

Tourism Council of Carbondale (TCC) Meeting  
Thursday, July 25, 2024, 8am, Third Street Center

**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
  - **Jeremy Gilley**, Carbondale Comfort Inn & Suites
  - **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
  - **Jess Robison**, Town of Carbondale Trustee Liaison
  - **Christina Montemayor**, Town of Carbondale Trustee Liaison
  - **Andrea Stewart**, Carbondale Chamber Executive Director
- Guest: **Ashley Worthington**, Valley View Hospital, Chamber Board Secretary

**Agenda:**

1. Call meeting to order, Erko at 8:08 am
2. Board Member Updates
  - a. Erko: High interest rates, projected to stay flat. Loans and projects are necessary i.e. roofing. Customer appreciation at Carbondale location starting at 11am
  - b. Tanner: Barn Dance for community was a break-even model- crowd turnout was fantastic. Second weekend in October has availability for a second Barn Dance, more information to follow. Rodeo/ Saddle Up Thursday has been successful with local businesses, positive community feedback
  - c. Jeremy: July is record setting for occupancy. New management company for the properties. Booking cyclists, contractors, business travel, wedding guests in town
  - d. Heather:
  - e. Matt: Volunteer for Mountain Fair, 2025 preseason sales live next week- increase group rides and engagement. Relocate on Oct 1<sup>st</sup>
  - f. Jess R: Most clients are cash based, up Valley work has increased, lead times on equipment are down but prices are still high for contractors
  - g. Sarah-Jane: Gov-con in Crested Butte to reveal Destination Stewardship plan
  - h. Christina: Bulk registrations, community-based classes offer 'open enrollment' do not have to be a CMC student. CMC offers fundraising parking in the Carbondale lot for Mountain Fair- donations go to Spring
  - i. Ashley: Staffing is stabilized, new specialists in multiple departments starting this fall. VV is launching a new website that is live today. New Observation rooms are opening. VV has a town hall on 8/14 - 2pm

3. Approve June 27, meeting minutes, attached (**please review prior to meeting**)  
Matt motioned to approve minutes and Erkkko second, the motion was approved.
4. June Financial Review, attached, Andrea

Tourism Council of Carbondale

**Bookkeeper's Report – Executive Summary**

Period Ending June 30, 2024, Cash Basis

**Lodging Tax Report – Town of Carbondale**

- Lodging Tax for April 2024 is \$9,677, an 8.4% decrease compared to April 2023
- Lodging Tax for May 2024 has not yet been received
- 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 June 30, 2024 (Blue Column)**

- Lodging Tax Income on P&L: \$89,322 Actual vs Budget of \$97,500
- June 2024 Lodging Tax Income (\$9,677) is comprised of taxes collected in April 2024
- Total Income: \$92,871 Actual vs Budget of \$99,585
- Net Ordinary Income: <\$6,788> Actual vs Budget of \$3,392
- Net Income including Other Income: \$5,190 Actual vs Budget of \$3,392

**Balance Sheet as of June 30, 2024 (Blue Column)**

- The Operating Checking Account balance is \$32,014 compared to \$81,198 at 06/30/23; 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 \$214,789 compared to \$143,716 at 06/30/2023
- 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 (\$214,789) is sufficient to cover all current budgeted ordinary operating expense

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

- a. Additional Discussion:
  - i. Christy was not able to attend, but did share the following info with Andrea prior to the meeting,
    - June tax collected for May 2024 totals \$12,563.03. This is a (1.6%) decrease compared to tax collected for May in 2023 (\$12,362.50).
    - Year-to-date tax collected through May lodging (collected February through June) totaled \$76,742, a 6.3% increase compared to the \$72,169 collected through May lodging in 2023.
5. Industry Updates, Andrea
  - a. [Record Denver visitors generated billions for Colorado tourism industry: report](#)
    - i. Includes numbers for how many trickle into Western region of the state
  - b. Celebrate Colorado: July 26-August 4  
Celebrate Colorado is a statewide celebration coordinated by the Governor's Office where Coloradans can enjoy free and discounted activities across the state as the Polis Administration continues to save

Coloradans money, support local business, and ensure every Coloradan can thrive. Celebrate Colorado is intended to encourage all people to get out into their communities and engage with neighbors, friends and family and enjoy the best our state has to offer! To learn more, add your event, and view all 2024 events, click [here](#).

