

CARBONDALE CHAMBER OF COMMERCE
TOURISM COUNCIL of CARBONDALE (TCC) MINUTES
November 18, 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
John Runne, Runne & Associates, Chamber Board President
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
Rena Gustine, Town of Carbondale Finance Director, Town Liaison
Taylor Rogers, FootSteps Marketing, TCC Web
Emily Ravn, Carbondale Comfort Inn & Suites
Jessi Rochel, Town of Carbondale Rec Dept
Troy Hawks, Sunlight Mountain Resort

Not In Attendance:

Marty Silverstein, Town of Carbondale Trustee Liaison
Sue Gray, Carbondale Historical Society
Mark Hardin, Field-to-Fork Kitchen

Minutes:

1. The meeting was called to order at 8:03 am.
2. TCC Board Idea Sharing and Updates
 - Turkey Trot is Thanksgiving Day – largest registration to date at 176 people, starts at 9:30 am. Still open. Looking for volunteers from 7:30 am to 11 am.
 - Come shop at The Launchpad for Deck the Walls Holiday Market, opens Friday
 - December First Friday Light Up Carbondale on December 3rd – sleigh rides, Santa will light the tree at the Forest Service at 5:30 pm, carol singers at The Launchpad, The Orchard doing hot chocolate, Alpine Bank is doing sugar cookies
 - Sunlight opens in 22 days – making snow, snowmobile tours are booked, new EV charging stations earn you a discount on tickets
 - RVR Golf Course is still open as weather permits, scheduling tournaments for next season – large one in August. Dinner musical theatre December 16th at the Homestead, tickets go on sale end of November.

3. Industry Updates

- Andrea just returned from the Colorado Governors Meeting in Pueblo. Emphasis on data and sustainable travel.
- Care for Colorado Coalition is a Colorado-backed program, and great resource for sustainability; the program promotes seven principles for sustainability through carefully crafted messaging, graphics and videos.
- Meetings & Events Incentive Program: This program provides a 10% cash rebate against eligible hard costs for hosting meetings and events in Colorado that take place on or after July 1, 2021 and on or before Dec. 31, 2022. The minimum rebate is \$3,500 and the maximum rebate is \$100,000.

4. Approve Meeting Minutes

The meeting minutes from the October 28 meeting were presented for approval. Kellyn motioned to approve the meeting minutes, and Julie seconded the motion; the motion was approved.

5. Financial Review:

19,025.02 October lodging tax

Tourism Council of Carbondale

Treasurer's Report – Executive Summary

Period Ending October 31, 2021, Cash Basis

Lodging Tax Report – Town of Carbondale

- Lodging Tax for August 2021 is \$18,806: a 33.62% increase from August 2020.
- Lodging Tax for September was \$19,205.02.
- 2021 Year to Date is \$106,152

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

- Lodging Tax Income: \$123,244 actual vs YTD Budget \$62,500
- Total Income: \$123,729 actual vs YTD Budget \$63,352
- Net Ordinary Income: \$53,674 actual vs YTD Budget -\$27,960
- Net Income including Other Income: \$53,674
- Net Available Operating Funds as of 10/31/2021: \$117,055

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

- The Operating Account balance is \$129,743 compared to \$51,396 at 10/31/2020
- Money Market account balance (Opp & Reserve Funds combined) is \$73,335
- 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, considering 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, November 16, 2021

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

Additional discussion:

- Emily from the Carbondale Comfort Inn reported that October was the highest lodging revenue since the hotel's opening. There were a lot of groups that came to stay.
- 2022 Budget Discussion:
 - In December or January, Michelle and Andrea will propose an event that will be a sustainable income beyond the Lodging Tax
 - Andrea suggests that we move more than \$15,000, perhaps up to \$30,000, into the Opportunity Fund to cover the proposed event concept
 - Will review updated budget at the December TCC Meeting

6. Chamber & TCC Updates

- Chamber
- TCC
 - 2022 Board Appointments: Approve slate of candidates
The 2022 TCC Board slate of candidates was presented for approval. Michelle motioned to approve the slate of candidates, including Kade Giannetti (first term), Errko Alm (first term), Kellyn Wardell (second term), Michelle Marlow (second term), Jamie Wall (second term), Julie Warren (second term), and Sue Gray (second term), and John seconded the motion; the motion was approved.
 - RFP Timeline Update: live – information in the weekly electronic news
 - Tourism Matters
 - How to Love Local in Carbondale landing page: Shawn said it all set, next part of the project is deciding how to set the QR codes
 - Destination Restart High-Level Overview, Andrea and Sarah-Jane, 8:40am-8:45am
 - New grant launched through tourism management through the CTO grant team, could be a good fit for the Farm Map. Will plan to group after Thanksgiving.

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 9:15 am

Respectfully Submitted,
Kellyn Wardell, Carbondale Arts