

CARBONDALE CHAMBER OF COMMERCE
TOURISM COUNCIL of CARBONDALE (TCC) MINUTES
May 1, 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 April 3, 2009
2. Revenue Report
 - Budget
 - Balance Sheet
 - Lodging Tax: March: \$5,074.07
3. Marketing Efforts
 - Scenic Overlook Recap
 - Marketing Meeting Recap
 - TCC Restructure
4. Carbondale Chamber Report
5. Non-Agenda Items
 - TCC Survey: in process
 - Special Events Fund deadline: July 1
 - Next TCC meeting: June 5 at 8:00am

1. Approve the minutes from April 3 meeting

The minutes of the April 3 meeting were presented for approval. Matt Hamilton motioned to approve the minutes and Tom Kenyon seconded the motion. The motion was approved.

2. Revenue Report

- Budget
- Balance Sheet
- Lodging tax for March was \$5,074.07. John, Tom, and Matt all agreed that we are now showing numbers from 2004-2005. John also mentioned that we are in “off-season” and construction is down, therefore numbers are really down. Brion believes that we are about 35% down from 2008. This year’s budget was not broken down monthly, so Andrea will take 35% out of each month last year to help us have a more realistic perspective of where we stand.

3. Marketing Efforts

- Scenic Overlook Recap
Andrea and Sherri updated the council on the scenic overlook status. It was suggested at the April 3 meeting that Trevor, the Chamber liaison, take the proposal to the Chamber Board. The Chamber Board recommended that John Foulkrod, the Town of Carbondale liaison, take the proposal to the Town, which is where it now stands. Andrea will be updating the scenic overlook panels in May. Andrea is also working with CDOT to determine the proper format for advertising at the scenic overlook.
- Marketing Meeting Recap
Bob, Tom, Sherri, and Andrea discussed marketing issues related to the TCC prior to the May 1 meeting. Bob and Tom discussed the findings of the marketing recap meeting. Bob stated that as the revenue drops, it is clear that marketing is a good place to make changes to the budget. Tom mentioned that yes, there are some fixed costs throughout the budget, and that we are not going to say “no” to some of the advertisers forever, but maybe we can tweak the advertising season to season. Tom also said that print advertising is becoming less effective, and could possibly be dropped, and that instead of sending out a direct mail piece to every chamber member, we should target Chamber members and community organizations that relate to our brochure. Brochure distribution is a major cost within the marketing budget. Andrea will provide the council with a list of current distributors and their locations at the June 5 meeting. The council will then decide to make changes to the brochure distribution, if necessary. Matt motioned that a spending freeze be put into effect, with no new expenditures, and that advertising campaigns that are very important will be examined case by case. Tom seconded the motion. The motion passed.
- TCC Restructure
Bob presented the new TCC restructuring idea to the council, which is that there is a grey area of the Chamber and tourism, and that the TCC needs to be its own tourism entity. The TCC not only promotes Chamber members, but also the community. Over time, the TCC will work to separate itself from the Chamber, and one way to differentiate the two organizations is to create two separate websites; one for the Chamber and one for the TCC. Revenue is decreasing, and banner advertising is a great revenue source. Currently, the Chamber profits from banner ads that are located on the left-hand tabs of the website; TCC profits from banner ads on the top tabs. Jason mentioned that the Glenwood Springs Chamber does a great job separating the two entities on its homepage. Tom said that the site should reflect the brochure. Amy mentioned that down the road she'd like to see package deals. This idea will be carefully thought out and presented to the Chamber Board, which will hopefully see value in the tourism website. Matt motioned to move forward with the concept of the TCC becoming its own entity. John seconded the motion. The motion passed. Nancy will provide the council with the lodging tax documents that detail how the money is to be monitored and spent.

4. Carbondale Chamber Report

Sherri updated the council on the Carbondale Chamber, and reported on the Taste of Spring, which was held April 25. Sherri mentioned that the Taste was a successful event, but unfortunately, the Chamber did not make as much money on ticket sales and on the silent auction as hoped. The new concept of a less-formal event was well accepted by those who attended.

5. Non-Agenda Items

- TCC Survey: in process
- The May TCC meeting will be held on Friday, June 5 at 8:00am
- The meeting was adjourned at 9:15am