



Tourism Council of Carbondale (TCC) Meeting
Thursday, December 18, 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 Erkkö Alm**, Alpine Bank
- **Brittany Hailey**, Aspen Leisure Co.
- **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
- **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, Erkkö at 8:09am

Approve November 19 meeting minutes

The November 19 meeting minutes were presented for approval, Erkkö moved to approve, and Stefani seconded the motion, the motion was approved.

Andrea spoke with Tanner, and he expressed,

“I understand completely. I was not aware that I had missed that many meetings but if that be the case, I'd like to honor the bylaws and I will step away from the board at this time. 2025 has been a tough year with inheriting more responsibilities and the passing of Ernie. It has been a privilege to serve on the Tourism Board and work with everyone. I wish you all continued success and Spring Creeks Ranch will always be happy to assist Carbondale Tourism any way we can.”

That said, it is noted that Tanner has officially resigned. The Board thanked him for his time.

2. 2025 Contractor Updates

Andrea updated the TCC on the contractor updates, including that Sarah-Jane has built out a Google Drive filing system that belongs to Carbondale Tourism. Sarah-Jane, Erkkö, and Andrea met earlier this week to discuss the upcoming grant program structure. Sarah-Jane provided examples and templates to set us up for

success. The Roadmap Contract has been closed out.

3. TCC Financials

- Review November Financials

Tourism Council of Carbondale

Bookkeeper's Report – Executive Summary

Period Ending November 30, 2025, Cash Basis

Lodging Tax Report – Town of Carbondale

- Lodging Tax for September 2025 (received in December 2025) is \$16,151, a 16.4% decrease compared to September 2024
- Lodging Tax for October 2025 (typically received in late December 2025) has not yet been received as of the date of this report

YTD P&L Actuals November 30, 2025 (Blue Column)

- Lodging Tax Income on P&L: \$166,367 Actual vs Budget of \$177,467 (due to not receiving September lodging tax until December)
- October 2025 Lodging Tax Income has not been received as of date of this report
- Total Income: \$173,723 Actual vs Budget of \$181,289
- Net Ordinary Income: \$1,559 Actual vs Budget of (\$59,809)
- Net Income including Other Income: \$13,999 Actual vs Budget of (\$1,122).

Balance Sheet as of November 30, 2025 (Blue Column)

- The Operating Checking Account balance is \$44,429 compared to \$37,957 at 11/30/24; \$30,000 has been transferred from the money market account to the checking account as of November 30, 2025, and the MM account is budgeted to replenish the checking account up to \$85,000 in 2025
- Money Market & FirstBank CD cash accounts total is \$214,992 compared to \$218,709 at 11/30/2024
- Reserve Fund Equity account is \$151,805; Opportunity Fund Equity account is \$20,174
- The CDs at FirstBank contain funds of \$111,233; \$85,000 of Savings was budgeted to be spent in 2025, but only \$30,000 of that \$85,000 has been used as of 11/30/2025, and no additional Savings are expected to be used this year.

Respectfully submitted, Heather Beach, Bookkeeper, December 16, 2025

- Additional Discussion
 - John mentioned that the ski season is causing delays due to lack of snow, end of December may be slow. There was a 150-person ski race that was moved to Highlands. Seeing January reservations but they may cancel. John mentioned that February is a busy winter month.
 - The performance bonus for Andrea was approved.
- Review and Approve 2026 Draft Budget
 - Andrea discussed the two updates that came out of conversation at the November TCC meeting,
 - Updated grant amount and percentage
 - Forest Service VIS program funding
 - Wayfinding and signage line item: MAP, first impressions, address entrance to town
 - Partnership with Bike/Ped Commission, Carbondale Arts & Creative District, Chamber & Tourism.
- The 2026 Budget was presented for approval, Michael moved to approve, and Matt seconded the motion, the motion was approved.

4. 2026 Carbondale Tourism Board

- Review Food and Beverage Candidates
 - Discussion was had regarding the two candidates who submitted interest in serving on the TCC in the F&B capacity.
 - Stefani mentioned that attendance has been low this year, so hopefully there will be new energy next year.
 - Erkko moved to appoint Chester (Sprazzo) and Dave/Simone (Plosky's Deli) to the TCC Board to represent the Food and Beverage, and Stefani seconded the motion, the motion was approved. Andrea will reach out to both entities and welcome them to the TCC in 2026.
- Discuss 2026 Carbondale Tourism Board Chair
 - Discussion was had regarding the appointment of the 2026 TCC Board Chair.
 - No formal appointment was made, and anyone interested in serving is welcome to reach out to Andrea and/or Erkko for more information. Erkko offered to serve in an interim role for the time being.
 - Stefani offered to take the meeting minutes in 2026.

5. 2026 Carbondale Tourism Marketing & Management RFP Review

- The following proposals were submitted to Carbondale Tourism,
 - BluBird Communications
 - DestinationIQ
 - Mission2Market
 - OMfluence
 - Post Independent
 - RWL Media
- Discussion was had amongst the TCC Board about the proposals. Andrea stated that she conducted reference checks on all firms.
- Erkko moved to award the 2026/27 TCC Marketing and Management Contractor to BluBird Communications, and Michael seconded the motion, the motion was approved.
 - Andrea will reach out to all firms accordingly.
- It is noted that Mission2Market has an extensive background visitor profile and demographics, therefore, and the TCC is interested in working with M2M on a specific visitation data project in 2026- Andrea will reach out to M2M.
- It was also noted that the TCC was impressed with OMfluence's social media approach, and would like to see partnership in some capacity with them as it relates to the grants (for example TikTok). The TCC is also excited to have Marlene join the TCC Board in 2026.

6. Trustee Updates

Trustee Christina updated the TCC on the following items,

- There is a change in ownership from HighQ to Lova, it is also noted that the new owner has a community engagement plan.
- Parks & Rec Board has appointed a new Board member
- The E-Board went before the Town for funding to start a composting program at the middle school
- The pool continues to move forward, in the process of winterizing, opening day is Memorial Weekend, and still a possibility.
- Chris, Colin, and Erica are up for reelection, the Mayor position is also open.
 - The 2026 Town budget was approved, and sales tax was budgeted flat.

7. Adjourn, Erkko

The meeting was adjourned at 9:35 am by Erkko. No motion needed.

Upcoming TCC Meeting: Thursday, January 22 8am-9:30am, Third Street Center

Respectfully Submitted,

Andrea Stewart, Carbondale Chamber President & CEO