

CARBONDALE CHAMBER OF COMMERCE
TOURISM COUNCIL of CARBONDALE (TCC) MINUTES
March 6, 2009

TCC Mission: The Tourism Council of Carbondale was created to promote, develop, and market tourism in Carbondale.

In Attendance:

Tom Kenyon, Kenyon Design Works
Amy Kimberly, CCAH
Matt Hamilton, AspenSnowmass Environmental Foundation
John Miernicki, Days Inn
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
Sherri Harrison, Chamber Executive Director
Andrea Stewart, Marketing & Tourism

Tim Dillow, US Bank

Not In Attendance:

Bob Fullerton, Desert Sky Catering
Nancy Barnett, Town of Carbondale Finance Director, Town Liaison

Agenda:

1. Approve minutes from February 6, 2009 meeting
2. Vice Chair position- Tom
3. March 18 Business After Hours/ Annual Chamber Meeting
 - Bob and Trevor will discuss the Tourism Council
 - Conduct Chamber Member “audit”
 - Create questions
 - Determine prize(s)/incentives
4. Special Events Fund Applications
 - Define criteria
 - Review applications
 - Dandelion Day
 - La Dolce Vita
 - Cruisin’ The Rockies Car Show
 - 6th Annual Roaring Fork valley Studio Tour
 - River Float 2009
 - Lobsterfest
 - Great balls of Fire
 - CCAH Carbondale Summer of Music
 - Application follow-up
 - Create fillers/Banner ads of different Carbondale events for carbondale.com
5. Revenue Report
 - Direct mailing campaign
 - Lodging Tax
 - December, 2008: \$4,737.50
 - January, 2009: \$5,126.59
6. Carbondale Chamber Update
7. Non-agenda Items

1. Approve the minutes from February 6 meeting

The minutes of the February 6 meeting were presented for approval. Ed Perregaux motioned to approve the minutes and Matt Hamilton seconded the motion. The motion was approved.

2. Vice Chair Position

Bob Fullerton recommended Tom Kenyon to fill the TCC Vice Chair position. Ed motioned to appoint Tom as the TCC Vice Chair and Matt seconded the motion. The motion was approved.

3. March 18 Business After Hours/ Annual Chamber Meeting

- Trevor stated that he will be discussing the Tourism Council, its purpose, and its community involvement at the annual meeting.
 - The TCC will conduct an audit/questionnaire at the March Business After Hours to gain information on Carbondale tourism demographics. Tom Kenyon created a draft of the questions, and input from the council will be emailed to Andrea. Andrea will then work with Tom to create the final version. Council members will sign up for time slots to work the TCC table and conduct the audit. Aspen SkiCO has contributed two lift tickets for incentives to fill out the questionnaire. The questionnaire will also be emailed to Chamber members and the Carbondale community.

4. Special Events Applications

- Define Criteria: Tom reiterated that the special events funding comes from the lodging tax, therefore the special events funds should fund projects to replenish the fund, and fill the hotels. This also helps communicate the purpose of the TCC, and differentiates the Tourism Council and the Chamber. Jason wants to bring a non-bed-based business into the fund. Tom mentioned that a membership-type fund could be created. John said that dining was once considered, but locals would have to pay that tax. Amy suggested that we work with the Downtown Preservation Association. Brion thought we could add a voluntary fee onto the chamber membership. Ed suggested a sub-committee be created to discuss the issue in further detail, then can report back to the TCC.
- Applications
 - Dandelion Day: Matt motioned not to fund this application and Ed seconded the motion. The motion passed.
 - La Dolce Vita: Matt motioned not to fund this application and Amy seconded the motion. The motion passed.
 - Cruisin' The Rockies Car Show: Ed motioned to award \$500 to this application and John seconded the motion. The motion passed.
 - 6th Annual Roaring Fork valley Studio Tour: Matt motioned not to fund this application and Amy seconded the motion. The motion passed.
 - River Float 2009: Matt motioned not to fund this application and John seconded the motion. The motion passed.
 - Lobsterfest: Ed motioned to award \$1,000 to this application and John seconded the motion. The motion passed.
 - Great Balls of Fire: Matt motioned not to fund this application and John seconded the motion. The motion passed.
 - CCAH Carbondale Summer of Music: Brion motioned to award \$1,500 to this application and Jason seconded the motion. The motion passed.

- Application Follow-up

- Matt mentioned that next year if there is one or two representatives for a few of the applications, each application should be allowed the opportunity to have a representative present at the meeting. Jason said that we should include a sentence in the regret letters regarding the importance of advertising outside of the valley, especially with the state of the economy. Amy and Ed believe that the audit/questionnaire should have a presence at events.
- Create fillers/Banner ads of different Carbondale events for carbondale.com
Tom feels that the events should have an advertising presence on the Front Range. Andrea and Tom will work with the events and the Front Range advertisers that the TCC advertises with to update the ads. Jason said that we should advertise parallel to the trend of tourists, which tend to plan two to four weeks in advance. Sherri mentioned the idea of creating a marketing sub-committee.

5. Revenue Report

Andrea updated the council on the revenue report and presented the lodging tax amounts: December, 2008: \$4,737.50, January, 2009: \$5,126.59. John mentioned that we are running 2006 numbers, and the numbers are down due to construction being down. The cost of the direct mailing campaign that sent out to all Chamber members was \$165.

6. Carbondale Chamber Update

Sherri Harrison invited the council to attend the March Business After Hours. She also updated the council on the Taste of Spring, which is being held on April 25, 2009 at the River Valley Ranch Barn, and has received a great response from business wanting to participate in the event.

7. Non-agenda Items

- Brion motioned that the monthly TCC meeting time be changed from 8:30am to 8:00am and Matt seconded the motion. The motion was approved.
- The April TCC meeting will be held on Friday, April 3 at 8:00am.
- The meeting was adjourned at 9:40am