

CARBONDALE CHAMBER OF COMMERCE
TOURISM COUNCIL of CARBONDALE (TCC) MINUTES
September 4, 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
John Miernicki, Days Inn
Brion After, Independence Run & Hike
Jason Segal –Lodge on the Roaring Fork
Trevor Cannon, Umbrella Incorporated, TCC Vice Chair
Sherri Harrison, Chamber Executive Director
Andrea Stewart, Marketing & Tourism

Not In Attendance:

Amy Kimberly, CCAH
Nancy Barnett, Town of Carbondale Finance Director, Town Liaison

Agenda:

1. Approve minutes from August 7, 2009

The minutes of the August 7 meeting were presented for approval. Matt Hamilton motioned to approve the minutes and John Miernicki seconded the motion. The motion was approved.

2. Revenue Report

- Budget

Sherri updated the budget and presented the findings to the council. Sherri also discussed the results from the 2007/2008 annual report, which was performed by Andrea Bauer, and pointed out that the reserve and capitol figures were not included in last year's budget, but have since been included. Bob mentioned that the capitol and reserve funds will be researched for the 2010 budget.

- Balance Sheet

The June and July balance sheet were included for review. July's balance sheet included the updated capitol and reserve funds.

- Lodging Tax: July: \$8,171.50

July's lodging tax was down 19.95% compared to 2008. John and Jason both felt August was similar to the projected numbers, and rooms were mostly booked, except for the last few weeks. Other lodging operations in the area expressed the same feelings.

3. Marketing

- Banner Ads

The summer banner ad sale ended August 31. Banner ads were sold on both Tourism and Chamber pages; 12 banner ads were sold during this sale. Matt expressed that it is better to sell banner ads at a small price and have something on the website, than nothing at all.

- Survey Results

At the August Business After Hours, the TCC conducted a marketing survey. This same survey

was conducted at previous Business After Hours in the spring. The results will be compared with the previous survey results when planning our marketing efforts for 2010. Flying Dog Ranch was the winner of the drawing for a free small banner ad on carbondale.com. Tom felt the results were pretty similar to the first round of results. Bob pointed out that transportation and average annual income are very important to analyze when the time comes.

- **August SEO Report**
Andrea presented the August SEO to the council. According to Blue Tent Marketing, our “ranking report reveals a strong month in the search engines with more increases than decreases in the existing rankings and a new keywords ranking in the top 30. Google Analytics shows a decrease of 25% in organic search visitors.” Blue Tent, as well as the council feels this decline is due to the summer season coming to an end, and school starting up.
- **TCC Brochure re-order**
Andrea and Tom researched the cost to re-print the TCC brochures. Colorado Printing had the best price. Matt motioned to order 10,000 from Colorado Printing for \$3,849.30, John seconded the motion. The motion passed. Matt commented that brochure advertising is a critical function for the TCC, especially during the down time and off-season.
- **The 2009 Colorado Tourism Conference is in Pueblo, CO this year. The cost will be about \$800. Bob feels professional development is important. Matt motioned for Andrea to attend the conference with traveling and registration expenses not exceed \$800, Tom seconded the motion. The motion passed.**

4. 2010 TCC

- **2010 TCC Board**
Bob reminded the council again that five council positions are up for renewal, and said that we have a great group, and hope that those people that are up for renewal give it some serious thought to continue their efforts on the TCC. Sherri also mentioned that if the council knows of anyone who is interested in joining the council, please let Andrea know, and she will contact them.
- **Lead Time for Events**
Bob reminded the council that it is time to start planning for 2010 events. Lead time is important when planning and marketing events.
- **2010 Budget**
Bob stated that it is time to start preparing the budget for 2010. The council decided they will meet on Tuesday, September 22 at 4pm to discuss the 2010 budget.
- **TCC Rebranding/Budget work session**
The TCC will continue to make progress in rebranding the TCC. This topic will also be discussed at the September 22 work session.

5. Colorado Relay

The Colorado Relay is finishing in Carbondale at Sopris Park on Saturday, September 12. The Chamber/TCC will have a booth at the finish from 9am to 3pm promoting the Chamber, local businesses, and the TCC. Trevor will be at the booth from 9am to 11am, and Jason will be at the booth from 1pm to 3pm. We will place our “Welcome to Carbondale” near the finish line to welcome the runners to Carbondale. Our hiking and biking guide was included in the registration packets, and www.carbondale.com was listed in the participant emails.

6. Scenic Overlook Proposal from DPA/RCA/Scenic Byway committee

Downtown Preservation Association, Redstone Community Association, and Scenic Byway Committee propose the placement of a “Redstone” and “Marble” sign on either side of both “Carbondale” signs at

the Scenic Overlook to promote Redstone and Marble. They would also like to place a "Scenic Byway" sign and arrow on the front left pillar of the Scenic Overlook. They will fully fund this project. They also recommend moving the Scenic Overlook sign back, because it is too close to the exit. The council voted on this proposal; the proposal did not pass due to the space not being available, and the Scenic Overlook is not to be used as an advertising mechanism. The council feels it would be best for these organizations to display information in a panel rather than on the building. Andrea and Sherri submitted a panel proposal to the DPA/RCA/Scenic Byway.

7. Carbondale Chamber Report

Sherri updated the council on the 2009 Business Conference and Expo. The event will be held October 13 at the Fire Protection Center. Sponsorships are now available for purchase! This is one of two major fundraising events for the Chamber.

8. Non-Agenda Items

- Jason brought up the idea about looking into the TCC having a booth at popular recreation trade shows, for example, the fly fishing and outdoor recreation shows in Denver. He mentioned that it might be beneficial for the TCC to have a booth at these events since it is such a targeted market.
- The next TCC meeting will be October 2 at 8am
- The meeting was adjourned at 9:15am