



Tourism Council of Carbondale (TCC) Meeting  
Thursday, July 24, 2025, 8am, Third Street Center

**TCC Mission:**

The Tourism Council of Carbondale's mission is to create a strong tourism economy by promoting the Town.

**TCC Vision:**

Carbondale Tourism will focus on the core values of sustainable tourism: promote smart growth and support local businesses; take pride in the unparalleled outdoor recreation and natural assets; celebrate and preserve our small-town character and culture. The organization will continue to uphold this Spirit of Sopris to residents and visitors in our community.

**In Attendance/Not In Attendance**

- **Chair Ercco Alm**, Alpine Bank
- **Tanner Gianinetti**, Spring Creeks Ranch
- **Heather Haffener**, Crystal River Spas
- **Brittany Hailey**, Boutique Mountain Homes
- **Matt Hoogenboom**, Revel Bikes
- **Jess Jacobi**, Aspen Skiing Company
- **Lani Kitching**, Proudline Guided Fly Fishing
- **John Miernicki**, Days Inn Carbondale
- **Stefani Soychak**, True Nature Healing Arts
- **Michael Stout**, Carbondale Arts & Carbondale Creative District
- **Sarah-Jane Johnson** Roadmap Consulting, TCC Contractor
- **Jess Robison**, Town of Carbondale Trustee Liaison
- **Christina Montemayor**, Town of Carbondale Trustee Liaison
- **Andrea Stewart**, Carbondale Chamber & Tourism President and CEO
- **TBD**, Town of Carbondale Finance Director, Town Liaison

**Agenda:**

1. Call meeting to order, Ercco at 8:09am

Approve June 26 meeting minutes

The June 26 meeting minutes were presented for approval, however we did not have a quorum, therefore the June 26 and July 24 minutes will be approved at the August TCC meeting.

2. Dashboard Highlights

Andrea and Sarah-Jane gave a brief overview of the new agenda layout, including the dashboard highlights. These highlights include performance metrics from May, 2025 as compared to May, 2024. These metrics will be included in the packet in this format moving forward.

- Dashboard format- reminder lodging tax is two months behind due to lodging tax lag
  - high level budget overview during transition
  - add visitor report to assist with decision making; Andrea to include Placer monthly report starting next month
    - include sales tax
    - track for potential economic growth & jobs

### 3. Status Updates

- Giveaway Update- the Carbondale Experience
  - Reached out to legal to review the giveaway campaign- on track to launch in August- Run for six weeks
    - Goal is to utilize all platforms for the tourism experience and gather a broader range of information from visitors
    - Trial run of one campaign, can replicate based on success
- 2024 Recap
  - Andrea and Sarah-Jane reviewed the 2024 Recap with the TCC, which highlights the many Carbondale Tourism accomplishments over the past year.

### 4. Contractor Updates

- Deliver bi-monthly reports, last one was in May/June
- Social media content is focused on events and what to do during the summer
- Hoping to increase the email database sign up with the Carbondale Experience Giveaway, currently at 2k
- Total digital impressions down 14% to 16,000
- Website updates
  - updates to the travel resource page
  - Stewardship messaging being updated
  - Update what to do in Carbondale when visiting for Mountain Fair
- Stakeholder engagement- call to action for Carbondale Chamber members to provide feedback/ updates
- Destination Development: Colorado Creative Corridor and how we handle it behind the scenes
- TCC report to be sent out from 2024
- Potential of bringing Lizzie on to help cover social media and website updates

### 5. June Meeting Continued Discussion/Follow Up

At the June meeting, TCC members expressed the desire to have time set aside on the agenda to further discuss upcoming ideas and opportunities, including discussion around ways to create more consistent weekend traffic, as well as a tarted marketing campaign.

- Utilize the strategic planning document to build pillars and milestones, create meaningful conversation around those tenants

### 6. Trustee Updates

Trustee Christina updated the TCC on the following items,

- Stage Two fire restrictions
- Potable water is being monitored
- 888 Main Street lodging - owners went to planning and zoning/ street lodging concept
- Farmers Market- merchandise is being sold at tent
- Roaring Fork Pickle Ball Association had a large tournament from out of town
- New Town Manager to start August 5th, no update on Finance Director

### 7. Round Robin/Other Business from Committee Members

- Lani- Roaring Fork is fishing well, continue to be out and running tours
- Stefani- last month went well being open 7 days per week- Launched a spa membership program for local members as well as a drop in yoga pass for two weeks. Exploring the possibility of a psychedelic retreats

- Brittany- Basalt implementing short term rental restrictions
- Heather- Crystal River Spas ownership will be complete as of August 2025, now a part of Rocky Mountain Hot Tub Holdings

8. Adjourn, Erkko

The meeting was adjourned at 9:19 by Erkko. No motion needed.

**Upcoming TCC Meeting: Thursday, August 28, 8am-9:30am, Third Street Center**

Respectfully Submitted,  
Heather Haffener, Crystal River Spas