

CARBONDALE CHAMBER OF COMMERCE  
TOURISM COUNCIL of CARBONDALE (TCC) MINUTES  
November 12, 2008

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  
Bob Fullerton, Desert Sky Catering  
John Miernicki, Days Inn  
Bob Pazik, Roaring Fork Family Physicians, Chamber Board Liaison  
Bruce Stolbach, Alpine Angling  
Ed Perregaux, Roaring Fork Conservancy  
Randi Lowenthal, Chamber Executive Director  
Andrea Stewart, Marketing & Tourism

Brion After -Independence Run & Hike  
Tim Braun –b2, inc.  
Jason Segal –The Lodge on the Roaring Fork

Not In Attendance:

Richard Fuller, Alpine Bank, TCC Chair  
Tom Kenyon, Kenyon Design Works  
Matt Hamilton, AspenSnowmass Environmental Foundation  
Nancy Barnett, Town of Carbondale Finance Director, Town Liaison

Agenda:

1. Approve minutes from October 8, 2008 meeting
2. 2009 Tourism Council of Carbondale
  - Members
  - Meeting Dates
    - December meeting?
    - 2009 meeting dates and time
3. Special Events Fund
  - Celtic/ Oktoberfest Recap
  - 5Point Film Festival Application
4. 2009 Carbondale Tourism Brochure
5. Other

1. Approve the minutes from October 8 meeting

The minutes of the October 8 meeting were presented for approval. Bob Fullerton motioned to approve the minutes and Amy Kimberly seconded the motion. The motion was approved.

2. 2009 Tourism Council of Carbondale

The TCC monthly meeting date and time were changed to the first Friday of each month at 8:30am, with the exception of the January meeting which will be held on January 9, 2009 at 8:30am.

3. Special Events Fund

- Celtic/ Oktoberfest: Andrea highlighted important points from the Celtic/ Oktoberfest recap, including the means of advertising (print media and radio), attendance (2,000 people attended the festival), and expenses (\$17,895.62 was spent; a detailed expense report was included in the meeting packet). Randi will look into revenue numbers. Trevor attend the festival and outlined his observations, which included noticing a lot of “tourists” were in attendance and feels it would be beneficial to offer some type of incentive (free beer, raffle item, gift certificate) to event attendees in exchange for an email address and demographic analysis. As a whole, the membership feels it is also important to have a “man on the street” at local events to collect visitor demographic information.
- 5Point Film Festival: the 5Point SEF application was reviewed by the membership. Bob Fullerton, Bruce Stolbach, and other council members expressed the importance of keeping the main purpose of the Special Events Fund and idea of promoting Carbondale in mind when deciding on the specifying amount of funding for 5Point. Bob also pointed out that this event will go on with, or without the TCC Special Events Funds. Andrea will research the levels of sponsorship and 5Point’s 2008 revenue. A large amount of time was spent reviewing the application, but everyone agreed that more time needed to be dedicated to this topic. Amy motioned to approve that we end discussion today and continue discussion at the December 5 meeting, Bruce seconded the motion. The motion was approved.

#### 4. 2009 Carbondale Tourism Brochure

Tom Kenyon provided us with the final proof of the 2009 Carbondale Tourism Brochure. The brochure will be printed later this month.

#### 5. Other

- Brion After with Independence Run & Hike, Tim Braun with b2, inc., and Jason Segal with the Lodge on the Roaring Fork attended the meeting and expressed their interests in serving on the 2009 TCC.
- A TCC December meeting will be held on Wednesday, December 3 at 8:00am to discuss “green” efforts in Carbondale and continue discussion on the Special Event Funding for 5Point Film Festival.

The meeting was adjourned at 9:30am