

CARBONDALE CHAMBER OF COMMERCE
TOURISM COUNCIL of CARBONDALE (TCC) MINUTES
June 11, 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
Bruce Stolbach, Alpine Angling
Nancy Barnett, Town of Carbondale Finance Director (Town Liaison)

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

Chris Jacobson, GreenSpot (prospective member – Green seat)

Not In Attendance:

Bob Pazik, Roaring Fork Family Physicians (Chamber Board Liaison)
John Miernicki, Days Inn
Craig Wheelless, Rainy Day Designs

Agenda:

1. Approve minutes from May 14, 2008 meeting - see attached
2. Approve minutes from May 20, 2008 budget meeting – see attached
3. Tourism trends discussion: gas prices
staycation
packages
advertising review
4. Green Seat availability

1. Approve the minutes from May 14 meeting

The minutes of the May 14 meeting were presented for approval. Amy motioned to approve the minutes and Trevor seconded the motion. The motion was approved.

2. Approve minutes from May 20 budget meeting – see attached

The minutes of the May 20 budget meeting were presented for approval. Richard motioned to approve the minutes and Trevor seconded the motion. The motion was approved.

3. Tourism trends discussion

Packages and other ideas were discussed to improve the lodging occupancy rates considering the gas price increases. Trevor mentioned that many people will get scared at first but will realize that their budget won't be affected as much if they choose to take staycations instead. People will be choosing short distance drive instead of flying to distance destinations. We have decided to target visitors within 100 miles, like Grand Junction, Rifle, and Fruita. The group also decided to keep targeting Denver because most of the tourists still come from the Front Range, according to hotel occupancy research.

Nancy said the sales tax was low compared to the same period last year and that the most of downtown businesses should combine efforts in order to increase sales. The creation of a special day of the week where local shops would be keeping their doors open late during the summer was suggested (Late Thursdays).

The suggestion will be taken by Randi to the DPA meeting in the future.

Bruce suggested that we create a Community Calendar of Events and distribute around the valley to help promote what is going on in the summer.

Milene talked about the article on Carbondale (Top 50 towns to move in U.S. and why) that will be featured on September's edition of the National Geographic Adventure magazine.

The TCC had initially approved \$5K to be used towards banner advertising at TripAdvisor.com. However, the terms and costs changed and we decided do not use this website and search for other alternatives to invest the extra \$5K. Milene will bring suggestions to the next meeting.

4) Green seat available seat

Cedar Rose, from Building for Health Materials, resigned from her green seat position. Chris Jacobson, from GreenSpot, would like to replace Cedar and fill the Green seat. He forwarded his resume and application to Milene, and Randi will get the approval from the Chamber Board meeting.

The next meeting will be held on Wednesday, JULY 9, 2008, at 8:30am at the Chamber office.