

CARBONDALE CHAMBER OF COMMERCE
TOURISM COUNCIL of CARBONDALE (TCC) MINUTES
August 26, 2021, Third Street Center

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

In Attendance/

TCC Chair Michelle Marlow, Ascent Events
Jamie Wall, Town of Carbondale Rec Dept
Kellyn Wardell, Carbondale Arts
Sue Gray, Carbondale Historical Society
Andrea Stewart, Carbondale Chamber Executive Director
Erkko Alm, Alpine Bank, Chamber Board Treasurer
John Runne, Runne & Associates, Chamber Board President
Emily Ravn, Carbondale Comfort Inn & Suites
Renaee Gustine, Town of Carbondale Finance Director, Town Liaison
Taylor Rogers, FootSteps Marketing, TCC Web
Contractor Sarah-Jane Johnson, TCC PR Contractor
Mark Hardin, Field-to-Fork Kitchen

Not In Attendance:

Troy Hawks, Sunlight Mountain Resort
Julie Warren, River Valley Ranch Golf & Homestead Bar and Grill
Marty Silverstein, Town of Carbondale Trustee Liaison
Jessi Rochel, Town of Carbondale Rec Dept
Shawn Brugge, FootSteps Marketing, TCC Web Contractor

Minutes:

1. The TCC had an executive session regarding 2022 RFP for contracted services; the contractors were not present.
 - Set up sub-committee within Tourism Council to review and plan next steps: Michelle, John, Erkko, Kellyn (maybe). Next steps: meet and prepare recommendation before the TCC September meeting.
2. The meeting was called to order at 8:27am.
3. TCC Idea Sharing & Updates
 - Continue conversation about how we can help with employee retainment at businesses at future meetings and with the Chamber Board
 - Share any town-related news with Sarah-Jane, for example Beat closing
 - Business Confluence Meeting coming up mid-September, will decide September 1st if any adjustments need to be made to the event

- Spring Creek Ranch concert – August 28 with Ned Ledoux
- One Town – One Table: less tables but more sponsorship. More diversity in future years by chatting directly with Latinx businesses.
- Carbondale Arts doing Convergent Circus event September 22 – 25
- Carbondale Historical Society Updates: Dinkle Museum open but visitation is slow. RVR History Trail signs will go up in September. Potato Day coming up.

4. Industry Updates and Trends

- Glenwood Caverns is hosting a Mud Bust event to thank CDOT for their efforts this summer
- Review shared documents

5. Approve Meeting Minutes

The meeting minutes from the July 22 meeting were presented for approval. John motioned to approve the meeting minutes, and Kellyn seconded the motion; the motion was approved.

6. Financial Review

Tourism Council of Carbondale

Treasurer's Report – Executive Summary

Period Ending July 31, 2021, Cash Basis

Lodging Tax Report – Town of Carbondale

- Lodging Tax for June 2021 is \$16,996: a 71% increase from June 2020 and the highest amount we have ever had for one month.
- 2021 Year to Date is \$65,842
- July 2021 Lodging Tax is \$21,302.63– 48% over 2020, 43% over 2019

YTD P&L Actuals July 31, 2021 (Blue Column)

- Lodging Tax Income: \$65,938 actual vs YTD Budget \$40,697
- Total Income: \$66,311 actual vs YTD Budget \$41,209
- Net Ordinary Income: \$21,307 actual vs YTD Budget -\$27,127
- Net Income including Other Income: \$21,307
- Net Available Operating Funds as of 7/31/2021: \$84,689

Balance Sheet as of July 31, 2021 (Blue Column)

- The Operating Account balance is \$106,262 compared to \$44,568 at 7/31/2020
- Money Market account balance (Opp. & Reserve Funds combined) is \$73,333
- 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, take 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, Erkko Alm, Treasurer, August 24, 2021

Please direct any questions or comments to erkkoalm@alpinebank.com

Thank you!

7. Chamber & TCC Updates

- Chamber: NA
- TCC:
 - Board Member Updates: 9 – 15 members, currently at 9, can elect up to 6 more. Up for renewal: Kellyn, Michelle, Sue, Jamie, Julie. September – meet with new candidates, October/November – make recommendations, December – bring new members to first meeting
 - Destination Stewardship Council – the core team is meeting with their CTO mentor later this month to discuss next steps.
 - Colorado Creative Corridor: Carbondale has been overseeing for four years, looking to pass the baton and open up to other grant opportunities
 - Tourism Matters newsletter: includes the positive impact of tourism and remind people what they can do, for example history museums. Newsletter will go out to chamber members, TCC, and tourism-related businesses.
 - Farm Map: 2.0 coming down the pike, Visitor Experience Committee will get to shape the map and bring it to new life with a bigger platform and audience. Going to apply for a grant through CTO for \$45,000, we will need to raise \$20,000

8. Subcommittee Updates & Breakouts

- Partnership Committee
- Visitor Experience:

9. TCC New Business/Items Not on the Agenda

- September 23 meeting will be held via Zoom.

10. Adjourn

The meeting was adjourned at 9:17am

Respectfully Submitted,
Kellyn Wardell, Carbondale Arts