

CARBONDALE CHAMBER OF COMMERCE
TOURISM COUNCIL of CARBONDALE (TCC) MINUTES
October 2, 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
Trevor Cannon, Umbrella Incorporated, TCC Vice Chair
Sherri Harrison, Chamber Executive Director
Andrea Stewart, Marketing & Tourism

Not In Attendance:

Matt Hamilton, AspenSnowmass Environmental Foundation
Nancy Barnett, Town of Carbondale Finance Director, Town Liaison

Agenda:

1. Approve minutes from September 4, 2009
The minutes of the September 4 meeting were presented for approval. Tom Kenyon motioned to approve the minutes and John Miernicki seconded the motion. The motion was approved.
2. Revenue Report
 - Budget
Bob reviewed the budget with the TCC, and explained this is what we have to work with. If the Board of Trustees approve our three-year plan, we will be able to generate more revenue due to website advertisers, web traffic, and more people visiting Carbondale!
 - Balance Sheet
The September balance sheet was presented and reviewed by the council.
 - Profit/Loss Comparison
The September profit/loss comparison was presented and reviewed by the council.
 - Lodging Tax: August: \$6,864.52
John and Jason both expressed that September lodging is looking good.
3. 2010
 - 2010 TCC Board
The 2010 TCC Board has been finalized and will be submitted to the Carbondale Chamber Board for review. Tom Kenyon renewed his two-year term; Amy Kimberly renewed her two-year term; Matt Hamilton renewed his two-year term; John Miernicki renewed his two-year term; Brion After renewed his one-year term; and Jason Segal renewed his two-year term.
 - TCC Rebranding/Budget work session recap
The rebranding/budget work session was held at the Chamber on September 29. Tom, Jason, Brion, Bob, Nancy, Sherri, and Andrea were in attendance. Jason mentioned that there has been a shift in the economy, a shift in the medium, and now is the time to act. Tom agrees, and feels we should shift our focus, and expand our web site to generate more traffic to the website, which in the end, will bring more people to Carbondale. This website will involve the entire

Carbondale community. Carbondale.com will be the one central location for tourists and businesses want to go. Bob discussed that rebranding the TCC will pay off over time, and hopefully the TCC will be a stand-alone entity in the future. Sherri agrees and feels this will help the TCC become a stronger entity. Bob also mentioned that we need to stay focused on seeing the big picture. The group also discussed the Board of Trustees presentation. Nancy suggested that we tie our discussion back to economic development, which directly correlates, because our lodging tax is down from last year.

- Board of Trustees work session recap
Sherri, Bob, and Tom presented our \$20,000/three-year rebranding efforts and website proposal to the Board of Trustees on October 6. Jason, Amy, and Andrea attended the presentation. Overall, the group felt the idea was well-received by the BOT. We were asked by the BOT to break out some of our budget line items so the BOT could better understand our budget. Sherri will work on the line items, and have them ready for the October 13 BOT meeting. Tom will meet with Blue Tent Marketing to get real figures on the back end of the website update. He feels the website should cost about \$10,000, and additional upgrades will cost between \$4,000 and \$6,000. Jason would like to see the additional funds be applied to special projects, such as bringing in additional events to Carbondale. Tom agrees, and feels that once the website is updated, we can then track ads, and start seeding events.
- 2010 Budget
 - Proposals
 1. Brochure Distribution
Currently the TCC distributes its brochures by using the following outsourcing businesses:
 - Aspen Activities Center: \$235/month for Aspen Distribution
 - Brochure Express: \$135/month for Areas 1-4
 - Colorado Activities Center: \$210/month for Denver Corridor/I-70These contracts are up for renewal, and the TCC re-evaluated the contracts. Jason motioned to discontinue the Aspen Activities Center distribution; modify the Brochure Express distribution from Areas 1-4 to just Areas 3 & 4; and continue the Colorado Activities Center distribution. John seconded the motion. The motion passed.
 2. Regal In Room Guest Directory Guest Directory
Due to the TCC marketing spending freeze, we are not able to participate.
 3. Gordon's Guide Visitor Guide
Due to the TCC marketing spending freeze, we are not able to participate.
 4. ReferenceUSA US Business Module Service
Due to the TCC marketing spending freeze, we are not able to participate.
- 4. September SEO report
Andrea presented the September SEO report to the council. Our ranking report revealed another positive month in the search engines with more improvements than drops. Google Analytics shows a decrease in search engine traffic in September compared to August. Our Blue Tent Marketing representative believes this was to be expected due to the seasonal nature of Carbondale.
- 5. 2009 Colorado Tourism Conference Silent Auction Item
The TCC agreed that Carbondale should have a presence at the Colorado Tourism Conference Silent Auction. Andrea will contact local businesses to donate items for the auction. All proceeds from the silent auction will be used to support the Colorado Tourism Conference.

6. Events

- Colorado Relay

Thank you to Trevor Cannon, Jason Segal, John Miernicki, and Brion After for all your help with the Colorado Relay. Jason and Brion informed the council that a new director has taken over the organization efforts for the 2010 race. They feel it is imperative to start a relationship with the Colorado Relay now so it doesn't become an afterthought down the road.

- Celtic/Oktoberfest

The Celtic/Oktoberfest will be held October 9-10. This event received SEF funding. TCC members were encouraged to attend the festivities to support this SEF event.

7. Carbondale Chamber Report

Sherry reminded the council about the 2009 Business Conference and Expo. The event will be held October 13 at the Fire Protection Center. Expo tables are still available for purchase!

8. Non-Agenda Items

- The next TCC meeting will be November 6 at 8am
- The meeting was adjourned at 9:20am