

CARBONDALE CHAMBER OF COMMERCE
TOURISM COUNCIL of CARBONDALE (TCC) MINUTES
August 13, 2008

Tourism Council of Carbondale (TCC) Mission: The Tourism Council of Carbondale was created to promote, develop, and market tourism in Carbondale.

In Attendance:

Trevor Cannon, Umbrella Incorporated, TCC Vice Chair
Amy Kimberly, KDNK Public Radio
John Miernicki, Days Inn
Bob Pazik, Roaring Fork Family Physicians, Chamber Board Liaison
Nancy Barnett, Town of Carbondale Finance Director, Town Liaison
Randi Lowenthal, Chamber Executive Director
Andrea Stewart, Marketing & Tourism
Tom Kenyon, Kenyon Design Works, Marketing

Not In Attendance:

Richard Fuller, Alpine Bank, TCC Chair
Bob Fullerton, Desert Sky Catering
Chris Jacobson, GreenSpot
Bruce Stolbach, Alpine Angling

Agenda:

1. Approve minutes from July 9, 2008 meeting
2. TCC Marketing & Tourism: Introduce Andrea Stewart
3. Carbondale brochure
4. July Financials
5. Set a date for the 2009 budget meeting
6. SEF application – Oktoberfest
7. 5Point Film Festival SEF Recap Report
8. National Geographic Adventure, September issue
9. Other

1. Approve the minutes from July 9 meeting

The minutes of the July 9 meeting were presented for approval. Amy Kimberly motioned to approve the minutes and John Miernicki seconded the motion. The motion was approved.

2. TCC Marketing & Tourism: Andrea Stewart

3. Carbondale Brochure

Tom Kenyon presented the Carbondale brochure which introduces Carbondale as a “base camp” in the center of everything throughout the valley. The brochure combines the existing Outdoor Recreation, Arts & Dining, and Hiking & Biking brochures and includes a topographic map of “base camp.” A yearly events calendar will be printed on the backside of the brochure.

4. July Financials

Tom Kenyon discussed the importance of driving prospective Carbondale tourists to the website and less focus on print advertising. He also spoke of trading website advertising with chamber members, for example having the Carbondale website appear on the Days Inn website. Tom Kenyon also talked about the need to perform a website audit to analyze how the traffic on the website is reflecting back to Carbondale tourism.

Amy Kimberly discussed the importance of having input from the Carbondale Community regarding the Special Events/Projects Funding process. An open house date has been set for Wednesday, October 1, 2008 at Carbondale City Hall from 6:30pm to 7:30pm. This meeting will be advertised in the Valley Journal and on the website at www.carbondale.com.

5. Set a Date for the 2009 Budget Meeting

The 2009 Budget meeting date was set and will be held on Wednesday, September 10, 2008 from 8:00am to 10:00am, which will replace the monthly Tourism Council of Carbondale meeting. A preliminary budget meeting will be held Wednesday, September 3, 2008 from 12pm to 1pm in the Carbondale Chamber conference room. Attendees of the preliminary meeting are Richard Fuller, Bob Pazik, Trevor Cannon, Randi Lowenthal, and Andrea Stewart.

Goal: The 2009 budget is to be approved by the Tourism Council of Carbondale at the October 8, 2008 meeting, and then submitted to both the Chamber of Carbondale Board and Town of Carbondale on October 9, 2008.

6. SEF application – Octoberfest

Amy Kimberly motioned to approve \$800 for the 2008 Celtic/Octoberfest to be used for marketing and advertising. Trevor Cannon seconded the motion; the motion was approved. Tom Kenyon suggested that the Celtic/Octoberfest be combined into one name for less confusion. This topic will be discussed in Octoberfest's letter of congratulations, as well as guidelines for the recap report, which is to discuss the success of the event and how the funds Octoberfest received from the Tourism Council of Carbondale were spent. A two-week deadline will be set for when the report is due. Trevor Cannon and Bob Pazik volunteered to survey visitors of the Celtic/Octoberfest to see where they are from.

7. 5Point Film Festival SEF Recap Report

Andrea provided a report on the 5Point Film Festival which discussed the success of the festival and how 5Point Film is interested at looking into the Special Event/Project Fund for the festival in 2009.

8. National Geographic Adventure, September issue

A thank you letter will be written to Tyler Stableford and David Clifford from the Tourism Council of Carbondale for their great efforts in promoting Carbondale through their photography in the September 2008 issue of National Geographic Adventure.

9. Other

- Randi and Andrea will be attending the Colorado Tourism Council Conference October 1-3, 2008 in Beaver Creek, Colorado.