

CARBONDALE CHAMBER OF COMMERCE
TOURISM COUNCIL of CARBONDALE (TCC) MINUTES
January 8, 2010

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
Brion After, Independence Run & Hike
Amy Kimberly, CCAH
Matt Hamilton, AspenSnowmass Environmental Foundation
Trevor Cannon, Umbrella Incorporated, Inc. Chamber Board Liaison
Terry Kirk, Sopris Liquor & Wine, Chamber Board Liaison
Nancy Barnett, Town of Carbondale Finance Director, Town Liaison
Sherri Harrison, Chamber Executive Director
Andrea Stewart, Marketing & Tourism/ Member Services

Not In Attendance:

John Miernicki, Days Inn
Jason Segal –Lodge on the Roaring Fork

Agenda:

1. Welcome Terry Kirk, Sopris Liquor & Wine, Chamber Board Liaison
Terry Kirk was appointed to the 2010 Carbondale Chamber Board of Directors, and elected to serve as a Chamber Board Liaison with the Tourism Council of Carbondale Committee. He is a nonvoting member of the TCC, and will work with Trevor to report to the Chamber Board regarding the TCC.
2. Approve minutes from December 4, 2009
The minutes of the December 4 meeting were presented for approval. Matt Hamilton motioned to approve the minutes and Tom Kenyon seconded the motion. The motion was approved.
3. Revenue Report
 - Budget
Bob reviewed the budget with the TCC.
 - Balance Sheet
The November balance sheet was provided to the Council and reviewed.
 - Profit/Loss Comparison
An updated profit/loss comparison sheet was not available for the meeting due to the server and Quickbooks being down. Once the December profit/loss is available, it will be emailed to the TCC.

- Lodging Tax: November: \$2,920.83
The November lodging tax was up compared to the past months; there was a 29.35% decrease from November 2008.

4. Marketing

- December SEO report
Andrea presented the December SEO report to the council. According to the report, our ranking report shows great results in Google and Yahoo and a decline in Bing. Google Analytics reveals a slight decrease of 0.68% in organic search engine traffic in December compared to November. These visitors are performing better visiting 2.14 pages with a lower bounce rate of 58.76%. Tom will analyze the SEO performance when creating the Base Camp navigation for the redesigned Carbondale.com website.
- TCC articles in Sopris Sun- discussion
The council discussed the possibility of inviting a representative of the Sopris Sun to attend out monthly TCC meetings to further educate the Carbondale community about the TCC, and to help spread the word about various topics discussed during our meetings. Sherri will contact Terray with the Sopris Sun to discuss this further. Andrea will provide Terray with a meeting agenda each month. Nancy suggested placing the monthly agendas on the website. Since our meetings are open to the public, someone may see an agenda item that interests them, and they may wish to attend the meeting. Amy suggested we invite KDNK as well. Bob mentioned that we should utilize our media to help inform the community. Amy motioned to extend an invitation to the Sopris Sun to attend our monthly, public meetings, and for the board to actively approach the media as important topics appear on the agenda. Matt Hamilton seconded the motion. The motion was approved.
- Rocky Mountain Sports Guide update
Andrea and Brion have been in contact with Elizabeth Murphy with the Greensprouts Foundation and the Rocky Mountain Sports Guide. Andrea and Elizabeth worked together to trade a Carbondale Chamber Membership. The agreement is as follows: 2010 Carbondale Chamber Membership, Member benefits, and web link on Member listing for the Greensprouts Foundation in trade for a Carbondale Chamber mention in the printed 2010 Rocky Mountain Sports Guide brochure, Carbondale Chamber advertisement/logo with direct link to Carbondale.com in the "Our Partners" section of the Rocky Mountain Sports Guide web page, and an online mention in the "Supporters" paragraph of the Rocky Mountain Sports Guide web page with direct link to Carbondale.com. Carbondale Chamber Membership Value: \$180.

5. Event Development Committee Update

The committee will be working with Backbone Media in regards to social media so we can best target, utilize, and reach our social media viewers. Matt made the connections, and Andrea and Tom will be meeting with Backbone in the near future.

The TCC was approached by the Town about our thoughts on supporting Lobster Fest. Discussion was had amongst the council. The TCC feels Lobster Fest is a great local event, and will work with the Lobster Fest committee to help promote the event through its new event development offerings, including event promotion on the redesigned website, and social media efforts; however, the TCC is not able to contribute monetarily.

This is a great example of how the TCC can assist event promotion without the financial expenses.

- TCC Mission Statement
The committee feels the TCC Mission Statement should be revised. The committee will analyze the mission statement, and present the ideas about the revised mission statement at the February TCC meeting. Amy has a few mission statement ideas to present to the Special Events Committee.
- Educate business community
The committee feels it is important to inform the community about events, and should use various outlets to do so, including: email marketing, the Sopris Sun, and the new website.

6. Website Redesign Committee Update

Tom presented the committee with design, navigation, and content drafts. The committee reviewed the drafts, and Tom will provide updated drafts at the next committee meeting. He will also address events on the homepage. A Google apps account will be set up so the committee can view the site in progress, and suggest changes, as necessary.

- Design work- discussion
Discussion was had amongst the council regarding website design work. Due to Tom's background and knowledge, the council felt that the front-end portion of this project should be performed by Tom, and that the back-end portion of the project be opened for proposal requests. Nancy mentioned that the Town seeks Requests for Proposals for certain projects, but not for others. The TCC believes that the Board of Trustees approved the TCC's website redesign proposal due to Tom's knowledge and expertise. Discussion about contracts was brought up. The TCC recommended that Tom create a proposal for the design work, and clearly state the cost of the front-end portion. The TCC will review this proposal at the February meeting.

7. Scenic Overlook Sign Update

The signs at the Scenic Overlook were removed, and are stored in our storage room.

8. Carbondale Chamber Report

Sherri updated the TCC on the new 2010 Chamber Member benefits, including the lost-cost website creation offering. Sherri expressed that this discount will tie in nicely with our new website. She also mentioned that the Chamber is looking into hosting more educational events this year, and a theatre weekend.

9. Non-Agenda Items

Terry handed out the 2010 Town of Carbondale events calendars to each TCC member.

- The next TCC meeting will be February 5 at 8am
- The meeting was adjourned at 9:30am