

CARBONDALE CHAMBER OF COMMERCE
TOURISM COUNCIL of CARBONDALE (TCC) MINUTES
January 9, 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
Matt Hamilton, AspenSnowmass Environmental Foundation
Tom Kenyon, Kenyon Design Works
Ed Perregaux, Roaring Fork Conservancy
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
Randi Lowenthal, Chamber Executive Director
Andrea Stewart, Marketing & Tourism

Not In Attendance:

Amy Kimberly, KDNK Public Radio
John Miernicki, Days Inn

Agenda:

1. Approve minutes from December 3, 2008 meeting
2. TCC responsibilities
3. Tourism Brochure
 - Domain Name: www.coloradobasecamp.com
 - Status Update
4. Special Events Fund Application Deadline
5. Colorado Relay Special Events Fund Recap
6. Revenue Report
7. Non-agenda Items

1. Approve the minutes from December 3 meeting

The minutes of the December 3 meeting were presented for approval. Matt Hamilton motioned to approve the minutes and Ed Perregaux seconded the motion. The motion was approved.

2. TCC responsibilities

Bob Fullerton reviewed the 2009 TCC responsibilities. He also expressed the importance of being prepared for the monthly TCC meetings. Ed suggested the idea of having a table at the monthly Business After Hours events to better educate the Chamber Members of the Tourism Council of Carbondale. Tom suggested creating a poster that outlines Carbondale's marketing efforts for tourism, for example, advertising on Colorado.com, the special events fund and its deadlines, and events calendar.

3. Tourism Brochure

- Domain Name: www.coloradobasecamp.com: Andrea informed the council of the new domain name and how it will be incorporated with www.carbondale.com with a landing page. The landing page with direct traffic and "focus" the audience. Tom agrees with the landing page, and feels it will help drive more traffic to the website. Jason brought up the idea of keeping the landing page "fresh" with updated photos and event information. Google Analytics will be used to analyze the number of people picking up the brochure then going to the website.

- Status Update: Tom updated the council on the status of the brochure. He informed the council that the brochure is out of our hands, and at the printers!

4. Special Events Fund Application Deadline

Bob agrees with the Special Events Fund Application Deadline, but feels we must educate Carbondale on the Special Events Fund and the new deadlines. The education process will start at Business After Hours; this information will be provided at the Tourism table. Brion and Tom discussed creating a poster and placing them around town to inform people of the deadlines. Matt suggested emailing Chamber Members of the deadline. Randi suggested the TCC make a small presentation at the annual Chamber meeting. Matt motioned to amend the January 31, 2009 deadline to March 1, 2009. Ed seconded the motion; the motion passed. Tom motioned to amend the January 31, 2010 (and future) deadline to February 15. Ed seconded the motion; the motion passed.

5. Colorado Relay Special Events Fund Recap

Andrea presented the recap provided by the Colorado Relay. The Colorado Relay event raised over \$45,000, which was the highest amount ever raised for this event in its 11 years. Overall, over 400 individual donors (an increase of 60 donors from last year) contributed through their donations connected with their teams. For the first time, the race ended in Carbondale. According to Pete Mason, the Colorado Relay coordinator, the race is scheduled to end in Carbondale again in 2009. Brion suggested that Carbondale needs an activity/band to keep the racers in Carbondale. Tom agrees, and feels this would be a great business opportunity for Carbondale businesses. Bob mentioned that this would be a great event to promote at Business After Hours.

6. Revenue Report

The TCC financials were provided at the meeting. Due to the year end, the financials were last updated on November 30, 2008. Once the updated financials are available, Andrea will email them out to the council, along with the updated lodging tax figures.

7. Non-agenda Items

- Randi shared the "Aspen Sales Down" article from the Aspen Times with the council. The article stated, "Aspen sales tax revenues for November slipped 5.5% from a year ago, while lodging tax revenue was down 25.1%, compared with the same month in 2007. Nonetheless, year-to-date tax revenues for the first 11 months were still up 3.9% and lodging tax collections were up 6.3%" –Aspen Times, January 8, 2009.
- The February TCC meeting will be held on Friday, February 6 at 8:30am
- The meeting was adjourned at 9:30am