

CARBONDALE CHAMBER OF COMMERCE  
TOURISM COUNCIL of CARBONDALE (TCC) MINUTES  
December 4, 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  
Brion After, Independence Run & Hike  
Jason Segal –Lodge on the Roaring Fork  
Amy Kimberly, CCAH  
Matt Hamilton, AspenSnowmass Environmental Foundation  
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:

John Miernicki, Days Inn

Agenda:

1. TCC Photo for 2010 Chamber Directory  
A photo of the Council was taken and will be included in the 2010 Chamber Directory.
2. Approve minutes from November 6, 2009  
The minutes of the November 6 meeting were presented for approval. Matt Hamilton motioned to approve the minutes and Amy Kimberly seconded the motion. The motion was approved.
3. Revenue Report
  - Budget  
Bob reviewed the budget with the TCC.
  - Balance Sheet and Profit/Loss Comparison  
The October balance sheet and profit/loss were provided to the Council. An updated sheet was not available.
  - Lodging Tax: October: \$3,957.03  
The October lodging tax was up compared to the past months; a 35.61% decrease from 2008. Nancy mentioned that October was the second lowest sales tax month in 2009. Trevor said that most hunters are making their plans a head of time, and the mention of Carbondale ranking in the Top 10 in Sports and Field Magazine is helping spread the word of Carbondale to the hunting market.
4. 2010 Budget  
Sherri told the Council that she will work on breaking the 2010 budget out monthly so we have a better idea where we stand month to month.
5. Special Events Fund/Event Development Committee Update  
Andrea outlined the steps that were created by the Committee that will be used when developing the

criteria for events. Jason and Amy feel it is important to create value for the organizations rather than spend time completing an extensive application for a small amount of funding. Amy also believes that our active recruiting for new events will bring more events to Carbondale. Matt feels this is a good approach to assist organizations and events without having to provide funding. Tom believes we need to create a series of tools to assist events since we do not have the man-power to reach each organization, and feels the new website will be able to offer this need. Jason mentioned that each event could have a mini-listing on our site. Bob reminded the Council to keep the revenue potential in mind.

#### 6. Website Redesign Committee Update

Tom stated that he will create a visual/design site structure based around what people need to see when visiting Carbondale.com, as well as the navigation structure. Base camp will be the visual concept. There will also be a calendar that shows upcoming events, plus a featured event section. The base camp theme will appear throughout the site. The number of clicks will be reduced to help the navigator get to their desired pages without much effort. The site will be functional from a base camp standpoint. Jason mentioned that we will keep our radius areas in mind. Brion expressed that it is important to get the businesses involved, and Tom adding that the TCC and the Chamber will work together, and ChamberMaster will be largely utilized. Amy stated that it will be a benefit to be a Chamber member. Blogs were discussed, and Matt suggested Facebook and Twitter instead of blogs, and that we follow celebrates such as Chris Davenport, and Backbone Media. Sherri said that the Chamber Board is in full support of this project, and will help spread the word about the site, and will reach out to the business community.

#### 7. Marketing

- November SEO report

Andrea presented November's SEO report to the Council. Our ranking report showed mixed results with 12 keywords moving up in the ranking and dropping 16 words. We are still ranked for 15 new keywords that were not previously ranked. Google Analytics revealed a slight decrease of 11.45% in organic search engine traffic in November compared to October. Visitors are spending an average time of 1 minute and 42 seconds on the site, and are visiting 2.11 pages with a high bounce rate of 60.66%. Tom mentioned that this is usual for this time of year, and said that other Carbondale websites, such as CCAH and Mountain Fair can create a large presence on our site. This will be researched during the website redesign.

- Carbondalebasecamp.com domain

Andrea and Tom researched the carbonalebasecamp.com domain name, and found that the domain name did not need renewed.

- Rocky Mountain Sports Guide

Andrea and Brion have been in contact with Elizabeth Murphy with the Greensprouts Foundation and the Rocky Mountain Sports Guide. Elizabeth approached the TCC for funding to print the guide. Brion feels the guide will be a great avenue to promote valley-wide races, and the Council agreed. The amount requested was \$1,500. Amy motioned that we support the efforts of the guide, such as the ideas outlined by the SEF/Event Development Committee, but do not participate monetarily since we do not have the funds, and Jason seconded the motion. The motion passed. Andrea also mentioned the option of trading a Carbondale Membership. Andrea and Brion will be in contact with Elizabeth.

#### 8. Scenic Overlook Signs

Andrea and Sherri informed the Council that two signs were installed at the Scenic Overlook without proper approval, and presented photos of the signs. Jason expressed that this is unfair to organizations that are paying for their space at the Scenic Overlook. Jason motioned to remove the signs, and Matt seconded the motion. The motion passed. Arrangements were made to remove the signs. Sherri will contact the organization that installed the signs, and make sure the signs are returned.

9. Carbondale Chamber Report

Sherri updated the TCC on the Chamber Board Retreat, and mentioned that the Carbondale Chamber does not take political positions, as we are a service organization. Sherri also informed the Council of the 2010 Chamber Executive Committee as well as the Chamber Board.

10. Non-Agenda Items

Jason will be attending a recreation trade show in Denver the first part of January, and is interested in putting something together for the future that the TCC, and other recreation-based businesses, to participate in. The Council agreed that this would be something to look into down the road, and Bob recommended that we add this item to the June agenda.

- The next TCC meeting will be January 8 at 8am
- The meeting was adjourned at 9:30am