

CARBONDALE CHAMBER OF COMMERCE  
TOURISM COUNCIL of CARBONDALE (TCC) MINUTES  
September 23, 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  
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  
Mark Hardin, Field-to-Fork Kitchen  
Julie Warren, River Valley Ranch Golf & Homestead Bar and Grill  
Shawn Brugge, Titan Digital, TCC Web Contractor

**Not In Attendance:**

Kellyn Wardell, Carbondale Arts  
Renaee Gustine, Town of Carbondale Finance Director, Town Liaison  
Taylor Rogers, FootSteps Marketing, TCC Web  
Sue Gray, Carbondale Historical Society  
Emily Ravn, Carbondale Comfort Inn & Suites  
Marty Silverstein, Town of Carbondale Trustee Liaison  
Jessi Rochel, Town of Carbondale Rec Dept  
Troy Hawks, Sunlight Mountain Resort

**Minutes:**

1. The meeting was called to order at 8:06 am.
2. Approve Meeting Minutes  
The meeting minutes from the August 26 meeting were presented for approval. Mark motioned to approve the meeting minutes, and John seconded the motion; the motion was approved.
3. Financial Review: Highest lodging tax in the history of the recorded town numbers for July of 2021: \$21,504.41. Increased 49% over 2020, 44.5% higher than 2019. May move some money as a reserve transfer into a money market account in December for future planning. Review again at the end of the year in relation to draft budget.

Tourism Council of Carbondale  
**Treasurer's Report – Executive Summary**  
Period Ending August 31, 2021, Cash Basis

**Lodging Tax Report – Town of Carbondale**

- Lodging Tax for July 2021 is \$21,504: a 49% increase from July 2020 and the highest amount we have ever had for one month.
- 2021 Year to Date is \$87,347

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

- Lodging Tax Income: \$82,934 actual vs YTD Budget \$47,557
- Total Income: \$83,354 actual vs YTD Budget \$47,557
- Net Ordinary Income: \$29,343 actual vs YTD Budget -\$28,062
- Net Income including Other Income: \$29,343
- Net Available Operating Funds as of 8/31/2021: \$92,724

**Balance Sheet as of August 31, 2021 (Blue Column)**

- The Operating Account balance is \$112,636 compared to \$48,277 at 8/31/2020
- Money Market account balance (Opp & Reserve Funds combined) is \$73,334
- 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, Erkkko Alm, Treasurer  
September 22, 2021

Please direct any questions or comments to [erkkoalm@alpinebank.com](mailto:erkkoalm@alpinebank.com)

*Thank you!*

Additional discussion:

- Renae text in: Unofficial for August: 18,805.50, 33.6% above 2020, and 16% above 2019.

4. Chamber & TCC Updates

- Chamber
  - Grant week! Three grants on the table under the Chamber Umbrella. Colorado Creative Corridor...pressing pause on the Corridor project because as an entity we can only be the lead on one project, so our focus is the grant for Roaring Fork and Farm Map. We do need funding for this program \$6500 to cover the match for the grant. It would fall under line under advertising and promotion. Partnering with other towns in the valley: Snowmass, Aspen, Basalt and Glenwood Springs.

Andrea proposed the TCC board approve \$8,000 for this project. ( \$6500 plus a buffer to insure the project will not fall short. It is a matching grant to the funds we can pull together, this year they are doubling the match). Michelle made a motion to approve, Errko seconded. Motion is approved.

- Annual Business Confluence on Wednesday. More than 75 people registered, it went well as one of our first in person events.
- TCC:
  - TCC Board Appointments: coming up. Appointments would be in December. Looking for representation from different sectors for a diverse board presence. Eg. Retail, HWY 133 and main street, outdoor recreation
  - RFP Timeline: has pushed back; will be drafted for review for the October meeting.
  - Tourism Stakeholder Survey: 2 surveys. As part of the CTO Restart Destination program along with the rest of the Roaring Fork Valley. To distribute to residents to gauge local sentiment about local tourism and its impacts. Do they understand the role of the TCC? To start by Monday next week, and live for about a month. A URL will be distributed through a variety of SM sites and through local media next week. Eg. Ad in the local paper with a QR code

Also, we will send a survey to stakeholders (businesses) through the chamber database. It would be great if all members could review the survey and comment and suggest content. Eg. In Silverthorne they are looking at ST rentals and second homeowners. SJ suggested this is a benefit as a chamber member to get access to the information from this report.

We will get a destination recovery assessment in the late fall, and we will also get visitor data collected by the CTO contractor: cellphone data with tourist detail.

#### 5. TCC Idea Sharing & Updates

- Jamie: Potato Day coming up: October 2. Applications coming in for vendors and only one parade application at this time.
- Farmers market the last day is next Wednesday. Based on feedback it went really well. SNAP & double up food bucks: box doubled from last year. High numbers. Saw a lot more use of those programs this year as well.
- Discussion of housing costs and employee shortages in general.
- Mark still targeted to open in November.

#### 6. Industry Updates and Trends

- SJ: Couple of articles with regards to other community experiences with cost of living and over tourism.
- Governor's tourism conference is coming in November and would encourage folks to attend for a snapshot of the state of tourism in Colorado. In Pueblo.

7. Subcommittee Updates & Breakouts :

Farm Map/Visitor Experience Committee: will reconvene for the Farm Map due to SJ prior commitment, may reconvene next week. Will include Aspen, Snowmass, Basalt, Glenwood Springs. Farm Collaborative may have some guidance content. Mark suggested drilling down inclusion criteria for the map now that the area of focus is much larger.

Partnership Committee: How to Love Local (Shawn). Still working on the page and doing some design work based upon feedback. It might work to do a zoom in the subcommittee. Eg. One idea: A Carbondale Tourism QR code at say Bonfire that will take you to a splash page on our website for a one point of info. Can click links for other information about town. Sustainable tourism and Covid information with current guidelines. The other piece is targeted towards businesses: monthly newsletter with a spotlight on a board member and giving information pertinent to businesses now eg. HR resource, UI info, town info.

8. TCC New Business/Items Not on the Agenda

- October 28 meeting location: TBD.

9. Adjourn

The meeting was adjourned at 8:51 am

Respectfully Submitted,

Julie Warren, The Homestead Bar & Grill and Golf at River Valley Ranch