



Tourism Council of Carbondale (TCC) Grant Sub Committee Meeting
Thursday, May 28, 2026, 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

- **Co-Chair Erkkö Alm**, Alpine Bank
- **Co-Chair Michael Stout**, Carbondale Arts & Carbondale Creative District
- **Simone Franklin/Dave Eisenson**, Plosky's Deli
- **Kat Hardy**, Current Ritual
- **Brittany Hailey**, Aspen Leisure Co.
- **Matt Hoogenboom**, Community /At-Large
- **Lani Kitching**, Proudline Guided Fly Fishing
- **John Miernicki**, Days Inn Carbondale
- **Greg Morrison**, Mountain Tide Provision Co.
- **Marlene Neidert**, OMfluence
- **Kaitlin Piosa**, Aspen Skiing Company
- **Erica Savard**, Town of Carbondale Parks & Recreation
- **Larry Smith/Stefani Soyachak**, True Nature Healing Arts
- **Chester White**, Main Line Social and Sprazzo
- **Mike Imes/Tim LeRoy**, BlueBird Communications
- **Jess Robison**, Town of Carbondale Trustee Liaison
- **Christina Montemayor**, Town of Carbondale Trustee Liaison
- **Kade Gianetti**, Town of Carbondale Trustee Liaison
- **Andrea Stewart**, Carbondale Chamber & Tourism President and CEO
- **Ola Verploegh**, Town of Carbondale Finance Director, Town Liaison
- **Mike Imes (contractor)**, BlueBird Communications

Guests:

- **Monica Kurtz/Kat Corell**, Downtown Colorado Inc (DCI)

Agenda:

1. Call meeting to order, Michael at 8:04AM
2. Approve March 26 minutes and April 23 notes
Greg Morrison motioned to approve the April 23 notes, and Chester White seconded the motion. The motion was approved. The March 26 meeting minutes were not approved, as the draft is with Stefani, who is out on maternity leave; they will be approved upon her return.

Andrea also stated that Kelsey with Roaring Fork Outdoor Volunteers has since moved on from her position,

and Becca Shield, Executive Director will continue that seat. Kade Gianetti motioned to approve Becca to join the Tourism Council of Carbondale Board, and Matt Hoogenboom seconded the motion. The motion was approved. Becca will plan to join the TCC at the June meeting.

3. Downtown Colorado Inc (DCI) Presentation and Discussion

- Kat Corell introduced DCI Inc to the full CTC with results of having made an assessment of the Town and to identify a downtown champion. A brief round of questions ensued followed by a information gathering from all CTC members in attendance.

Comments included:

- What is the role of tourism in this effort, does this follow the Strategic Plan, does this address Carbondale as a DMO as well as its seasonality
- How do you integrate consideration of the environment vs destination development
- How would you stretch our marketing dollars to encourage extended stays and how would you do this online
- How would you manage anti-growth sentiment with development while preserving culture
- How would you bring people in for specific events like Farmers Market
- How do you get the increased “pass through hotel guests” to utilize more Town amenities
- How would the outreach/tagline development budget increase business and festival attraction
- More culinary and spiritual arts would be welcome if we had a bigger performing arts destination
- Local community buy-in is important
- Building a better narrative with local story telling would be beneficial
- Bridging community with acceptance of tourism should be addressed

4. April Financial Review

Andrea presented the TCC financials for review and the following discussion was had,

- To date, January was up while February appeared down a bit considering a two month lag in Town Finance reporting
- Hotel lodging tax was level with 2025
- Mid valley short term lodging was reported to be stagnant while contractor stays have increased given the drought stricken winter and ability to continue construction
- Carbondale lodging tax on top of its sales tax (17%) is unfavorable to visitors
- Large events tend to draw visitors to Snowmass rather than Carbondale due to cost

5. Contractor Updates: – **BluBird Communications**

Mike Imes provided a high-level update on marketing efforts,

- Dandelion Day produced 1700 page views on Carbondale.com
- Heavy up on social for events
- Drive to channel Carbondale reputation awareness with focus on sales
- Create an asset plan schedule for social media which is the better interface for public consumption. This requires 60 day pre-planning for positive lodging impact.

6. Grant Program Updates

Andrea provided the following updates on the grant program, which is currently accepting applications,

- There are 4 applications with 3 qualified possibilities
- Promotional messaging has gone out on Aspen Public Radio
- Info piece will be forwarded to CTC members for individual network distribution

7. Town of Carbondale Trustee Updates

Christina updated the TCC on the following Town-related items,

- Trustee community representation assignments have been rotated with the incoming board
- The pool opening was well received by the public
- Upcoming events include the Art Walk
- A joint Trustee/County Commissioner meeting will be hosted here on June 16th

8. Board Member Updates – **Agenda Item Not Discussed**

- Erko:
- Michael:
- Simone/Dave:
- Kat:
- Brittany:
- Matt:
- Lani:
- John:
- Greg:
- Marlene:
- Kaitlin:
- Erica:
- Larry/Stefani:
- Christina:
- Ola:

9. Other Business - **Agenda Item Not Discussed**

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The meeting was adjourned at 9:28 AM by Michael. No motion needed.

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

Respectfully Submitted,
Lani Kitching, Proudline Guided Fly Fishing. TCC Board member