

CARBONDALE CHAMBER OF COMMERCE
TOURISM COUNCIL of CARBONDALE (TCC) MINUTES
July 9, 2008

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

In Attendance:

Richard Fuller, Alpine Bank, TCC Chair
Trevor Cannon, Umbrella Incorporated, TCC Vice Chair
Bob Fullerton, Desert Sky Catering
Amy Kimberly, KDNK Public Radio
John Miernicki, Days Inn
Bob Pazik, Roaring Fork Family Physicians, Chamber Board Liaison

Randi Lowenthal, Chamber Executive Director
Milene Ribas, Marketing & Tourism

Tom Kenyon, Kenyon Design Works (prospective member – marketing seat)

Not In Attendance:

Chris Jacobson, GreenSpot
Bruce Stolbach, Alpine Angling
Nancy Barnett, Town of Carbondale Finance Director, Town Liaison

Agenda:

1. Approve minutes from June 11, 2008 meeting - see attached
2. TCC Marketing & Tourism job opening
3. Marketing seat availability
4. Advertising review
5. Carbondale brochure
6. Other

1. Approve the minutes from June 11 meeting

The minutes of the June 11 meeting were presented for approval. Bob Fullerton motioned to approve the minutes and Amy Kimberly seconded the motion. The motion was approved.

2. TCC Marketing & Tourism job opening

Milene gave her month notice, effective July 30, and her position will be advertised on the Post Independent, Valley Journal, Aspen Daily News, and the Chamber weekly update. The group requested that her replacement should have a marketing background and relevant experience to keep the promotional projects and bring new ideas to market tourism in town. Randi suggested that the final two to three candidates should have a chat with some of the TCC members as well.

3. Marketing seat available

Craig and Erin from Rainy Day Designs resigned the marketing seat. Tom Kenyon from Kenyon Design Works, would like to replace them and fill the marketing seat. He will forward his resume and application to Milene and Randi will seek the approval from the Chamber Board.

4. Advertising review

The group approved the following advertising programs:

5280.com => 20,000 impressions/month from August to December ($\$400 \times 5 = \$2,000$)

Restaurant page sponsorship on September and December ($\$500 \times 2 = \$1,000$)

TOTAL: \$3,000

GJ Free Press => 10,000 impressions/month for 6 months ($\$315 \times 6 = \$1,890$)

TOTAL: \$1,890

GRAND TOTAL => \$ 4,890

5. Carbondale brochure

Tom Kenyon explained the ideas for the new brochure including the use of Carbondale as the base camp to numerous activities in the area. The brochure will also combine the existing Outdoor Recreation, Arts & Dining, and Hiking & Biking brochures. It was recommended the use of recycled paper. Randi will bring the proof to the next meeting for approval.

6. Other

a. Milene gave the feedback on the Lobster Fest. According to Steve Guitars and the Carbondale Recreation Department, our advertising support was crucial to attract more Front Range visitors to the event.

b. John suggested that we should focus on being added to mailing/distribution lists such as the Aspen Classic Pass and the 10th Mountain Division. Organizations like Harley Davidson and RV's were also suggested for us to start creating a relationship.

The next meeting will be held on Wednesday, AUGUST 13, 2008, at 8:30am at the Chamber office.