

CARBONDALE CHAMBER OF COMMERCE  
TOURISM COUNCIL of CARBONDALE (TCC) MINUTES  
August 7, 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  
Amy Kimberly, CCAH  
John Miernicki, Days Inn  
Brion After, Independence Run & Hike  
Trevor Cannon, Umbrella Incorporated, TCC Vice Chair  
Nancy Barnett, Town of Carbondale Finance Director, Town Liaison  
Sherri Harrison, Chamber Executive Director  
Andrea Stewart, Marketing & Tourism

Not In Attendance:

Jason Segal –Lodge on the Roaring Fork

Agenda:

1. Approve minutes from July 10, 2009  
The minutes of the July 10 meeting were presented for approval. John Miernicki motioned to approve the minutes and Amy Kimberly seconded the motion. The motion was approved.
2. Revenue Report
  - Budget  
Sherri rewrote the 2009 budget, including the proposed budget for the rest of 2009. Bob Fullerton reviewed the budget with the council and said that we need to address the situation, but feel we can work through it. Amy mentioned that we cannot stop all marketing, and Tom feels we have a good strategy, and must work forward. Matt brought up the point that historically, we will not be as bad as projected.
  - Balance Sheet  
An updated balance sheet was unavailable at the time of the meeting.
  - Profit/Loss Comparison
  - Lodging Tax: June: \$ 6,507.50  
June was much higher than the previous months and only showed a loss of 17%, compared to 45% from previous months. John expressed that the Days Inn was busy, but feels they will be down about 25% compared to last year. Other lodging operations in the area expressed the same feelings.
  - Sherri will be presenting new business plan to Town and asking for TCC funding in September. The council was asked to review the 2004 proposal and share any ideas with Andrea for the updated version.

### 3. Marketing

- Survey at August 19 BAH- prize ideas  
At the August Business After Hours, the TCC will be conducting a marketing survey. This same survey was conducted at previous Business After Hours in the spring. The results will be compared with the previous survey results, and will help guide the TCC in its marketing efforts. John recommended the idea of the free banner ad for the winner. Amy motioned that the winner receive a small banner ad for their business, Matt seconded the motion. The motion was approved. Those that participate in the survey will be entered into a drawing for a free small banner ad on carbondale.com.
- TCC database: over 3,400- zip code location summary  
Andrea analyzed the zip codes within the TCC database, and then summarized the number of information requests for each state on a USA map.
- TCC Brochure re-order  
In February 2008, the TCC ordered 20,000 Base Camp brochures; there are about 1,000 brochures remaining. Andrea and Tom will work together to get quotes from local printers to print between 5,000 and 10,000 brochure to finish out the year.
- Rebranding
  - Tom: website templates  
Tom created a template for the new carbondale.com homepage. He was able to incorporate the look and feel of the Base Camp brochure, the Carbondale Chamber Member Directory, and banner advertising. This template will be a guide when the time comes to put together a Request for Proposal for a design company to create the new look. Tom and Andrea will be working together to create templates for banner ads. When a business purchases a banner ad, and does not wish to submit individual artwork for their ad, the business information and logo can be placed into the template.

### 4. SEF

- Valley Cruisers Recap  
Ron Madsen, Valley Cruisers Car Club President submitted a letter to the TCC discussing the event and budget. According to Ron, "The show was a success and they had a total of 80 registered participants for the show." The \$500 from the SEF grant covered the advertising for the event, including posters, flyers, and radio ads on KMTS.
- Colorado Relay  
Peter with the Colorado Relay missed the application deadline, therefore did not qualify for the SEF grant. The TCC feels the Colorado Relay is a great event, and would like to be active in the festivities at the end of the race. Brion and Andrea will be working with Peter to see what opportunities are available.

### 5. 2009 Colorado Tourism Conference-Andrea

The 2009 Colorado Tourism Conference is in Pueblo, CO this year. The cost will be about \$750. This amount was not figured into the budget last year, however the council feels it is important for Andrea to attend, and will hopefully find the funds. Nancy and Amy discussed funding opportunities such as sponsorships and scholarships. Andrea will look into these funding options.

### 6. 2010 TCC Board

Bob reminded the council that five council positions are up for renewal, and said that we have a great group, and hope that those people that are up for renewal give it some serious thought to continue their efforts on the TCC.

7. Carbondale Chamber Report

Sherrri updated the council on the new format of the 2010 Chamber Business Directory, and how it will be a more inviting piece for tourists, and will focus around the idea of a "local perspectives." John recommended that a map of the area, as well as a trail map be included in the guide.

8. Non-Agenda Items

- The next TCC meeting will be September 4 at 8am
- The meeting was adjourned at 9:20am