

CARBONDALE CHAMBER OF COMMERCE
TOURISM COUNCIL of CARBONDALE (TCC) MINUTES
October 8, 2008

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
Amy Kimberly, KDNK Public Radio
Bob Fullerton, Desert Sky Catering
John Miernicki, Days Inn
Bob Pazik, Roaring Fork Family Physicians, Chamber Board Liaison
Tom Kenyon, Kenyon Design Works
Matt Hamilton, AspenSnowmass Environmental Foundation
Ed Perregaux, Roaring Fork Conservancy
Randi Lowenthal, Chamber Executive Director
Andrea Stewart, Marketing & Tourism

Not In Attendance:

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

Agenda:

1. Approve minutes from September 10, 2008 meeting
2. Recap of TCC Open House- Richard
3. Discuss changes to the 2009 Tourism Budget
4. Approve 2009 Tourism Budget
5. Recap of Governor's 2008 Colorado Tourism Conference- Andrea
6. Other

1. Approve the minutes from September 10 meeting

The minutes of the September 10 meeting were presented for approval. Matthew Hamilton motioned to approve the minutes and Trevor Cannon seconded the motion. The motion was approved.

2. Recap of TCC Open House

Richard gave an overview of the TCC Open House. Amy spoke about the PR packages. Jason with the Lodge on the Roaring Fork was in attendance at the open house and expressed that the \$500 PR package may not be worth the necessary time and effort in filling out the Special Events Fund application in order to receive the package. Overall, the TCC feels that the big push will be to drive everyone to the events calendar on the website rather than create printed calendars to be distributed. Tom mentioned the idea of sending the events calendar to the ePostcard recipients.

3. Discuss changes to the 2009 Tourism Budget

Randi discussed the revisions made to the budget. She and Richard will speak to Erin Rigney with Rainy Day Designs to discuss the future of the scenic overlook. The Special Events Fund will be kept at \$8,000, and we will use the contingency if necessary. Tom suggested that the amount for the SEF should wait to be determined until we know the amount of the PR packages.

4. Approve 2009 TCC Budget

Matthew Hamilton motioned to approve the 2009 TCC Budget, and Trevor Cannon seconded the motion. The motion was approved.

5. Recap of Governor's 2008 Tourism Conference- Andrea

Attending the conference was a great learning experience for Andrea. She feels she has a better understanding of the tourism market and its advertisers as a whole. Andrea had the opportunity to speak with other tourism councils around the state, including a representative from southeast Colorado and the Breckenridge Chamber of Commerce, to discuss trends and spending in their areas. The overall idea she walked away with was the concept that even though many council's budgets are down, tourism numbers are still up. Andrea gathered that "being creative" will be the theme of 2009, and we must use our resources wisely and focus on public relations, media outlets, and recreation resources (mountain biking, etc.) to continue bringing not only those in the Roaring Fork Valley, but also those throughout the state of Colorado to the base camp of Carbondale!

6. Other

Vote newest member onto Tourism Council of Carbondale to fill the at-large seat: Ed Perregaux, Roaring Fork Conservancy. Richard Fuller motioned to appoint Ed Perregaux, Trevor Cannon seconded the motion. The motion was approved.

The meeting was adjourned at 9 :00am