

Tourism Council of Carbondale (TCC) Meeting
Thursday, May 23, 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**
- **Jess Robison, Town of Carbondale Trustee Liaison**
- Andrea Stewart, Carbondale Chamber Executive Director

Guests:

- John Miernicki, Days Inn Carbondale
- Jeremy Gilley, Carbondale Comfort Inn & Suites

Agenda:

1. Call meeting to order, Erko at 8:08 am

2. Board Member Updates
 - a. Erko: Art work started at storage unit on 133- no Alpine Bank update
 - b. Tanner: Event season has started! Waiting for the county review on land use change for events.
 - c. Heather: BAH at Mountain Waste & Recycling- 6/19 – Tequila Donkey!
 - d. Matt: Revel Bonedale Bike Week- \$4,000 raised! Construction at new Location- Sept. 1 move in date
 - e. John: Memorial Day Weekend starts with soccer tournaments- will start high season. Add events to the Chamber Newsletter.

3. Approve April 25 meeting minutes
Matt motioned to approve minutes and Tanner second, the motion was approved.

4. April Financial Review

Tourism Council of Carbondale

Bookkeeper's Report – Executive Summary

Period Ending April 30, 2024, Cash Basis

Lodging Tax Report – Town of Carbondale

- Lodging Tax for February 2024 is \$19,069, a 35.5% increase compared to February 2023
- Lodging Tax for March 2024 is \$16,944, an 8.5% increase over March 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 April 30, 2024 (Blue Column)

- Lodging Tax Income on P&L: \$62,701 Actual vs Budget of \$65,000
- April 2024 Lodging Tax Income (\$19,069) is comprised of taxes collected in February 2024
- Total Income: \$64,567 Actual vs Budget of \$66,390
- Net Ordinary Income: \$10,459 Actual vs Budget of \$2,261
- Net Income including Other Income: \$25,742 Actual vs Budget of \$2,261

Balance Sheet as of April 30, 2024 (Blue Column)

- The Operating Checking Account balance is \$53,082 compared to \$97,892 at 04/30/23; 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 \$214,275 compared to \$142,700 at 04/30/2023
- 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 (\$214,275) is sufficient to cover all current budgeted ordinary operating expense

Respectfully submitted, Heather Beach, Bookkeeper, May 20, 2024

5. Industry Updates/Colorado Tourism Office Updates, Andrea,
 - a. Carbondale featured as one of the most inviting towns in Colorado
 - b. Independence Pass, other scenic byways will remain closed over Memorial Day weekend due to heavy snow
 - c. Event Partnership Recaps
 - 5Point Film- TCC & Chamber sponsored event give-away
 - Dandelion Day- Thanks to the members that volunteered at the booth
 - Can there be an incentive included in a sign-up campaign
 - Carbondale Arts- Placer Visitor Data training for Andrea & Michael
6. Town of Carbondale Updates, Erica/Jess
 - a. Erica and Jess will serve as Chamber and Tourism liaisons.

7. Contractor Updates, Sarah-Jane/Derek, 8:45am-8:50am
 - a. [Regenerative Roaring Fork tourism projects](#)
 - i. Digital marketing platforms are being updated- building out digital dashboard
 - b. Saddle Up Thursday- amplify rodeo season, increase rodeo visitors into Carbondale
 - i. Working with local businesses to build incentives around Rodeo attendees
 - ii. Ads in local print media, newsletters, paid placement in circulations
8. TCC New Business/Items Not on the Agenda
No additional business was discussed.
9. Adjourn, Erkkko
The meeting was adjourned at 9:34am by Erkkko. No motion needed.

Upcoming TCC Meeting: June 27, 8am, Third Street Center

Respectfully Submitted,
Heather Haffener, Mountain Waste & Recycling

From: Andrea Stewart

Sent: Monday, June 24, 2024 3:13 PM

To: Heather Haffener <heather.haffener@wasteconnections.com>; Matt Hoogenboom <matth@revelbikes.com>; Michael Stout <michael@carbondalearts.com>; Erkkko Alm <ErkkkoAlm@alpinebank.com>

Cc: tanner@springcreeksranch.com; Jacobi, Jessica <jjacobi@aspensnowmass.com>

Subject: RE: email voting participation requested: TCC vote to approve Jeremy as voting TCC member

Hi TCC,

Thank you all for the quick responses. I am happy to share that the TCC Board has approved the nomination for Jeremy Gilley, Carbondale Comfort Inn & Suites, to join the Board.

For meeting minute purposes,

June 24, 2024 email vote:

Erkkko moves to approve Jeremy Gilley, Carbondale Comfort Inn & Suites, as the newest member of the Tourism Council of Carbondale Board, and Michael seconds the motion.

The following Board Members voted in favor,

- Erkkko
- Michael
- Jess
- Matt
- Heather

Motion passes.

Prepared by Andrea Stewart, President & CEO, Carbondale Chamber