

CARBONDALE CHAMBER OF COMMERCE
TOURISM COUNCIL of CARBONDALE (TCC) MINUTES
February 24, 2022, 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 Troy Hawks, Sunlight Mountain Resort
Sue Gray, Carbondale Historical Society
Emily Ravn, Carbondale Comfort Inn & Suites
Jamie Wall, Town of Carbondale Rec Dept (alternate: Jessi Rochel)
Kellyn Wardell, Carbondale Arts
Julie Warren, River Valley Ranch Golf & Homestead Bar and Grill
Erkko Alm, Alpine Bank
Steve Skadron, CMC, Chamber Board President
TCC Past Chair Michelle Marlow, Ascent Events
Sarah-Jane Johnson, Roadmap Consulting, TCC Contractor
Renaee Gustine, Town of Carbondale Finance Director, Town Liaison
Andrea Stewart, Carbondale Chamber Executive Director

Not In Attendance:

Kade Gianinetti
Mark Hardin, Field-to-Fork Kitchen
Derek Schimmel, Roadmap Consulting, TCC Contractor
Marty Silverstein, Town of Carbondale Trustee Liaison
Erica Sparhawk, Town of Carbondale Trustee Liaison
Brendan Matthias, FirstBank, Chamber Board Treasurer

Agenda

1. The meeting was called to order at 8:02 am
2. TCC Board Idea Sharing and Updates
 - RVR has officially booked band for 2nd Annual event on July 22nd, will be able to announce May 1st. Local band will open again. Tickets will be sold at the donation level, 3,000 is the limit.
 - Emily Ravn of Carbondale Comfort Inn & Suites: Lobby renovation starts March 7 – 6th phase of renovation.
 - Jamie Wall, Town of Carbondale Rec Dept.: 24 teams competing in a puzzle and pie competition
 - Troy Hawks, Sunlight Mountain Resort: 20 inches of new snow over the past couple days, Sunlight joined the Indy Pass – includes 82 resorts, launching a Vendor Fair
 - Erkko Alm, Alpine Bank: many construction loan requests
 - Steve Skadron, CMC, Chamber Board President:
 - Michelle Marlow, Ascent Events: May 1st Friday Family Block Party and Pride Parade, AVSC bringing back Spring Fest at Strang Ranch
3. Industry Updates - NA
4. Approve Meeting Minutes

The meeting minutes from the January 27 meeting were presented for approval. Michelle motioned to approve the meeting minutes, and Erkkko seconded the motion; the motion was approved.

5. Financial Review:

Tourism Council of Carbondale

Treasurer's Report – Executive Summary

Period Ending January 31, 2022, Cash Basis

2021 numbers are closed, and 2021 Year-End Financials are now Final numbers

Lodging Tax Report – Town of Carbondale

- Lodging Tax for November 2021 is \$10,640: a 45.22% increase over November 2020.
- Lodging Tax for December 2021 is preliminary and is received by TCC in February 2022, so does not appear on January 2022 financial statements (preliminary until Dec 2021 check received)
- 2021 Total (January-December 2021) is \$165,459 (preliminary until Dec 2021 check received)
- 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 January 31, 2022 (Blue Column)

- Lodging Tax Income on P&L: \$10,640 Actual vs Budget \$10,667
- January 2022 Lodging Tax Income on P&L (\$10,640) is comprised of taxes collected in November 2021
- Total Income: \$10,672 Actual vs Budget \$10,668
- Net Ordinary Income: -\$1,245 Actual vs YTD Budget -\$8,335
- Net Income including Other Income: \$12,255
- Board voted to aggressively fund Reserves (by \$20k) & Opportunity Fund (by \$25k) at year-end 2021
- Net Available Operating Funds as of 01/31/2022: \$94,241

Balance Sheet as of January 31, 2022 (Blue Column)

- The Operating Checking Account balance is \$94,141 compared to \$97,888 at 01/31/2021
- Money Market cash account balance (Opportunity & Reserve Funds combined) is \$114,837 compared to \$76,830 at 01/31/2021
- Reserve Fund Equity account is \$87,986 (includes MM cash acct interest earnings); Opportunity Fund Equity account is now at \$26,850
- Reserve Fund at 01/31/2022 (\$87,986) covers ~63%, or about 7.5 months, of 2022 Operating Expenses

Respectfully submitted, Heather Beach, Bookkeeper, February 23, 2022

Additional discussion:

- Reasoning for lodging tax income: from Emily – Glenwood Springs travel. Ranae shared occupancy is higher, seeing more Airbnb which is also boosting up at a very high rate, most likely not seeing that trend going down.

6. Chamber & TCC Updates

- Chamber
 - NA
- TCC
 - Moving forward with Tourism Management Grant, deadline is next week. Will hear back end of March, early April
 - Move next TCC Meeting to March 17

7. Destination Management Plan + Objectives

- To think about:
 - What would Carbondale look like in five years?
 - What would that take to make that happen? (Resources, visitor behavior, community education)
 - What role would the TCC play in making that happen?
- Rapid Assessment Methodology: qualitative research (will share SWOT) and quantitative research
- Findings: overall economy fared better than other rural destinations, volume of STR's has increased, marketing efforts need to be more cohesive and driven around the four seasons, Carbondale's biggest asset is its people
- Strengths: quality of visitor experience, well defined pillars, resourceful staff and contractors, robust volunteer board, leadership role in regional tourism development, and engaged local stakeholders and partners in Carbondale
- Weaknesses: only part time ED and contractor support is capped at 10 hours a week, lack of existing marketing strategy, organization does not yet have a balanced marketing focus, lack of marketing assets including video and quality photography, lack of public lands representation, do residents know what Carbondale Tourism does?
- Opportunities: strategic location, near Aspen and GWS, regional tourism partnerships, four-season destination, CTO programs and grant programs
- Threats: competition from emerging destinations, STR regulations impacting limited and lacking lodging opportunities, wildfires, mud slides, natural disasters, negative perception of tourism by residents, uneducated visitor behavior, ongoing pandemic and economic uncertainty
- Resident Sentiment Surveys:
 - 67% agree or strongly agree that tourism is important
 - Respondents were split between agreeing that 41% and disagreeing 27% that the positive impacts of tourism outweigh the negative
 - Takeaways: need to educate and inform residents on the positive impacts that tourism has on their economy
 - Discussion: housing should always be a part of this discussion
- Tourism Stakeholder Surveys: housing for employees, hiring, increasing visitation for shoulder seasons, etc.
- Recommended Goals & Objectives
 - 1. Educate community on the value of tourism and how tourism has a positive impact
 - Encourage responsible visitation
 - Implement strategic marketing
 - Capitalize on collaborative tourism management
 - Create Destination Management Marketing framework that balances focus between management of tourism and promotional activities
- Next Steps: delivery of report to the TCC members, development of tourism management and marketing strategic plan, branding workshop, March 2022

8. TCC New Business

- NA

9. Adjourn

The meeting was adjourned at 9:33am

Respectfully Submitted, Kellyn Wardell, Carbondale Arts