

CARBONDALE CHAMBER OF COMMERCE  
TOURISM COUNCIL of CARBONDALE (TCC) MINUTES  
September 10, 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  
Amy Kimberly, KDNK Public Radio  
John Miernicki, Days Inn  
Bob Pazik, Roaring Fork Family Physicians, Chamber Board Liaison  
Tom Kenyon, Kenyon Design Works  
Bruce Stolbach, Alpine Angling  
Matt Hamilton, AspenSnowmass Environmental Foundation  
Randi Lowenthal, Chamber Executive Director  
Andrea Stewart, Marketing & Tourism

Not In Attendance:

Trevor Cannon, Umbrella Incorporated, TCC Vice Chair  
Nancy Barnett, Town of Carbondale Finance Director, Town Liaison  
Bob Fullerton, Desert Sky Catering

Agenda:

1. Approve minutes from August 13, 2008 meeting
2. 2009 Tourism Budget
3. Other

1. Approve the minutes from August 13 meeting

The minutes of the August 13 meeting were presented for approval. Amy Kimberly motioned to approve the minutes and John Miernicki seconded the motion. The motion was approved.

2. 2009 Tourism Budget

- Lodging Tax
  - Keep funds at \$80,000
  - John Miernicki noted that lodging numbers were up in July; construction filling the rooms during the week; visitors during the weekend.
- Advertising/PR
  - Bob Pazik discussed the need to take advantage of regional opportunities, for example piggybacking off of Jazz Aspen, to bring more people to Carbondale.
- Brochures/ Promotional Materials
  - Tom Kenyon and Andrea Stewart discussed the importance of using the “base camp” idea and keeping that theme consistent throughout the promotional materials.
  
- Special Events/Projects Fund

- Amy Kimberly discussed the need for a “media package” to offer Special Events/Projects Fund recipients rather than a specific amount of money to apply towards marketing and advertising.
- Randi feels it would be important to bring a consultant on board to put a “media package” together.
- Website
  - Discussion was made regarding the importance of driving more traffic to the website.
  - “New” website look should be up and running during the week of September 15, 2008.
- Carryover
  - Bob Pazik discussed the importance of keeping a minimum of 6 months of operating expenses, which is approximately \$30,000.
  - Matt Hamilton and Tom Kenyon spoke about being responsible with the carryover and using the money wisely, for example if a unique opportunity became available.
  - Overall: more discussion needs to be made. Andrea and Randi will meet with the State of Colorado Tourism Board and other tourism councils in Beaver Creek, CO during the Governor’s tourism conference to discuss trends and spending.
- Scenic Overlook
  - Keep funds at \$8,000 for one more year.

### 3. Other

- Vote newest member onto Tourism Council of Carbondale: Matt Hamilton, Green Seat  
Bruce Stolbach motioned to appoint Matt Hamilton as the Green Seat member. Amy Kimberly seconded the motion. The motion was approved.
- Final Tourism Budget Meeting: October 1, 2008 at 8:00am at the Carbondale Chamber office.