report – Executive Summary**

Period Ending March 31, 2024, Cash Basis

**Lodging Tax Report – Town of Carbondale**

- Lodging Tax for January 2024 is \$18,489, a 5.5% decrease compared to January 2023
- Lodging Tax for February 2024 is \$19,069, a 35.5% increase (!) over February 2023
- 2023 Total (January-December 2023) is \$193,663, 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 March 31, 2024 (Blue Column)**

- Lodging Tax Income on P&L: \$43,631 Actual vs Budget of \$48,750
- March 2024 Lodging Tax Income (\$18,489) is comprised of taxes collected in January 2024
- Total Income: \$45,076 Actual vs Budget of \$49,792
- Net Ordinary Income: \$1,347 Actual vs Budget of \$1,696
- Net Income including Other Income: \$19,095

**Balance Sheet as of March 31, 2024 (Blue Column)**

- The Operating Checking Account balance is \$46,693 compared to \$112,172 at 03/31/23; 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 is \$214,016 compared to \$142,692 at 03/31/2023
- Reserve Fund Equity account is \$128,958 (includes MM cash acct interest earnings); Opportunity Fund Equity account is now at \$20,174
- Surplus cash in TCC's Money Market & CD accounts (\$214,016) is sufficient to cover all current ordinary operating expense

Respectfully submitted, Heather Beach, Bookkeeper, April 15, 2024

Additional Discussion:

- Short Term Rental #2 Still in Flux. Trying to get more data
  - Not that due to the increase of inventory in 2024 and are fully functional now, Revenue should increase.
  - Still focused on more visits during the off season.
6. Industry Updates/Colorado Tourism Office Updates, Andrea,
- a. CTO Publishes Draft Destination Stewardship Strategic Plan  
The Colorado Tourism Office recently published the statewide draft Destination Stewardship Strategic Plan and is seeking public feedback. To ensure that the Draft Statewide Strategic Plan reflects as many Colorado voices as possible, the CTO encourages all tourism stakeholders and residents to share their thoughts:
    - [Watch a webinar recording](#) for Draft Statewide Strategic Plan background
    - Review the plan and [provide feedback](#) by May 10, 2024
  - b. Carbondale Tourism in the News
    - [Project aims to enlist valley visitors for 'voluntourism'](#)
    - [Earth Day Activities Across Colorado](#)
  - c. Carbondale Tourism partners with 5Point for Take It Easy Giveaway
  - d. Dandelion Day: Booth Sign Up
7. Town of Carbondale Updates, Erica
- a. Dandelion Days Volunteers needed: Got.
  - b. New Trustees and Liaisons are getting up to speed and having an impact
8. Destination Development Mentor Program Introduction & Overview, CTO CRAFT Mentor
- a. Offers advisory training to our board to increase impact
  - b. One on one meetings to increase participation and productivity of our time

9. TCC New Business/Items Not on the Agenda
  - a. New Tourism Tracking going Live soon: PLACR
  - b. Wins in Tourism. More Media, storytelling.
  - c. Have a better measuring tool for ROI on Ads and Participation

10. Adjourn, Erkkko

The meeting was adjourned at 8:51 am by Erkkko. No motion needed.

**Upcoming TCC Meeting: May 23, 8am, Third Street Center**

Respectfully Submitted,  
Matt Hoogenboom, Revel Bikes