

CARBONDALE CHAMBER OF COMMERCE  
TOURISM COUNCIL of CARBONDALE (TCC) MINUTES  
November 6, 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  
John Miernicki, Days Inn  
Brion After, Independence Run & Hike  
Jason Segal –Lodge on the Roaring Fork  
Amy Kimberly, CCAH  
Matt Hamilton, AspenSnowmass Environmental Foundation  
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 October 2, 2009  
The minutes of the October 2 meeting were presented for approval. Matt Hamilton motioned to approve the minutes and John Miernicki seconded the motion. The motion was approved.
2. 2009 Colorado Tourism Conference Recap  
Andrea attended the 2009 Colorado Conference from October 14-16 in Pueblo, CO. She created a presentation that discussed 2008 tourism in Colorado, the need for social media, website redesign ideas for carbondale.com, and her networking opportunities from the conference. Andrea feels it was money well spent!
3. Revenue Report
  - Budget  
Bob reviewed the budget with the TCC.
  - Balance Sheet  
The October balance sheet was presented and reviewed by the council.
  - Profit/Loss Comparison  
The October profit/loss comparison was presented and reviewed by the council.
  - Lodging Tax: September: \$7,428.22  
The September lodging tax was up compared to the past months; only a 9.15% decrease from 2008. John mentioned that October numbers are looking alright, but said that hunters are not staying in Carbondale as much due to lodging prices. Jason discussed that property that was hunted in the past is becoming harder to get to due to the increase of fences and property lines being more defined.

#### 4. 2010 Budget

- 2010 Special Events Fund  
The Council discussed the Special Events Fund for 2010, and decided that the fund should be renamed, and that a committee should be created to further develop the application. Tom motioned that the Special Events Fund name be changed to the Event Development Fund. Brion seconded the motion, and the motion passed. Andrea will email the council in regards to creating a committee.
- Aspen Activities Center proposal  
Andrea presented the council with a proposal from the AAC that offered the distribution of the tourism brochures in Aspen for \$164/month. The council felt this was a good deal, but still stands by their decision to eliminate Aspen from the 2010 brochure list. Jason mentioned that we should continue our other distribution outlets around the state since this is the only print advertising we are doing.
- The 2010 budget was presented for approval. Sherri reminded everyone that we need to be conservative with the bottom line. Nancy agreed with Sherri, and said that we are better off being conservative. John said that the next six months is not looking good in regards to lodging. Bob reminded the council that we will have to continue reviewing the budget on a monthly basis, and make changes as necessary. Amy motioned to approve the 2010 budget, and Tom seconded the motion, and the motion was approved.

#### 5. Special Events Fund Recaps

- 5Point Film Festival  
Andrea and Amy shared the 5Point Film Festival recap with the Council. 5Point had another successful festival, and brought in a lot of new films and viewers.
- Summer of Music  
Amy presented the Summer of Music recap. She mentioned that they were able to advertise throughout the valley, and had a lot of radio spots. Amy said the funding sources were great, and they came out healthy. The Summer of Music concerts and Carbondale Mountain Fair both saw increases in attendance estimated to be about 10% above previous years.
- Celtic/Oktoberfest  
Andrea shared the Celtic/Oktoberfest recap that was provided by Jessi with the Rec Center. They were able to advertise throughout the valley with print media, KDNK, and posters. Over 2,300 people attended the two-day affair, had a large amount of sponsors, and made money in the end.

#### 6. Marketing

- October SEO report  
Andrea presented October's SEO report to the Council. Our ranking report reveals another positive month in the search engines with more improvements than drops. Google Analytics shows a decrease in search engine traffic in October compared to September. This is probably a continuation of the seasonality here in Carbondale. John asked if he could see a copy of the report. Andrea will email the report to the Council.
- Carbondalebasecamp.com domain  
Andrea received an invoice to renew the carbondalebasecamp.com domain. Tom feels this may be a fake invoice, and so Andrea and Tom will investigate. Matt motioned to renew the domain as long as it actually needs paid. John seconded the motion, and the motion passed.
- Webentity  
The Carbondale Chamber and Youthentity have partnered up to offer Chamber members their

own websites at a discounted price. The Chamber is marketing this discount, and Youthentity, with the help of Blue Tent Marketing, is developing these sites. It was brought to our attention by members of the Chamber Board that the TCC participate in this discount offering due to the TCC's involvement in the redesign of the website. There will not be any costs of the TCC to participate. Andrea is already involved with this project, and can also represent the TCC. John motioned that the TCC partner with the Chamber and Youthentity on this project. Amy seconded the motion, and the motion passed.

#### 7. Board of Trustees Recap

Bob discussed the BOT meeting with the Council and thanked everyone for their time, effort, and support. The BOT granted the TCC \$10,000 to be used towards the redesign of carbondale.com. Nancy mentioned that the funds will come out of the Town's 2009 budget.

- Website design  
The website redesign will be a 2010 project, and we hope to receive the funds from the Town so we can start the project. Tom will help the TCC write a Request for Proposal for the actual redesign work.
- Form Committee  
A committee will be formed to manage the redesign of the site, share ideas with the designer, and provide feedback to the TCC at the monthly meetings. Andrea will send out an email in regards to creating a committee.

#### 8. Carbondale Chamber Report

Sherri expressed to the TCC that the Chamber Board was very supportive of the website redesign. The new 2010 Board members were elected last month, and Sherri informed the Council of those members. The Go Green, Get Green Stimulus Campaign will kick off tonight at The Lift.

#### 9. Non-Agenda Items

- The next TCC meeting will be December 4 at 8am
- The meeting was adjourned at 9:30am