

CARBONDALE CHAMBER OF COMMERCE
TOURISM COUNCIL of CARBONDALE (TCC) MINUTES
April 3, 2009

TCC Mission: The Tourism Council of Carbondale was created to promote, develop, and market tourism in Carbondale.

In Attendance:

Bob Fullerton, Desert Sky Catering
Tom Kenyon, Kenyon Design Works
Matt Hamilton, AspenSnowmass Environmental Foundation
John Miernicki, Days Inn
Brion After, Independence Run & Hike
Jason Segal –The Lodge on the Roaring Fork
Trevor Cannon, Umbrella Incorporated, TCC Vice Chair
Nancy Barnett, Town of Carbondale Finance Director, Town Liaison
Andrea Stewart, Marketing & Tourism

Not In Attendance:

Amy Kimberly, CCAH
Sherri Harrison, Chamber Executive Director

Agenda:

1. Approve minutes from March 6, 2009 meeting
2. TCC Annual Report
3. Business After Hours/Annual Report meeting- survey results
4. Revenue Report
 - Balance Sheet
 - Budget
 - Lodging tax
 - February 2009: \$4,950.68
5. Scenic Overlook proposal
6. Event banners request
7. Sub-committees
 - Marketing
8. Chamber Report-Sherri
 - Taste of Spring
9. Non-agenda Items
 - Updated TCC Contact info sheet
 - Next meeting: May 1, 2009 at 8:00am

1. Approve the minutes from March 6 meeting

The minutes of the March 6 meeting were presented for approval. Tom Kenyon motioned to approve the minutes and John Miernicki seconded the motion. The motion was approved.

2. TCC Annual Report

Bob Fullerton and Andrea Stewart reviewed the annual report with the TCC and discussed how the annual report can be used as a resource to refer back to when asked questions about the TCC. The annual report defines what the TCC consists of and what it does.

3. Business After Hours/ Annual Report meeting- survey results

Andrea compiled all of the survey results and reviewed those results with the TCC. Survey participation at the March Business After hours was 16.4%, which is a very good return. Jason Segal feels that in order to obtain the best results, the survey questions should more clear. Andrea and Tom Kenyon will work together to reword some of the questions. The survey will then be emailed out to Chamber members and the Carbondale community using the online Zoomerang survey database.

4. Revenue Report

- Balance Sheet and Budget

Bob reviewed the February 28, 2009 balance sheet and 2009 budget with the council. Matt Hamilton pointed out that the brochure amount must be corrected. Bob and Trevor Cannon feel the TCC must closely monitor its budget, especially the advertising category and make cuts in our marketing, if needed. Andrea will provide the council of the 2009 marketing efforts at the May 1 meeting to show how the advertising budget is being spent.

- Lodging tax

Per the Town of Carbondale, the February 2009 lodging tax was \$4,950.68. Matt brought up the idea of calculating the 2009 budget percentage on a monthly basis to show where we stand month to month. Jason brought up the point that a majority of Colorado travelers do not plan ahead when traveling, so hopefully the numbers will be increasing. Jason also mentioned that lodging locations in Aspen/Snowmass were offering room rate deals at such a low rates that the lodging locations here in Carbondale were competing with the resort. John expressed the same idea, and said that it is hard to know when people will be just dropping in. He also mentioned that a lot of people doing business stay in Carbondale because it is more affordable than staying at the ski resorts. Nancy Barnett discussed that Carbondale sales tax is down. Tom suggested that someone from the dining aspect should join the council, and Bob said he will approach some potential members. Andrea, Bob, Tom, Trevor, and Sherri will meet to discuss potential marketing cuts due to the decrease of lodging tax revenue and will present those ideas to the council at the May 1 meeting.

5. Scenic Overlook Proposal

Prior to the meeting, Sherri and Andrea researched the scenic overlook proposal, and found that the scenic overlook is leased through the Town from CDOT for \$250/year. This lease expires in 2011. Nancy brought up the idea of creating an adopt-the-overlook program for businesses to participate in. Jason expounded on the idea and suggested that each panel board be maintained by a certain category, for example, a lodging panel which is updated and maintained by lodging members. Bob reminded the council that we are not going to be the ones to go up there and update the panels. Tom mentioned that Carbondale does not have an actual town entrance, so it is hard to get people to stop at Carbondale. Bob recommended that Trevor take this issue to the Chamber board. Andrea will report back to Erin and Steve, and inform them that we are taking this issue to the Chamber board and will get back to them at a later date.

6. Event Banners Request

Nancy received a request from a community member discussing the idea of hanging event banners throughout Carbondale to promote seasonal events. Tom brought up the idea of stringing a banner across the street like in Glenwood Springs and Aspen. Bob reminded the council that we are here to help the events, but not plan and put on the event. If the event wishes to spend their Special Events Fund grant money on banners, then great for them, but we are not going to create and hang the banners for them; it should be the responsibility of the specific event. Nancy researched if anyone was able to hang banners, or just the Town. The liability insurance only covers the Town of Carbondale; therefore if community members wish to hang banners, they must seek individual liability insurance.

7. Sub-Committees

- Marketing

Tom discussed that print advertising is a good place to cut, if needed, and that we may see a loss of revenue from the scenic overlook and banner ads, because people are cutting back as well. He also said that the survey results will be a great resource if we decide to create a revenue opportunity for chamber members. Jason suggested that on the Base Camp webpage we have rotating ads of businesses and events. Matt recommended that we research towns similar to Carbondale to get other marketing ideas. Bob mentioned that prior to the budget; a marketing sub-committee will meet to discuss marketing campaigns for the 2010 budget, if necessary.

8. Carbondale Chamber Update

Andrea discussed the progress of Taste of Spring and asked the council members to each hang a poster in office or around town to help spread the word. If anyone wishes to volunteer, please contact Sherri.

9. Non-agenda Items

- The May TCC meeting will be held on Friday, May 1 at 8:00am
- The meeting was adjourned at 9:00am