

Tourism Council of Carbondale (TCC) Meeting  
Thursday, June 27, 2024, 8am, 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 Erkkö 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
  - **Andrea Stewart**, Carbondale Chamber Executive Director
- Guest: Bobby Chappell- Colorado Tourism Office Development Mentor

**Agenda:**

1. Call meeting to order, Erkkö at 8:04 am
2. Approve May 23, meeting minutes, attached (**please review prior to meeting**)  
Erkkö motioned to approve minutes and Jess second, the motion was approved.
3. May Financial Review, attached, Andrea

Tourism Council of Carbondale  
**Bookkeeper's Report – Executive Summary**  
Period Ending May 31, 2024, Cash Basis

**Lodging Tax Report – Town of Carbondale**

- Lodging Tax for March 2024 is \$16,944, an 8.5% increase over March 2023
- Lodging Tax for April 2024 is \$9,677, an 8.4% decrease compared to April 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 May 31, 2024 (Blue Column)**

- Lodging Tax Income on P&L: \$79,645 Actual vs Budget of \$81,250
- May 2024 Lodging Tax Income (\$16,944) is comprised of taxes collected in March 2024
- Total Income: \$81,571 Actual vs Budget of \$82,987
- Net Ordinary Income: \$6,399 Actual vs Budget of \$2,826
- Net Income including Other Income: \$20,377 Actual vs Budget of \$2,826

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

- The Operating Checking Account balance is \$47,717 compared to \$91,814 at 05/31/23; 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 \$214,275 compared to \$142,709 at 05/31/2023
- 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 (\$214,275) is sufficient to cover all current budgeted ordinary operating expense

Respectfully submitted, Heather Beach, Bookkeeper, June 25, 2024

- a. Additional Discussion:
  - i. Jeremy inquired about the budget set aside for FAM and media
4. Town of Carbondale Updates, Jess/Christina
  - a. Jess Robinson able to provide update from the Town
  - b. Downtowner to start July 1- on demand service 7am to 10pm weekdays to 11pm weekends- Funding by RFTA & Town of Carbondale
  - c. Rodeo- Shuttle in downtown parking lot and at The Orchard to assist with Saddle Up Thursday
  - d. BOT- Building & energy code update will use public process to update
5. Colorado Tourism Office Destination Development Mentor Program findings presentation, Bobby
  - a. SWOT Analysis presented
  - b. Key Findings- Tourism is changing
    - i. Carbondale needs to work with its strengths to help stand out
    - ii. Events are a staple in Carbondale Tourism
  - c. ACTIONS- shift marketing to highlight and support events in the community to promote the Tourism Identity
    - i. Focus product development around events
    - ii. Conduct research at events to gain knowledge and insight to visitors
  - d. OUTCOMES- give purpose and direction to marketing and portion
    - i. Coming in for events helps inject funds into local businesses
    - ii. Draft new mission, vision, and guiding principles
  - e. PURPOSE- promote community events to spotlight Carbondale and engage with visitors in meaningful way
  - f. TCC Milestones- update to milestones and timelines

- i. Budget approval process
    - ii. Board Appointments
    - iii. Annual Reporting
      - 1. Timeline for updates- July & August to discuss updates
- 6. Industry Updates, Andrea
  - a. [Colorado resort communities want more focus on residents, less emphasis on tourism, survey shows](#)
  - b. [Forget Aspen: Visit This Delightful Colorado Town](#)
  - c. Colorado Tourism Office's Colorado Association of Destination Marketing Organizations (CADMO) annual meeting held in Glenwood Springs
  - d. Save the Date: Carbondale Chamber Annual Business Confluence, Wednesday, September 18- BAH at Homestead after the event
- 7. Contractor Updates
  - a. Saddle Up Thursday
    - i. Running ads in print and online media- banners around town
    - ii. Information in the Chamber newsletter each week and businesses continue to reach out to be added
  - b. Itinerary- one to focus on Mountain Fair on website and social media
- 8. Board Member Updates
  - a. Erkkko: Customer appreciation BBQ- July 25<sup>th</sup> in Carbondale
  - b. Jeremy: Anticipating market trends, occupancies have increased YOY
  - c. Heather: MWR mobile ap has recycling recourses and holiday reminders
  - d. Matt: New building construction is moving forward, RIDE YOUR BIKE
  - e. Jess: Chamber Passes Available now! Working on XGames and winter line up
  - f. Michael: Mountain Fair- Businesses to self-promote while volunteering (group volunteer shifts)
    - i. Expanded to Main Street to help with engagement and highlight downtown businesses
    - ii. First Friday- Launchpad ceramic artists, Clay Center gallery opening & Chaco Park concert
- 9. TCC New Business/Items Not on the Agenda  
No additional business was discussed.
- 10. Adjourn, Erkkko  
The meeting was adjourned at 9:11 am by Erkkko. No motion needed.

**Upcoming TCC Meeting: July 25, 8am, Third Street Center**

Respectfully Submitted,  
Heather Haffener, Mountain Waste & Recycling