

CARBONDALE CHAMBER OF COMMERCE
TOURISM COUNCIL of CARBONDALE (TCC) MINUTES
July 22, 2021, Zoom

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

In Attendance/Not In Attendance:

TCC Chair Michelle Marlow, Ascent Events

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

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

Marty Silverstein, Town of Carbondale Trustee Liaison

Mark Hardin, Field-to-Fork Kitchen

Jessi Rochel, Town of Carbondale Rec Dept

Agenda:

1. The meeting was called to order at 8:01am.

2. Industry Updates and Trends
 - Kellyn mountain fair is setting up, Kicks off officially at 4pm on Friday. COVID Cases are increasing, making sure people are being cautious. Encouraging unvaccinated people to wear masks. Vendors pulling out because of vendors pulling out. 120 vendors, music, drum circle, parade, volunteers still needed.
 - Michelle: Food trucks are having trouble not being able to staff.
 - Sue: sending out our sponsor applications for participating in potato day. Need sponsorship for potato day. Grand opening for the Dinkle Mercantile on fourth of July weekend. Open every Friday and Saturday 12-4. Locals and neighboring towns coming in. QR codes on the wall to explain what there is to do in town, including the Farm Map. Serves as a Chamber/Museum/Welcome Center. Thompson House open for tours only, available on the Historical Society website.
 - Jamie said Farmers' Market is going really well with vendors always trying to attend, full season and really busy. Hwy closures had a small affect on yesterdays market.

- Sarah Jane mentioned to go over the articles about how the industry is going. Pagosa Article about slashing their tourism marketing budget and re directing their budget to housing budget.
- Andrea gets update on the Colorado Tourism Office about travel. Colorado Concierge is a training that we are moving forward with. Getting Carbondale business to be involved. Travel research, All Star Game in Denver did not bring in a ton of people. Travelers in general are feeling cost conscious, travel reward programs will remain in effect. Travel cars are really expensive and hard to come by. People are now booking a car first, not a flight.
- John, we are now going to have challenges with I70 closures/Cottonwood Pass and not wanting to book. Andrea had some conversations with Glenwood Chamber, the best bet is to direct people to CDOT. Moving the closure to Rifle but allowing local traffic only. People need to get to work, home and childcare. Last closure had a roll over on Cottonwood and a stalled Semi on Independence Pass. We don't want to promote Cottonwood pass, emergency only.
- Andrea mentioned the past closures were having people spend time here in Glenwood and Carbondale and booking rooms/spending money in town.

3. Approve Meeting Minutes

The meeting minutes from the June 24 meeting were presented for approval. Kellyn Wardell motioned to approve the meeting minutes, and John Runne seconded the motion; the motion was approved.

4. Financial Review

Tourism Council of Carbondale

Treasurer's Report – Executive Summary

Period Ending June 30, 2021, Cash Basis

Erkko is out on paternity leave. Page 7. Please review.

Lodging Tax Report – Town of Carbondale

- Lodging Tax for May 2021 is \$11,359: a 145.96% increase from May 2020.
- 2021 Year to Date is \$48,846

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

- Lodging Tax Income: \$54,579 actual vs YTD Budget \$33,836
- Total Income: \$54,707 actual vs YTD Budget \$34,347
- Net Ordinary Income: \$14,768 actual vs YTD Budget -\$23,940
- Net Income including Other Income: \$14,768
- Net Available Operating Funds as of 6/30/2021: \$78,149

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

- The Operating Account balance is \$106,945 compared to \$46,814 at 6/30/2020
- 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, 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, Ercco Alm, Treasurer, July 20, 2021

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

Additional Discussion

- Sarah Jane suggest the Board of Trustees join the TCC meeting. Andrea said there are limitations on how many can attend, but Marty is invited to the meeting. Or should the TCC attend the BOT meeting. Andrea will follow up with TOC to set up a formal meeting.
- John brought up Jay Harrington leaving. Andrea said it will be a great move opportunity for Jay Harrington and he is doing the best he can to prepare organizations to move forward. We will continue to have the meetings to set up everyone for success.
- John mentioned the Trustees discussed fewer VRBO's and AirBnbs because it is limiting housing for locals. Cancelling these will affect tourism dollars.
- Michelle mentioned everyone is feeling it. People are impatient with slow wait times and short staffing. Emily is facing housing issues, the owner of a hotel.
- Renae said the Trustees are scheduling it on the agenda (housing)

5. Chamber & TCC Updates

- Chamber
 - Andrea mentioned they are in our new office space. We just build a bird house – free library that displays information on Carbondale. Walk up window available. The Carbondale Chamber had \$2500 budget to cover window costs and is asking Tourism Council to cover \$1,000 for window coverings.
 - John made a motion to approve window coverings, and Michelle seconded the motion; the motion was approved.
 - Andrea brought up the lodging tax. Last month we spoke about the lodging tax. It's important we move forward about Tourism Matters piece. The lodging tax process was discussed with John, Michelle and Renae and compared lodging tax with other Towns. First getting the legalities involved. In order to get something on the ballot in April, would need to finalize in January.

- Sarah Jane is working on her research project for Grad School. Tourism impacts on Mountain Towns during the COVID travel. It will look at housing and quality of life. Specific research on four Colorado Communities.
- TCC
 - Destination Stewardship approved. Awarded 28 opportunities around the state, Carbondale was one of them.
 - Joining BOT meetings.
 - Tourism Matters email.
 - “How to Carbondale” for tourists. Love Local, promoting businesses/community. How to get on the river, parks, dog friendly information. Responsible travel. Scan QR codes. Tourism facing businesses will have the QR code.
 - Michelle brought up having a framed QR code for people waiting at businesses to scan the code and learn more. Window cling or a small image in a stand.

6. Subcommittee Updates & Breakouts

- Partnership Committee Troy, Emily, Shawn, Taylor, Jamie
- Visitor Experience: (Tourism Matters). Distribution List, monthly E-blast. Shawn, Sue, Mark, and Kellyn

7. TCC New Business/Items Not on the Agenda

- August Meeting will be in person at the Third Street Center.

8. Adjourn

The meeting was adjourned at 8:50 am

Respectfully Submitted,

Jamie Wall

Town of Carbondale, Parks and Recreation