



Tourism Council of Carbondale (TCC) Meeting
Thursday, November 20, 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**, Aspen Leisure Co.
- **Matt Hoogenboom**, Revel Bikes
- **Jess Jacobi**, Aspen Skiing Company
- **Lani Kitching**, Proudline Guided Fly Fishing
- **John Miernicki**, Days Inn Carbondale
- **Stefani Soyachak**, 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 8:05am

Approve September 25 meeting minutes

The September 25 meeting minutes were presented for approval, Michael moved to approve, and Stefani seconded the motion, the motion was approved.

2. Dashboard Highlights

Andrea gave a brief overview of the dashboard, including key takeaways,

- Overnights trended down slightly in September (down 1.3% YOY), no lodging tax numbers yet available

3. Contractor Updates

- Andrea was successful in speaking with Sara-Jane, as they have a standing, weekly call to close out a few pending tasks,
 - The contest is complete and a winner has been selected
 - The RFP is finalized, and Andrea will publish and promote. She thanked everyone who reviewed and submitted feedback.
 - Sarah-Jane is transferring the files from the Google Drive to Carbondale Tourism's drive so

- we have full access to the historical documents with Sarah-Jane
- Sarah-Jane will meet with Erkko regarding the future grant program and application.

4. 2026 Planning Discussion, cont.

- **Review and Approve 2026 Board appointments**

- Per the bylaws, the TCC can have 9 to 15 Board members. Currently at 9 members, Jess Jacobi will be stepping away at the end of 2025, Matt Hoogenboom will move into an At Large/Community seat.
 - Andrea and Erkko shared the slate of interested candidates,
 - Events: Kat Hardy, Current Ritual
 - Events & Recreation: Erica Savard, Town of Carbondale Parks & Recreation
 - Marketing: Marlene Neidert, OMFluence
 - Recreation: Katlin Piosa, Aspen One/Aspen Skiing Company
 - Retail: Greg Morrison, Mountain Tide Provision Co.
 - Stewardship: Kelsey Brasseur, Roaring Fork Outdoor Volunteers
 - Erkko motioned to approve the full slate of candidates, as well as someone in the food and beverage sector, and Michael seconded the motion. The motion was approved.
 - Discussion was had about potential food and beverage representation, including,
 - Dave/Simone, Plosky's Deli
 - Mike/Tess, El Dorado
 - Chester, Sprazzo
 - Richard, Townline Trucks
 - a. Andrea will reach out to the entities above, and share the interest with the TCC at the December meeting.
 - b. Discussion was also had about Tanner, as this is the fifth meeting he has missed in 2025. Per the bylaws, a board member is allowed to miss three meetings, and then recuses themselves at the fourth missed meeting. Andrea will reach out to Tanner to see if he wishes to continue serving on the TCC.
- **Review 2026 Draft Budget**
 - Andrea and Erkko reviewed the 2026 Draft Budget with the TCC, and highlighted any changes and additions. Erkko also added that the TCC is in a strong financial position, and this draft budget reflects the utilization of funds to be spent.
 - The TCC will review the budget once again at the December meeting and approve.

5. Trustee Updates

Trustee Christina updated the TCC on the following items,

- 2026 community grant requests were approved.
- Pool continues to make progress.

6. Adjourn, Erkko

The meeting was adjourned at 9:00 am by Erkko. No motion needed.

Upcoming TCC Meeting: Thursday, December 18, 8am-9:30am, Third Street Center

Respectfully Submitted,
Andrea Stewart, Carbondale Chamber President & CEO