- c. Technical Assistance Grant Next Steps- Reconfigure the tourism council and best use of Staff, Budget, and Time
6. Carbondale Chamber Quarterly Update, Ashley
    - a. Carbondale Chamber Annual Business Confluence
      - i. The Carbondale Chamber invites you to join us for the [2024 Annual Carbondale Business Confluence](#)! The Confluence will be held on Wednesday, September 18<sup>th</sup> from 8am to 11am at the Third Street Center, with breakfast catered by 3B's Bakery, Bonfire Coffee, Plosky's Deli, and the Village Smithy.
      - ii. There are still a few sponsorship opportunities available, which help underwrite this event, and keep our ticket prices low- please reach out to Andrea if interested!
      - iii. Business Confluence one sheets for sign up and sponsorship opportunities
    - b. Business After Hours (BAH)
      - i. Join the Carbondale Chamber for Business After Hours (BAH), a free event for Carbondale Chamber members to meet, network, enjoy small bites and refreshments, and win prizes. We average 50+ attendees each month!
      - ii. The next BAH will be hosted by [Sopris Lodge on August 21 from 4pm-6pm](#). The event is free for Chamber members and their guests.
    - c. Chamber Ski Pass Discounts
      - i. As a member of the Carbondale Chamber, your business is eligible to save on annual ski passes offered through Aspen Skiing Company, as well as Sunlight Mountain Resort.
        - Aspen Skiing Company chamber discount passes are on sale now, and super early pricing ends September 13. Members can save up to \$1,075 per pass!
        - Sunlight Mountain Resort savings go on sale in August, so keep an eye out for details via email.
  7. Town of Carbondale Updates
    - a. Downtowner will have a designated pick-up spot on Euclid for Mountain Fair
      - i. Partnership with RFTA that runs within the town limits
      - ii. Operates 7-10pm during the week, 7-11pm Friday/Saturday
    - b. Short Term Rentals- Town will look at short term rental regulations, some HOAs have been banning homeowners from Short Term Rentals
      - i. Local businesses have seen a decrease in patronage on the weekends. Visitors are coming into Carbondale for breakfast/lunch and are not staying for weekend/ evening activities
      - ii. Visitor Guide map? Currently have QR cards that can be handed out to access the Tourism Website
    - c. Community Grants open in August
    - d. Carbondale Pool broke ground- capital campaign to help raise funds- DONATE
    - e. Town looking to start Latino Advisory Board
      - i. Have candidates reach out to Christina or Town Manager- Resources on Town website.
  8. Contractor Updates
    - a. Saddle Up Thursday- track with marketing impression
      - i. Feedback from local businesses to track success
        - Survey to go out to Chamber Members in September
    - b. Apply for Colorado Tourism Office Marketing Grant- review options and campaign ideas to submit in September
    - c. Launching Full Season Campaign- Kick-off in August to advertise all season attractions
      - i. focus on SEO, Google Ads

9. TCC New Business/Items Not on the Agenda
  - a. Forget Aspen- feedback on the article that was released suggesting visiting smaller towns down valley
  - b. Grant used to get professional photos and B-Roll shots of Carbondale Tourism partners
  - c. Adding itineraries to the Tourism Website
    - i. 24 hours in Carbondale
  - d. KDNK Radio Camp- create a staycation in Carbondale. Kids will be on at 5:45pm 7/25/2024
    - i. Launching a podcast on their staycation recommendations in Carbondale

10. Adjourn, Erkkko

The meeting was adjourned at 9:15 am by Erkkko. No motion needed.

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

Respectfully Submitted,  
Heather Haffener, Mountain Waste & Recycling