



Tourism Council of Carbondale (TCC) Meeting  
Thursday, May 22, 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
- **Jeremy Gilley**, Carbondale Comfort Inn & Suites
- **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
- **Stefani Soychak**, True Nature Healing Arts
- **Michael Stout**, Carbondale Arts & Carbondale Creative District
- **Sarah-Jane Johnson** Roadmap Consulting, TCC Contractor
- **TBD**, Town of Carbondale Finance Director, Town Liaison
- **Jess Robison**, Town of Carbondale Trustee Liaison
- **Christina Montemayor**, Town of Carbondale Trustee Liaison
- **Andrea Stewart**, Carbondale Chamber & Tourism President and CEO

**Agenda:**

1. Call meeting to order, Ercco at 8:07am
2. Approve April 24 meeting minutes  
The April 24 meeting minutes were not approved, as they were not available at the time of the meeting. The minutes will be approved at the June meeting.

Andrea stated to the TCC that Jeremy with the Carbondale Comfort Inn & Suites has expressed that he needs to resign from the Board,

Leave board

 Gilley, Jeremy <jeremy@carbondalecomfort.com>  
To: Andrea Stewart

Andrea,

Thanks for opportunity to be on the tourism board, but I need to withdraw because I just can't fully commit and that's not fair to you or the group. Let me know if you need anything from me though. Keep me posted on the monthly dashboard. My owners would really like to know what is happening with marketing. All the best!

Respectfully,

**Jeremy Gilley**  
General Manager  
Comfort Inn & Suites Carbondale

 Reply  Reply All  Forward  

Thu 5/22/2025 6:57 AM

Erkko motioned to acknowledge his resignation, and the Board had unanimous support. It was noted that we are sad to see him go but understand his reasoning. John with the Days Inn has expressed interest to serve on this Board, and Andrea will reach out to him. Mike with the new hotel may also be interested, so we will reach out to him and invite him to attend an upcoming meeting.

### 3. Strategic Plan, Continued Discussion, Sarah-Jane

- Final Review
  - Sarah-Jane presented the tourism strategy, which is an outline of seven different objectives, with supporting strategies
    - Within that document, the priorities and actions documents have been reviewed by Sarah-Jane, and focused on three per priority, which will shape the work plan, support needs from the TCC, Staff, and Contractor.
  - The strategy will guide the TCC work for the next five years.
  - The priorities are:
    - Develop a comprehensive tourism strategy
    - Enhance Board Governance and effectiveness
    - Optimize TCC and Chamber integration
    - Strategically support and promote events
    - Enhance marketing and promotion
    - Foster regional collaboration
    - Enhance community and stakeholder communication
    - Invest in product development and infrastructure
    - Optimize lodging and revenue strategies
    - Implement robust reporting and evaluation systems
  - Discussion
    - Lani: relationships bring people back, influencers and/or word of mouth is a great approach. Regional collaboration and highlight successes can also help promote tourism, continue to be more proactive in our creativity to relating with our metropolitan partners, Carbondale is easy to find, lodging can be difficult when local hotels are full, opportunity to improve on lodging, dining, and transportation
    - Curated experience, recommended vendor list, opportunity to work with the Town to reach the short term rental properties.
  - Sarah-Jane suggested that the TCC formally adopt the strategy; as for the work plan, that is fluid and gets updated and does not need approval
  - Erkko moved to approve the adoption of the work plan as-is, and Lani seconded the motion. The motion was approved unanimously.
  - The Terms of Reference will be used as a guide, and also need a formal adoption. Andrea will email those out after the meeting for review and approval.

### 4. Marketing & Management Contractor Updates, Sarah-Jane

- Summer campaign is ready to launch, focus on summer experience and itinerary
- Rodeo season is upon us, TCC is the t-shirt sponsor
- Summer contest launching soon

### 5. Town of Carbondale Updates, Christina

- New Town Manager search: started with 40 applications, down to 7, and Trustees are in the process of narrowing that down to 4 top candidates, hope to fill position by end of June. The current Town Manager will stay on during transition.

- New Finance Director: about 10 applicants, hope to fill position by end of June.
  - Pool: still campaigning for the pool, bond was not enough to cover full cost, had gap of \$1.8M to do everything the community wanted (hot tub, slide, etc.), Trustees approved to pull dollars from General Fund to fill shortfall. There could be an opportunity for tourism to tie into pool. Pool should be open and operating by summer 2026.
  - Downtowner: continuing to evaluate the Downtowner, especially since majority of the rides are going to/from the RFTA park-and-ride, trying to see if RFTA can be a partner down the road (currently and for the next few years, Town is funding half, RFTA is funding half).
  - Art aRound Town: new sculptures launch June 5.
  - Brief discussion about Town of Carbondale Work Session that was held this past Tuesday regarding Economic Development
    - Sarah-Jane: how do we evaluate tourism? Is it policy change? Additional lodging capacity and increased overnight visitation? Workforce housing? What does that look like? Do we need to have a work session around this table? What are we asking for? What are the ideas? Tourism Improvement District to increase economic development funding?
    - Tanner: goes back to the challenges for tourism, it's hard to do it if we are not at a consensus with the Town. Why do people go to the place? Because they want to go there, and single family homes draw that in, and be cautious about high-density housing. Carbondale is a quaint town with charm, pit stop between Glenwood and Aspen, maybe we need a RV dump station and boat washing station to get people to turn into town.
    - Christina: conversation around zoning prior to our agenda item, if we want to create more housing, it is going to be more challenging to create single-family housing over high-density; it is a big challenge.
    - Lani: took it back to basics, we overcame COVID, but we cannot overcome seasonality, every year is different, you just don't know how the economy is going to impact bookings. All businesses who operate with seasonality would benefit from housing on a seasonal basis, we've seen it work up valley. It is important to keep the open space and not backfill everything; economic sustainability.
6. April Financial Review, attached, Andrea
- Andrea briefly reviewed the April financials, mentioning that lodging tax continues to trend slightly under compared to 2023.
  - Brittany added that the Town opened up an additional 50 non-primary residence short term rental property permits, so we could see a slight increase in lodging tax in the coming months.
7. Board Member Updates  
This agenda item was not discussed.
8. TCC New Business/Items Not on the Agenda
- Andrea mentioned Katie will be moving on from the Chamber at the end of June, and the job posting will be published by the end of the month.
9. Adjourn, Erkko  
The meeting was adjourned at 9:37am by Erkko. No motion needed.

**Upcoming TCC Meeting: Thursday, June 26, 8am-9:30am, Third Street Center**

Respectfully Submitted,  
Andrea Stewart, Carbondale Chamber & Tourism President & CEO