

CARBONDALE CHAMBER OF COMMERCE
TOURISM COUNCIL of CARBONDALE (TCC) MINUTES
July 10, 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
Jason Segal –The Lodge on the Roaring Fork
Nancy Barnett, Town of Carbondale Finance Director, Town Liaison
Sherri Harrison, Chamber Executive Director
Andrea Stewart, Marketing & Tourism

Not In Attendance:

Trevor Cannon, Umbrella Incorporated, TCC Vice Chair

Agenda:

1. Approve minutes from June 5, 2009
2. Revenue Report
 - Budget
 - Balance Sheet
 - Profit/Loss Comparison
 - Lodging Tax: May: \$3,251.22
3. Special Events Fund: \$3,500 remaining
 - YouthZone Summer Fundraiser Multiple summer events \$1,000
 - Fossil Trot September or October \$2,500
 - Celtic Fest and Oktoberfest October 9, 10, 2009 \$2,500
 - Komen Film showing October 21, 2009 \$1,850
 - Aspen Dance Connection October 23, 24, 2009 \$1,500
 - Carbondale Clay Center Cup Auction December 4 (First Friday) \$2,000
 - CRMS Telluride MountainFilm Tour February 12 & 13, 2010 \$1,000
4. Scenic Overlook
 - Advertising
 - Redstone/Marble
 - Mason & Morse map
5. Marketing
 - Meeting Recap
 - TCC Restructure
 - Website
 - SEO Goals
 - White River National Forest Map ad
 - Official State Vacation Guide on Colorado.com
6. Carbondale Chamber Report- Sherri
7. Non-Agenda Items
 - Next TCC meeting: August 7

1. Approve the minutes from June 5 meeting

The minutes of the June 5 meeting were presented for approval. Amy Kimberly motioned to approve the minutes and Matt Hamilton seconded the motion. The motion was approved.

2. Revenue Report

- Budget

Bob Fullerton reviewed the budget, and Andrea and Sherri will work to make the budget more clear by the August meeting, with more accurate projection information. John mentioned that everyone is taking a hit. Jason said they are competing with Aspen, and is willing to work out deals with customers to get them to stay at the lodge. Sherri informed the council that she will be requesting funding from the Town for the 2010 TCC budget.

- Balance Sheet
- Profit/Loss Comparison
- Lodging Tax: May: \$3,251.22

3. Special Events Fund: \$3,500 remaining

• YouthZone Summer Fundraiser	Multiple summer events	\$1,000
• Fossil Trot	September or October	\$2,500
• Celtic Fest and Oktoberfest	October 9, 10, 2009	\$2,500
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The TCC approved \$1,000 to the Celtic Fest and Oktoberfest, and \$500 to the CRMS Telluride MountainFilm Tour. Amy would like to form a committee to help promote and properly market the events, and place them on the website. Jason expressed the idea of a funding plan, and rewriting the criteria to make it more clear.

4. Scenic Overlook Update

- Advertising

The TCC has not yet heard back from the Town regarding the Scenic Overlook proposal, therefore the TCC will move forward with its advertising efforts. Andrea will inform Steve Novy about the status. Redstone and Marble are interested in advertising on a whole panel to help promote their communities. Andrea is working with Chuck Logan with the Redstone Community Association to iron out the details. Andrea approached Mason and Morse to see if they would be interested in providing a Carbondale map at the Scenic Overlook. Andrea will follow up next week.

5. Marketing

- Meeting Recap

Bob, Tom, Sherri, and Andrea met on Tuesday, July 7 to discuss TCC marketing, re-branding, and the website. Tom will create a template to portray our ideas for the new design/look of the website, and has offered to provide consulting from the TCC board to the web designer when the time comes. Tom mentioned that we do not necessarily need to create a new site, but just change the homepage and layout template. The group will continue to meet to keep the project rolling, and hopefully will have something to present to the Chamber Board in August or September.

- SEO goals

Last meeting Andrea discussed the SEO goals we would like to set up to track the number of clicks on the ePostcard button and the online brochure. Due to budget constraints, we will revisit this issue in 2010.

- White River National Forest Map Ad

The council felt this map was great for businesses, but did not fit the Chamber or Tourism, therefore it is not beneficial to renew the ad.

- Official State Vacation Guide on Colorado.com

Our ad in the Official State Vacation Guide is up for renewal. The council voted, and felt that it is necessary to renew this ad.

6. Carbondale Chamber Report

Sherry updated the council on the Carbondale Chamber, discussed her conference in LA next week. Also, the insert for the 2009 Business Directories is in.

7. Non-Agenda Items

- The next TCC meeting will be August 7 at 8am
- The meeting was adjourned at 9:00am