

CARBONDALE CHAMBER OF COMMERCE  
TOURISM COUNCIL of CARBONDALE (TCC) MINUTES  
May 27, 2021, The Homestead Bar & Grill at RVR

TCC Mission: The Tourism Council of Carbondale's mission is to create a strong tourism economy by promoting the town.

**In Attendance:**

Jamie Wall, Town of Carbondale Rec Dept  
Kellyn Wardell, Carbondale Arts  
Troy Hawks, Sunlight Mountain Resort  
Sue Gray, Carbondale Historical Society  
Julie Warren, River Valley Ranch Golf & Homestead Bar and Grill  
Andrea Stewart, Carbondale Chamber Executive Director  
Erkko Alm, Alpine Bank, Chamber Board Treasurer  
Shawn Brugge, FootSteps Marketing, TCC Web Contractor  
John Runne, Runne & Associates, Chamber Board President  
TCC Chair Michelle Marlow, Ascent Events  
Emily Ravn, Carbondale Comfort Inn & Suites  
Renae Gustine, Town of Carbondale Finance Director, Town Liaison  
Taylor Rogers, FootSteps Marketing, TCC Web  
Contractor Sarah-Jane Johnson, TCC PR Contractor

**Not In Attendance:**

Marty Silverstein, Town of Carbondale Trustee Liaison  
Mark Hardin, Field-to-Fork Kitchen  
Jessi Rochel, Town of Carbondale Rec Dept

Minutes:

1. The meeting was called to order at 8:06am.
2. Industry Updates and Trends
  - Troy shared that Tri for the Sun is coming up with Carbondale Parks & Rec – June 12
  - Julie shared that they are doing a fundraising tournament on July 16<sup>th</sup> with a free concert with Brett Dennen. Going to convert the golf course to a par 3. Yoga starts June 15<sup>th</sup>, Tuesdays and Thursdays
  - Andrea shared that Art Around Town kicks off June 3<sup>rd</sup>. Live music for First Friday, extending the street closure. No open container. Also, Mountain Biking Project and regional event calendar that will include Rockies Playground. Rodeo is back in June and so is the Famer's Market Wednesdays starting June 16
    - i. 9/10 Americans plan to travel in the next 6 months

- Sue shared that we are looking for more partners for Potato Day – in October. First planning meeting is two weeks from tomorrow.
- Kellyn shared about upcoming golf tournament at RVR as well as new mural reveal at Stepping Stones and new show in the R2 Gallery on First Friday. As well as Garden Music Series and Mountain Fair!

### 3. Approve Meeting Minutes

The meeting minutes from the April 22<sup>nd</sup> meeting were presented for approval. Kellyn motioned to approve the meeting minutes, and John seconded the motion; the motion was approved.

### 4. Financial Review

Tourism Council of Carbondale

#### **Treasurer's Report – Executive Summary**

Period Ending April 30, 2021, Cash Basis

#### **Lodging Tax Report – Town of Carbondale**

- Lodging Tax for March 2021 is \$11,800: a 134.48% increase from March 2020.
  - Highest March in recorded history
- 2021 Year to Date is \$28,829

#### **YTD P&L Actuals April 30, 2021 (Blue Column)**

- Lodging Tax Income: \$34,121 actual vs YTD Budget \$20,114
- Total Income: \$34,127 actual vs YTD Budget \$20,222
- Net Ordinary Income: \$13,444 actual vs YTD Budget -\$16,222
- Net Income including Other Income: \$13,444
- Net Available Operating Funds as of 4/30/2021: \$76,825

#### **Balance Sheet as of April 30, 2021 (Blue Column)**

- The Operating Account balance is \$112,822 compared to \$67,495 at 4/30/2020
- Money Market account balance (Opp & Reserve Funds combined) is \$73,332
- Reserve Fund Equity account is \$67,979 (interest earnings now included in Equity account); Opportunity Fund Equity account is now at \$5,350

#### **2021 Budget**

- As in years past, our budget figures are based on the previous year's budget figures, taking into account any potential increases or decreases that we may see on specific line items.
- Please see notes on Balance Sheet and P&L regarding budget changes going forward.

Respectfully submitted, Erko Alm, Treasurer, May 26, 2021

Please direct any questions or comments to [erkkoalm@alpinebank.com](mailto:erkkoalm@alpinebank.com)

#### **Additional Discussion**

- \$8,658 projected lodging tax for April, 633% up from last year, 26.6% above YTD
5. Chamber & TCC Updates
    - Relocating office
    - Completed Member Outreach Survey, where are we in are in regard to membership, employee retention, thoughts to where businesses are
    - Colorado Creative Corridor, program of Tourism Council, launching new website in the next few weeks
  
  6. Roaring Fork + Farm map updates and distribution discussion
    - Sarah-Jane shared a [spreadsheet](#) for everyone to volunteer to deliver five Farm maps
  
  7. Subcommittee Updates & Breakouts
    - Partnership Committee:
      - Adding a volunteer sign-up page to the website
        - RFOV, Roaring Fork Outdoor Volunteers, new partnership
        - Mountain Fair
        - Potato Day
    - Visitor Experience:
      - i. 2022 Bike to Farm Event, meet with Sheri from Mt. Sopris Conversation District
  
  8. TCC New Business/Items Not on the Agenda
    - Quarterly in person meeting, other meetings virtual
  
  9. Adjourn

The meeting was adjourned at 9:00am

Respectfully Submitted,  
Kellyn Wardell, Carbondale Arts