

CARBONDALE CHAMBER OF COMMERCE  
TOURISM COUNCIL of CARBONDALE (TCC) MINUTES  
December 3, 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  
Bruce Stolbach, Alpine Angling  
Matt Hamilton, AspenSnowmass Environmental Foundation  
John Miernicki, Days Inn  
Tom Kenyon, Kenyon Design Works  
Ed Perregaux, Roaring Fork Conservancy  
Bob Pazik, Roaring Fork Family Physicians, Chamber Board Liaison  
Randi Lowenthal, Chamber Executive Director  
Andrea Stewart, Marketing & Tourism

Jason Segal –The Lodge on the Roaring Fork

Not In Attendance:

Richard Fuller, Alpine Bank, TCC Chair  
Nancy Barnett, Town of Carbondale Finance Director, Town Liaison

Brion Afters, Independence Run & Hike

Agenda:

1. Approve minutes from November 12, 2008 meeting
2. Introductions and 2009 TCC responsibilities
3. Awards and certificates for 2008 council members
4. "Green" vision and goals
5. Oktoberfest revenue
6. 5Point Film Festival
  - a. SEF application
  - b. 2008 revenue
7. TCC 2009 Marketing Budget
8. Non-agenda Items

1. Approve the minutes from November 12 meeting

The minutes of the November 12 meeting were presented for approval. Bob Pazik motioned to approve the minutes and Trevor Cannon seconded the motion. The motion was approved.

2. Introductions and 2009 TCC responsibilities

Bob Fullerton will become the TCC Committee Chair in 2009; he led the discussion at today's meeting. Bob introduced himself and reviewed the 2009 TCC responsibilities.

3. Awards and certificates for 2008 council members

Randi presented certificates to Trevor Cannon of Umbrella Inc, and Bob Pazik of Roaring Fork Family Physicians for their time and efforts spent on the TCC, as well as an award to Bruce Stolbach for his five years of service. Richard Fuller also received an award, but was not in attendance.

4. "Green" vision and goals

Bob Fullerton opened the floor for “green” discussion.

- Tom Kenyon discussed the idea of gathering information and creating a solar energy summit, and mentioned that “green” is a characteristic/quality of Carbondale. He stated that the website is key; green needs a presence on the homepage. Tom also asked that the TCC keep in mind what the public eyes are seeing on the website.
- Bruce discussed his vision of “green” and stated that if someone comes to the TCC asking us for money for a specific event, if that event happens to be green, and brings in tourists, then great. Bruce and Matt touched on the topic that people are now beginning to identify green vacations.
- Bob Pazik likes the idea that “green” is a brand and that brand can be identified with Carbondale.
- Jason Segal brought up the topic of report and promotion. He feels it is important to identify “green” businesses. He suggested placing a solar symbol next to “green” businesses on the website.
- Amy Kimberly said that she is working with the Roaring Fork Leadership to create a “green” promotion packet. Randi mentioned that Aspen also has a “green” promotion packet. Andrea just found out that Vail has a “green” promotional packet as well.
- Ed Perregaux suggested that the TCC help Chamber members become more aware of “green” materials on the website.

Overall, the council feels “green” should continue to have a presence on the website (<http://www.carbondale.com/sitepages/pid281.php>), and support events and projects that bring visitors to Carbondale but not plan these events/projects.

#### 5. Oktoberfest revenue

Andrea Stewart presented the revenue provided by Jesse with the Carbondale Recreation Center. The expenses (\$17,895.62) of Oktoberfest exceeded the revenue (\$15,676.27), resulting in a loss of \$2,219.35.

#### 6. 5Point Film Festival

The 5Point SEF application was reviewed once again by the membership. Ed Perregaux motioned to grant \$1,500 to the 5Point Film Festival in efforts to promote Carbondale on the terms that the TCC will receive the same benefits as a “Contributing Level Sponsorship.” Bruce Stolbach seconded the motion. The motion passed. Randi Lowenthal and Amy Kimberly discussed providing tickets for the 5Point Film Festival on a buy-one-get-one free basis. The council, as a whole, agreed to discuss this issue at the January meeting.

#### 7. TCC 2009 Marketing Budget

Andrea and Randi updated the council on the 2009 marketing program budget. This outline gives a detailed description of how the 2009 advertising/marketing budget will be spent.

#### 8. Non-agenda Items

- Tom Kenyon is in the final stages of designing the 2009 Carbondale brochure. He suggested the creation of a new domain name to replace [www.carbondale.com](http://www.carbondale.com) on the brochure in order to directly measure who visits the website based off of reading the brochure. Bruce motioned that a domain name be created using the “base camp” idea. Amy seconded the motion. The motion passed. Following the meeting, Andrea, Bob Pazik, and Tom Kenyon created the domain name, “coloradobasecamp.com” which will be placed on the 2009 brochure.
- Amy revisited the idea of creating deadlines for submitting the 2009 Special Events Fund application. Amy motioned that January 30, 2009 be the date for the first round of deadlines for grant approval, and July 1, 2009 be the date for the second round of grant approval. Bruce seconded the motion. The motion passed.
- The January TCC meeting will be held on Friday, January 9 at 8:30am
- The meeting was adjourned at 9:30am