

CARBONDALE CHAMBER OF COMMERCE
TOURISM COUNCIL of CARBONDALE (TCC) MINUTES
December 16, 2021, Zoom

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
Andrea Stewart, Carbondale Chamber Executive Director
Erkko Alm, Alpine Bank, Chamber Board Treasurer
Taylor Rogers, Titan Digital, TCC Web
Contractor Sarah-Jane Johnson, TCC PR Contractor
Julie Warren, River Valley Ranch Golf & Homestead Bar and Grill
Shawn Brugge, Titan Digital, TCC Web Contractor
Kellyn Wardell, Carbondale Arts
Renaee Gustine, Town of Carbondale Finance Director, Town Liaison
Taylor Rogers, FootSteps Marketing, TCC Web
Emily Ravn, Carbondale Comfort Inn & Suites
Troy Hawks, Sunlight Mountain Resort
Marty Silverstein, Town of Carbondale Trustee Liaison
Sue Gray, Carbondale Historical Society
Mark Hardin, Field-to-Fork Kitchen

Not In Attendance:

John Runne, Runne & Associates, Chamber Board President
Jessi Rochel, Town of Carbondale Rec Dept

Agenda

1. The meeting was called to order at 8:02am
2. TCC Board Idea Sharing and Updates
 - Julie from RVR shared that the golf course is officially closed so the course is now open to the public for anything besides biking.
 - Kellyn shared that Deck the Walls is open until December 24th, Light the Night with Love will return February 11th and 12th, and the March 2022 Fashion Show is officially canceled.
 - Troy shared that Wednesday, December 15th was opening day at Sunlight. Santa is coming this Saturday.
 - Action: all to share cross country skiing information for Carbondale.com.
 - 5Point live virtual film screening tonight as part of end of year fundraising.

3. Industry Updates

- Ballot measure proposed for limits on second homeowner short term housing. Perhaps the Tourism Council needs to make a statement.
 - From Marty: we need to update our inventory of short-term rentals. Send comments to the Trustees before next week's meeting (trustees@carbondaleco.net) which will most likely end in further investigation. Carbondale has been behind this trend as a town.
 - Next Steps: Andrea will attend the meeting on the 21st and report back.

4. Approve Meeting Minutes

The meeting minutes from the November 18 meeting were presented for approval. Kellyn motioned to approve the meeting minutes, and Mark seconded the motion; the motion was approved.

5. Financial Review:

Treasurer's Report – Executive Summary

Tourism Council of Carbondale

Treasurer's Report – Executive Summary

Period Ending November 30, 2021, Cash Basis

Lodging Tax Report – Town of Carbondale

- Lodging Tax for September 2021 is \$19,205: a 39.19% increase from September 2020.
- 2021 Year to Date is \$125,357

YTD P&L Actuals November 30, 2021 (Blue Column)

- Lodging Tax Income: \$142,449 actual vs YTD Budget \$68,750
- Total Income: \$142,936 actual vs YTD Budget \$69,687
- Net Ordinary Income: \$61,245 actual vs YTD Budget -\$30,756
- Net Income including Other Income: \$61,245
- Net Available Operating Funds as of 11/30/2021: \$124,626

Balance Sheet as of November 30, 2021 (Blue Column)

- The Operating Account balance is \$138,589 compared to \$59,221 at 11/30/2020
- Money Market account balance (Opp & Reserve Funds combined) is \$73,336
- 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.
- Lodging taxes for October, paid to the Town in November and paid to the Chamber in December were \$13,669.39. That is 21.1% above the year before.

Respectfully submitted,
Erkko Alm, Treasurer, December 15, 2021
Please direct any questions or comments to erkkoalm@alpinebank.com

Additional discussion:

- Emily shared that this will be a record-breaking year for the Comfort Inn. The current owners have owned the hotel for seven years.
- Next year's budget: average of the past three years which would be us at \$128,000.

Approve Next Year's Budget

Next year's budget was presented for approval. Sue motioned to approve the budget, and Errko seconded the motion; the motion was approved.

6. Chamber & TCC Updates

- Chamber
 - Andrea and Michelle shared that Chamber gift cards will be available for all members. Andrea will try deliver in person or send in the mail.
- TCC

Approve TCC's New Chair: Troy was presented as new Chair for the TCC. Emily motioned to approve the budget, and Mark seconded the motion; the motion was approved.

- Ride the Rockies has approached Carbondale to do a ride through Carbondale on June 12.
- TCC will do a \$1,000 match with a state opportunity.
- Tourism Matters newsletter to go out and feature Troy.
- Selection Committee proposed moving forward with Road Map Consulting as our sole Marketing / PR contractor with a \$40,000 budget. This will leave \$8,000 of wiggle room.

Approve Marketing Contractor

Michelle moves that we retain a one-year contract with Road Map Consulting with the option to renew for an additional year to handle PR, social media, web at the rate of \$40,000 knowing that their there is additional funding available, and Troy seconded the motion; the motion was approved.

7. Subcommittee Updates & Breakouts:

- Visitor Experience: John, Sue, Mark, Kellyn and Julie
- Marketing & Partnership: Jamie, Troy

8. TCC New Business/Items Not on the Agenda: NA

9. Adjourn

The meeting was adjourned at 9:07 am

Respectfully Submitted, Kellyn Wardell, Carbondale Arts