

CARBONDALE CHAMBER OF COMMERCE  
TOURISM COUNCIL of CARBONDALE (TCC) MINUTES  
February 6, 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  
Amy Kimberly, CCAH  
Matt Hamilton, AspenSnowmass Environmental Foundation  
Tom Kenyon, Kenyon Design Works  
John Miernicki, Days Inn  
Ed Perregaux, Roaring Fork Conservancy  
Nancy Barnett, Town of Carbondale Finance Director, Town Liaison  
Sherri Harrison, Chamber Executive Director  
Andrea Stewart, Marketing & Tourism

Not In Attendance:

Brion After, Independence Run & Hike  
Jason Segal –The Lodge on the Roaring Fork  
Trevor Cannon, Umbrella Incorporated, TCC Vice Chair

Agenda:

1. Approve minutes from January 9, 2009 meeting
2. Media Database increases to over 200 members around Colorado
3. Special Events Fund
  - SEF Application Deadline Efforts
    - Business After Hours
    - Email previous applicants and current members
  - Media Package Brainstorming Meeting Results
  - 5Point Film Festival Feedback
4. Revenue Report
5. Non-agenda Items
  - Tourism brochure now available
  - Create poster to describe the TCC and what it does
  - March 6, 2009 meeting
    - Review SEF applications

1. Approve the minutes from January 9 meeting

The minutes of the January 9 meeting were presented for approval. Ed Perregaux motioned to approve the minutes and Tom Kenyon seconded the motion. The motion was approved.

2. Media Database increases to over 200 members around Colorado

Andrea reported that the media database increased to over 200 members around Colorado. This database was completed in December, 2008, and will greatly assist in our 2009 public relations efforts.

3. Special Events Fund

- The SEF application deadline efforts include informing the Carbondale community of the March 1<sup>st</sup> and July 1<sup>st</sup> deadlines by having a presence at January's, and February's **Business After Hours** and distributing applications to those interested, and sending out an **email** to all Carbondale Chamber members, potential and previous applicants explaining the Special Events/Projects Fund in detail and the deadline dates. The email also had a link to the SEF

application on carbondale.com. Tom also discussed the idea of featuring Carbondale events within our carbondale.com ad to help promote not only Carbondale, but also the different events, as well as create a special page/banner ad to promote local events. John suggested calling various hotels and media organizations to inform them on current events in the Carbondale area.

- On January 27, a **media brainstorming session** was held at the Carbondale Chamber to meet with Carbondale Chamber media members to discuss their input on creating a SEF media package. Overall, the feedback we received was that creating a media package would be a good idea down the road, but due to the limited amount of SEF funds, it would not be in our best interest to create the media package. Therefore, those who are granted SEF funds, are to spend their grant as desired by the organization as long as the funds are used primarily for the promotion, development, and marketing of tourism in Carbondale.
- Andrea discussed the certificate and thank you card the TCC received from **5Point Film Festival** for the \$1,500.00 SEF grant.

#### 4. Revenue Report

The 2008 preliminary TCC financials, 2008 Lodging Tax revenue, 2009 budget, and 2009 marketing program with budget were all provided at the meeting. Due to the year end, the financials were last updated on December 31, 2008. Bob Fullerton feels it is important to continually analyze and review the budget to assure the TCC is moving in the right direction.

#### 5. 2009 Tourism Council Contact Information

The updated contact information was provided for review. Once all updated changes are made, the contact information will be emailed to the council.

#### 6. Non-agenda Items

- The new Carbondale Tourism brochure is now available! Thanks Kenyon Design Works for creating such a great promotion piece!
- Andrea and Tom are in the process of creating a poster that describes the TCC and what it does. This poster will be displayed at various TCC and Chamber functions and Business After Hours.
- Tom brought up the idea of conducting an "audit" for chamber members to gather information on where their clientele is traveling from. This could be performed either by email or at the annual Chamber meeting in March.
- Amy feels it would be a great to schedule a meeting for the Carbondale community to discuss the TCC and meet Sherri.
- Sherri updated the council on the Taste of Spring. The Taste will revolve around wine tastings, and will be held on Saturday, April 25, 2009 at River Valley Ranch.
- The March TCC meeting will be held on Friday, March 6 at 8:30am. The SEF applications will be reviewed at this meeting.
- The meeting was adjourned at 9:35am