



Tourism Council of Carbondale (TCC) Meeting
Thursday, September 25, 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

Approve August 28 meeting minutes

The August 28 meeting minutes were presented for approval, Miernicki moved to approve, and Stout seconded the motion, the motion was approved.

2. Dashboard Highlights

Andrea and Sarah-Jane gave a brief overview of the dashboard, including key takeaways,

- Overnights trended up slightly in July – no lodging tax numbers yet available
- Rollup of lodging tax was slightly down compared to last year
- Locally the September hotel occupancy is up due to construction workers, leaf peepers and retirees.
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3. Contractor Updates

- SJ's contract expired. She will include analytics in her final report. Erko will follow-up on a pending grant.
- Contest is up and running
- Lizzie will contract through Q4 at a favorable rate

- Jess with SkiCo resigned from the TCC
 - Andrea's office helper position will begin to be actively recruited
4. 2026 Planning Discussion, cont.
- **Discuss 2026 Board appointments**
 - Erkkko suggested expending tourism related businesses
 - Revisit At large community seat
 - Matt H. will have an upcoming status change
 - **Discuss budget components to potential projects & opportunities**
 - Colorado Creative Corridor
 - Farm Map
 - Forest Service Volunteer Program – Dillon Ranger District is backfilling from distance and will conduct the volunteer training. Would Carbondale care to support in some way?
 - Would Carbondale Chamber like to move into the empty WRFS building
 - Summer Music in the Park Series – concert series on Sundays is underfunded. If TCC's grant application is successful a contribution could be considered. Follow up requested.
5. Trustee Updates
- Trustee Christina updated the TCC on the following items,
- 2026 budgeting underway
 - Water management is a big topic
 - Crystal River Riverfront Park was urged to be visited post restoration
 - Community Nourishing program (True Nature), Potato Daze and others have been under discussion
 - Search to bolster the Building Department with contracted inspectors
6. Round Robin/Other Business from Committee Members
- (MS): Economic Development update - Carbondale Arts partnerships, Food Truck court impacts on restaurants, Make sure of synergy with businesses and economy interested groups. Reintroduce Flea Markets. Gallery opening in a First Friday, Apple Press juice event to tie into the harvest theme and an Earth Offering with home grown things from the garden.
 - (JM): Hunters are coming into town now. Was impressed with the businesses he visited in Nashville. Murals were popular there so suggested maybe an mural based event would be attractive here.
 - (CM): Chacos Park dedication at least a year out. Pool is the focus of completion for the Town.
7. Meeting conclusion – Andrea – Four Legs and a Tail. Business Confluence had 100 attendees and was successful. Topic was economics and keynote speaker was well received. October meeting was placed on hold so that Andrea can attend the State meeting. TCC members will review October Dashboard remotely. Due by the November meeting on 11/20.
8. Adjourn, Erkkko
- The meeting was adjourned at 9:08 am by Erkkko. No motion needed.

Upcoming TCC Meeting: Thursday, October 23, 8am-9:30am, Third Street Center

Respectfully Submitted,
Lani Kitching, Proudline Guided Fly Fishing