

CARBONDALE CHAMBER OF COMMERCE
TOURISM COUNCIL of CARBONDALE (TCC) MINUTES
May 26, 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
TCC Past Chair Michelle Marlow, Ascent Events
Kellyn Wardell, Carbondale Arts & Carbondale Creative District
Julie Warren, River Valley Ranch Golf & Homestead Bar and Grill
Mark Hardin, Field-to-Fork Kitchen
Jamie Wall, Town of Carbondale Rec Dept (alternate: Jessi Rochel)
Sarah-Jane Johnson, Roadmap Consulting, TCC Contractor
Steve Skadron, CMC, Chamber Board President
Andrea Stewart, Carbondale Chamber Executive Director
Erkko Alm, Alpine Bank
Marty Silverstein, Town of Carbondale Trustee Liaison

Not In Attendance:

Emily Ravn, Carbondale Comfort Inn & Suites
Rena Gustine, Town of Carbondale Finance Director, Town Liaison
Kade Gianinetti
Erica Sparhawk, Town of Carbondale Trustee Liaison
Derek Schimmel, Roadmap Consulting, TCC Contractor
Sue Gray, Carbondale Historical Society

Agenda

1. The meeting was called to order at 8:04 am
2. TCC Board Idea Sharing and Updates
 - Plosky's is busy
 - Carbondale Creative District will have a survey soon, will share with TCC. Carbondale Arts new show opening May 27, Opening Reception First Friday, June 3, Garden
 - RVR: Free community yoga starts June 16, 6:30-7:30pm. Ticket sales are going well for benefit concert on July 23.
 - Carbondale Rec Center: Kids Bike Rodeo on June 6 outside the Rec Center from 4 – 6 pm (All free). On Wednesday, June 8, track trials 4-5:30 pm. Tri for the Sun on June 11 – still looking for sign-ups and volunteers (6:30 am – 9 am).
 - People are signing up last minute for EVERYTHING – restaurants, events, etc.
3. Industry Updates
 - a. Industry Updates
 - [User survey for Carbondale's Red Hill area supports mud season closure, split on dog restrictions](#)
 - [The conundrum facing Maroon Bells: Too many visitors, too many rules, too much alienation](#)
 - [Hanging Lake reservations reopening Monday, May 23, first hikes June 25](#)
 - [Carbondale feature: Summer Food & Wine Getaways](#)

b. Colorado Tourism Office

- **Colorado Tourism Leadership Journey:** The CTO is accepting applications for the Class of 2023 until 4pm on June 24, 2022. The Colorado Tourism Leadership Journey is a one-of-a-kind program aimed at managers and executives who are seeking to grow their tourism-leadership skills.
- **Award Nominations Open:** The Governor's Awards for Outstanding Colorado Tourism Efforts honor individuals and organizations that improve and innovate Colorado's tourism industry. Awards are presented at the Governor's Tourism Conference each fall. Nominations due by Tuesday, June 28.
- **Sponsorship Opportunities:** The CTO is seeking sponsors for the 2022 conference. Reach tourism industry professionals and get acknowledged in a variety of ways. Plus, check out a new opportunity called the **CTO 2022 Gov Con Partner**. For \$1,500 you can align your brand with this year's conference and receive four complimentary Gov Con registrations, [email Deb](#).

4. Approve Meeting Minutes

The meeting minutes from the April 28 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

Bookkeeper's Summary Report

Period Ending April 30, 2022, Cash Basis

Lodging Tax Report – Town of Carbondale

- Lodging Tax for February 2022 is \$15,644: an 81% increase over February 2021. February 2022 lodging tax is received by TCC in April 2022.
- Lodging Tax for March 2022 (\$16,848) is received by TCC in May 2022, so does not appear on April 2022 financial Statements, Lodging Tax prediction for April \$11,909.66 (37.5% increase over 2021).
- 2021 Total Lodging Tax (January-December 2021) is \$165,473

YTD P&L Actuals April 30, 2022 (Blue Column)

- Lodging Tax Income on P&L: \$58,758 Actual vs Budget \$42,667
- April 2022 Lodging Tax Income on P&L (\$15,644) is comprised of lodging tax collected in February 2022
- Total Income: \$58,795 Actual vs Budget \$42,861
- Net Ordinary Operating Income: \$16,554 Actual vs YTD Budget -\$10,452
- Net Income including Other Income & Other Expense: \$25,134 vs YTD Budget \$30,047
- Reserves are budgeted to be funded by an additional \$20,000 in 2022; Opp Fund is budgeted to be funded by \$15,000 at the end of 2022

Balance Sheet as of April 30, 2022 (Blue Column)

- The Operating Checking Account balance is \$107,017 compared to \$112,822 at 04/30/2021
- NOTE: the surplus cash in the Operating Checking Account is intended to be used to cover the 2022 budget deficit (this was reflected in the 2022 budget approval)
- Money Market cash account balance (Opportunity & Reserve Funds combined) is \$114,840 compared to \$73,332 at 04/30/2021
- Reserve Fund Equity account is \$87,986 (includes MM cash account interest earnings)
- Opportunity Fund Equity account is now at \$26,850; Opportunity Fund is budgeted to be fully used in 2022; Opp Fund is also budgeted to be funded by \$15,000 at the end of 2022

- Reserve Fund at 04/30/2022 (\$87,986) covers ~63%, or about 7.5 months, of 2022 Operating Expenses; Reserves are budgeted to be funded by an additional \$20,000 in 2022

Respectfully submitted, Heather Beach, Bookkeeper May 25, 2022

Additional discussion:

- No longer seeing a shoulder season with the predicted April increase.
- Increase in lodging tax is primarily due to rates increases.

6. Chamber & TCC Updates

- Chamber
 - Business Confluence: Wednesday, September 21, 8am to 11am
- Town of Carbondale
 - Summer concert series starting in June.
 - Increasing lodging tax discussion to support tourism and affordable housing. If we do increase the lodging tax, it must go on the ballot so we would need everything in order by the end of July.
 1. Currently at 2%, could go up to between 4-6%.
 2. Staff Perspective: wise to partner with the Town of Carbondale to move forward here and perhaps increase TCC portion from 2-3% and contribute 3% to the Town that can support affordable housing, a total of 6%. TCC and Staff has work to do to nail down the correct marketing and language for the increase for tourism.
 - June 3: looking for people's input on the land gifted to the Town. Will also discuss this item on the June 21 Trustee Session.
- TCC:
 - NA

7. Destination Management and Marketing Contractor Update

- Working on completing Communications Strategy and it really focuses on responsible visitation.
- By end of June, use meeting to do a work session and go over strategy, marketing and communication plan moving forward, and developing a website. TCC will approve proposal. Hopefully Craig will be able to present some branding.
- If the community is not ready to support a lodging tax increase, Sarah-Jane says there are other funding resources.
- Next steps, create one-pager with talking points.
- From Troy, do we perhaps change our name to Tourism Management Council or Destination Stewardship Council?

8. TCC New Business

- What does the Town see for the Thunder River space? Currently at a very high level: housing, mixed space, potential ArtSpace partnership, or daycare.
- June – August meetings via Zoom. We will have a July meeting.
- Please keep sending events and photos to Sarah-Jane for the website and social media.

9. Adjourn

The meeting was adjourned at 9:12am

Respectfully Submitted, Kellyn Wardell, Carbondale Arts