



Tourism Council of Carbondale (TCC) Meeting  
Thursday, August 28, 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 Erko Alm**, Alpine Bank
- **Tanner Gianinetti**, Spring Creeks Ranch
- **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
- **Ola Verploegh**, Town of Carbondale Finance Director, Town Liaison

**Agenda:**

1. Call meeting to order, Erko at 8:09am  
Heather Haffener Relocation to Durango, Sad to see her leave!  
  
Approve June 26 and July 24 meeting minutes  
The June 26 and July 24 meeting minutes were presented for approval, Lani moved to approve, and Michael seconded the motion, the motion was approved.
2. Dashboard Highlights  
Andrea and Sarah-Jane gave a brief overview of the dashboard, including key takeaways,
  - Placer Ai 10 destinations that we can zoom in on
  - Working towards gathering and looking at Visitor Spend Data
  - Employees are Repeat people who do not stay, and tracked as such
  - Sales Tax is up, but lodging Tax is down.
3. Contractor Updates
  - Impressions are up, and Trend is normal for July
  - Experience Landing page is growing, goal to boost time on site.
  - Events Tab is by far the most popular. How to leverage that.

- Giveaway Update- the Carbondale Experience
  - How do we get more engagement on the site
  - Get more engagement from the chamber members

#### 4. 2026 Planning Discussion

- Discussion was had around what 2026 looks like for the TCC, including
  - Board appointments
  - Potential projects and opportunities
- 2026 budget discussions will take place at the upcoming meetings.
- Appointments are 2 Year, up to three years on board.
- Staffing the new White River National Forest building. Currently closed with no staff.
- TCC Grant Program Kick off for 2026. Sub Committee to help decide where the funds go.
- Destination Development, 13% of budget, what is the usages
  - Carbondale Sunday Music Investment
  - Larger Advertising budget
- Signage for bike and Ped committee, more wayfinding to help visitors find the districts.
  - Introducing a QR code to bring them to the Carbondale.com Keep this up to date.

#### 5. Trustee Updates

Trustee Christina updated the TCC on the following items,

- Detour lasted 1 week in stead of 4 for new cross walk,
- Grant program is now open until October 13<sup>th</sup>
- Ola V. New Finance Director.
- Increase funding for the mountain mobile home park to keep it the way it is.

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

- Lani: How to interact with Gen Z. and how to get them to be tourists/ Spend money.
- Jess: Visitation is lower up Valley, and bookings are more last minute than normal.
- Stefani: True Nature busiest season, Opening Mondays soon.
- Springs Creek: Increased youth program, Changes to Equestrian Center
- Michael: Mountain fair was a normal successful year. Bonedale Flea Market First Friday
- How to Increase Farmers market traffic.

#### 7. Adjourn, Erkkko

The meeting was adjourned at 9:31am by Erkkko. No motion needed.

**Upcoming TCC Meeting: Thursday, September 25, 8am-9:30am, Third Street Center**

Respectfully Submitted,  
Matt Hoogenboom, Revel Bikes