

CARBONDALE CHAMBER OF COMMERCE  
TOURISM COUNCIL of CARBONDALE (TCC) MINUTES  
June 5, 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  
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:

Agenda:

1. Approve minutes from May 1, 2009
2. Scenic Overlook
  - Status
  - Advertising
3. Revenue Report
  - Budget
  - Balance Sheet
  - Lodging Tax: April: \$2,482.90
4. Marketing Efforts
  - Website banner ad sale starting July 1: Large: \$125.00/6mo; Small: \$75.00/6mo
  - Social Networking: Twitter- CarbondaleCO
  - Brochure distribution locations- Andrea
    - Aspen Activities Center
    - Brochure Express: Grand Junction
    - Colorado Activities Center: Denver Corridor, N. and S. Front Range
  - SEO
    - May Report
    - Set Goals
  - TCC Restructure
5. Carbondale Chamber Report- Sherri
6. Non-Agenda Items
  - TCC Survey: in process
  - Special Events Fund deadline: July 1
  - Next TCC meeting: July 10 at 8:00am (due to 4th of July holiday)

1. Approve the minutes from May 1 meeting

The minutes of the May 1 meeting were presented for approval. Matt Hamilton motioned to approve the minutes and John Miernicki seconded the motion. The motion was approved.

## 2. Scenic Overlook

- Status

Andrea updated the TCC on the status of the scenic overlook, which has not changed since our May meeting. We are still waiting to hear back from John Foulkrod, who was asked to present the proposal to the Town.

- Advertising

Andrea recently received word from CDOT that we are allowed to advertise at the scenic overlook, however advertisements and logos must not be seen from Highway 82, therefore some advertisements will have to be rearranged.

## 3. Revenue Report

- Budget

Andrea broke down each category in the budget to show where we stand as of May, 2009, and the target total. These numbers do not include April's lodging tax.

- Balance Sheet

- Lodging tax for April was \$2,482.90. Jason expressed that he did not have a single reservation specifically for Memorial Day weekend or for the Valley Cruisers Car Show.

## 4. Marketing Efforts

- Website banner ad sale starting July 1

The carbondale.com banner ad sale will start July 1. Large banner ads are usually \$500/year, and will be on sale for \$125/ 6 months; small banner ads are usually \$300/year, and will be on sale for \$75/ 6 months. We hope this will generate revenue for the tourism web pages. A price sheet will be sent out to all Chamber members during the week of June 15.

- Social Networking: Twitter- CarbondaleCO

Twitter is a free, mini-blog network that is becoming very popular, especially with younger tech-savvy individuals. Andrea created a Twitter page for the TCC, called CarbondaleCO. Each week the Twitter status is updated with current events and recreation ideas. This account is viewable to the public in hopes to create one more reason for people to associate with Carbondale. Jason mentioned that this will help increase our SEO. Bob Fullerton feels we should also create a Facebook page to also attract different people with a common interest. Andrea will look into creating a Facebook page for TCC. John, Tom Kenyon, and Jason all expressed that there is a large motorcycle presence throughout the valley. Andrea will work to find motorcycle "Friends" on Twitter and Facebook and add some motorcycle riding information to the website to again, draw a more diverse crowd to Carbondale. Amy mentioned that Mountain Fair has a Facebook account, which is gaining "Friends."

- Brochure distribution locations

Andrea provided the council with a list of the three brochure distribution companies, their individual rates, and brochure locations. Bob stressed at this time we will not be eliminating the brochure distribution, but should just keep in mind what we are spending on this distribution. Andrea will research the e-postcard distribution list and analyze where the travelers are coming from with the help of Google Analytics and Constant Contact. This information will be presented at the July meeting. In the future, the council is thinking about decreasing our brochure distribution locations, and adding an events calendar that would list events by season, for example, the Aspen Chamber calendar. Tom felt this is a good idea, and should be a printed piece that we could place in the racks for visitors to pick up at various locations. Sherri thought we could list every event, and not limit it just to Chamber member events. Jason brought up that we should focus on both charged and free events, for example, fly fishing. Amy would also like to implement package deals with various businesses, for example, lodges and recreation stores. Bob feels that we should start putting our winter event schedule in September

- Search Engine Optimization

- May Reports

Due to the large amount of money spent each month on the SEO, Andrea worked with a Blue Tent Marketing representative, who manages our account, to review our account, and make changes if necessary to get the best return on our investment. Andrea made some changes to the website, including in-text links, which increase our SEO presence. Andrea presented the

May SEO report to the council. Our organic search engine traffic increased 15.73% in May compared to April, and our site saw some new top 30 ranking in May.

- Set Goals

To continue our high rankings within the SEO, our Blue Tent Marketing representative suggested that we tag the “sign up for our monthly ePostcard” link and the VCab on-line version of our new TCC Base Camp brochure link with tracking codes to monitor how many times these links get clicked. These links will be tagged in Google Analytics for \$230.00. This topic will be discussed at the July meeting.

- TCC Restructure

Trevor presented the idea of the TCC restructure to the Board. The Board felt that there is no reason why the Chamber and the TCC cannot be separate entities and still work together. Tom offered to re-design the homepage, for free, to reflect the brochure. This will create a visual standpoint and will increase the desire for people to want to advertise on carbondale.com. We want people to want to click on an advertisement. Tom also pointed out that the Chamber is a collective group, and tourism is not. The Carbondale community has a logo and identification, the swoosh, the Chamber just added “Chamber” under the logo. Sherri supports Tom’s idea, and would like to present this idea as a re-branding, and extension of the TCC. Bob would like to have another marketing meeting to discuss marketing issues in more detail, outside of the regularly monthly-scheduled meetings.

5. Carbondale Chamber Report

Sherri updated the council on the Carbondale Chamber, discussed the purchase of the new “Welcome to Carbondale” banner to hang at various events around town, for example, Ride the Rockies.

6. Non-Agenda Items

- TCC Survey: in process

Andrea and Tom discussed the importance of waiting to conduct the survey until the end of summer to give businesses the opportunity to reflect on their summer visits and sales.

- The July TCC meeting will be held on Friday, July 10 at 8:00am, and SEF applications will be reviewed at that time.
- The meeting was adjourned at 9:10am