

CARBONDALE CHAMBER OF COMMERCE  
TOURISM COUNCIL of CARBONDALE (TCC) MINUTES  
January 28, 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  
Kellyn Wardell, Carbondale Arts  
Sue Gray, Carbondale Historical Society  
Troy Hawks, Sunlight Mountain Resort  
Emily Ravn , Carbondale Comfort Inn & Suites  
Mark Hardin, Field-to-Fork Kitchen  
Julie Warren, River Valley Ranch Golf & Homestead Bar and Grill  
Andrea Stewart, Carbondale Chamber Executive Director  
Shawn Brugge, FootSteps Marketing, TCC Web Contractor  
Erkko Alm, Alpine Bank, Chamber Board Treasurer  
Renaë Gustine, Town of Carbondale Finance Director, Town Liaison  
Taylor Rogers, FootSteps Marketing, TCC Web

**Not In Attendance:**

Contractor Sarah-Jane Johnson, TCC PR Contractor  
Jessi Rochel, Town of Carbondale Rec Dept  
Marty Silverstein, Town of Carbondale Trustee Liaison  
John Runne, Runne & Associates, Chamber Board President

**Minutes:**

The meeting was called to order at 8:02 am

1. Welcome & Introductions

- Introductions from all
- Brief description of the Council works: collaborations between contractors, the Town, and Chamber

2. Approve Meeting Minutes

The meeting minutes from the December 17 meeting were presented for approval. Sue motioned to approve the meeting minutes, and Julie seconded the motion; the motion was approved.

3. Financial Review

**Tourism Council of Carbondale Treasurer's Report – Executive Summary**

*Period Ending December 31, 2020, Cash Basis*

**Lodging Tax Report – Town of Carbondale**

- Estimated Lodging Tax for November 2020 is \$7,327: a 21.13% increase from November 2019.
- 2020 Year to Date is \$16,658.64 less than 2019
  - Mostly due to the slower months: late spring and early summer

#### **YTD P&L Actuals December 31, 2020 (Blue Column)**

- Lodging Tax Income: \$113,704 actual vs COVID YTD Budget \$75,000
  - \$126,000 was original budgeted for 2020 before COVID hit
  - We were not too far behind with nearly \$114,000, especially with the fact that the original budget was set higher than previous years

#### **Total Income: \$115,295 actual vs COVID YTD Budget \$76,022**

- Net Ordinary Income: \$27,305 actual vs COVID YTD Budget -\$33,552
- Net Income including Other Income: \$20,805
- Net Available Operating Funds as of 12/31/2020: \$63,381

#### **Balance Sheet as of December 31, 2020 (Blue Column)**

- The Operating Account balance is \$66,469 compared to \$41,983 at 12/31/19
- Money Market account balance (Opp & Reserve Funds combined) is \$76,141
- Reserve Fund Equity account is \$67,979 (interest earnings now included in Equity account); Opportunity Fund Equity account is now at \$8,850 2020 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,  
Erkko Alm, Treasurer, January 25, 2021.

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

#### **Additional Discussion**

- Unofficial lodging tax reported for December: \$9,764.78 (1.7% below 2019, YTD -12.8%)
- Emily from the Comfort Inn and Suites shared that they saw some pick-up in December from the Aspen outage and that they are projecting 60% occupancy for January - March due to red level in Pitkin County and lack of snow, hoping for a booming summer.
- The Town signed an agreement with VRBO in October 2020 but it has not led to a big increase in visitors.

#### **4. 2020 Year In Review**

- Will jumpstart the 2020 Review at the February meeting when Sarah-Jane is present
- Quick notes from Andrea: (will share the highlight document with Committee members)
  - Creative Corridor Highlights: In 2020 created a film, in 2021 hoping to put together a website which will help with the longevity of the program
  - Press coverage: 5280, AARP, Afar, Modern Lux, MSN, San Francisco \_\_\_\_\_, Sunset Magazine
  - Increase in social media followers thanks to the support from Footsteps Marketing
  - Website's top pages: Homepage, Things to Do, Penny Hot Springs
  - Chamber held a booth at the Farmers Market, sold Carbondale merchandise
  - New projects and campaigns: Love Local campaign, Roaring Fork Farm Map, Winter Welcome Back campaign in partnership with Sunlight
- All of this programming will continue into 2021

#### **5. 2021 TCC Roadmap**

\*Sarah-Jane was not present. At the February meeting, Andrea and Sarah-Jane will review the 2021 Roadmap with the TCC, and give a brief overview of our past and future initiatives to the new TCC members

#### 6. 2021 Sub-Committees

*\*Andrea shared that she invited representatives from Ragged Mountain Sports and 5Point Film Festival to join the council but have not been able to meet with them yet. These conversations are ongoing.*

##### **Rural | Outdoor Recreation: Troy, Jamie**

- General trails - Red Hill, Rio Grande, Prince Creek
- Work closely with IMBE in regards to mountain biking
- 2019 funding set aside to build bike stations, project was put on hold, would love to continue to moving forward on this in 2021

##### **Creative Arts Tourism: Kellyn, Jamie**

- Carbondale Creative District
- Carbondale Creative Corridor

##### **Agritourism | Heritage: Sue, Julie, and Mark**

- Promote Farm Map
- Looking to create visitor experience for farm tours
- Help promote Carbondale Historical Society

**Responsible Tourism:** *The committee decided to remove the Responsible Tourism Committee and have responsible tourism be a focus within each committee*

- Shawn suggested that committees be reminded of this change during future meetings

#### 7. Items Not on the Agenda

- February 1st Friday - pick up a coloring packet at The Launchpad, check out the 42nd Annual Valley Visual Art Show, and then bring the raffle ticket, attached to the coloring sheet, to FirstBank for a chance to win one of 25 prizes. Coloring kits available starting February 5th.
- Shawn shared that Footsteps does social media and is always looking for content, especially for Instagram. Email images to Shawn and note photo credit. Include any tags.
- Light the Night with Love, on February 13th and 14th, is a new Carbondale Creative District event. All proceeds will benefit the American Heart Association. The event features an interactive HeART Walk from DeRail Park to the Latinx Folk Art Garden. Farolito lanterns created by the Roaring Fork Community will adorn the Rio Grande HeARTway with light installations and surprise performances along the way. More information at [carbondalearts.com](http://carbondalearts.com).
- Winter Triathlon this Saturday at the Rodeo Grounds at 4:30 pm: ice skating, nordic ski and fat biking. Can sign up individually or for all there. More information on [Carbondalerec.com](http://Carbondalerec.com).
- Chamber Half-hour Happy Hour on February 9th - Andrea to share the invite
- Chamber starting the High Five Highlight section in their weekly newsletter which will share good news and positive stories

#### 8. Adjourn

The meeting was adjourned at 8:59 am.

Respectfully Submitted,  
Kellyn Wardell, Carbondale Arts