



Tourism Council of Carbondale (TCC) Grant Sub Committee Meeting
Thursday, July 23, 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 Erko Alm**, Alpine Bank
- **Co-Chair Michael Stout, Carbondale Arts & Carbondale Creative District**
- **Simone Franklin/Dave Eisenon**, 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
- **Becca Schild**, Roaring Fork Outdoor Volunteers
- **Larry Smith/Stefani Soyachak**, True Nature Healing Arts
- **Chester White**, Main Line Social and Sprazzo
- **Mike Imes/Tim LeRoy**, BluBird Communications
- **Ross Kribbs**, 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

Agenda:

1. Call meeting to order, Erko at 8:06am.
2. Approve June 25 minutes
Lani motioned to approve the June 25 meeting minutes, and Greg seconded the motion; motion approved.
3. June Financial Review
Andrea presented the TCC financials for review and the following discussion was had,
 - John mentioned that June and July were slightly up, and believes the same for the Comfort Inn. Up in the Sky music festival in Snowmass in early August, booked seven rooms at the Days Inn.
 - Lani is assisting with hosting the Sportsmen's Roundtable group in Carbondale on August 1.
4. Marketing Sub-Committee Updates
The Marketing Sub-Committee recently met, and shared the following with the TCC,

- Marlene mentioned overall, the group is looking at creating an annual strategic marketing plan, and identifying monthly priorities, including the creation of a dashboard to measure KPIs, trends, traffic. Events continues to be a focus, with energy around quality, and communicating Carbondale's 'vibe.' Fall and early winter are target priorities, including Potato Day, and telling the story of the land, then going into the foodie scene, leveraging restaurants, local sourcing, media hosting, social outreach.
- Kat added that systems and processes are being put in place, including a marketing calendar that segments times of year, matches up budget items as they relate to each campaign. The media hosting mentioned by Marlene will feature a range of Carbondale's offerings (from on-the-go to fine-dining).
- Kat and Marlene will interview Mountain Fair attendees to capture the 'essence of Carbondale.'
- Mike stated that it is great to have more input from the sub-committee and out capturing content.
- For the 2027 budget, Mike and Andrea will work to align budget categories with our needs, laddering up to our bigger goals.

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

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

- Collaboration with Carbondale FD on fire safety/awareness video
- 4,700+ Views on Instagram
- Social content curation, strategy, and paid social campaign development. Targeted paid boosting strategy around high-performing Mountain Fair content.
- Website updates and improvements, navigation changes, new summer weekend in Carbondale page, event page updates.
- Colorado Tourism Office opportunities and coordination around information requests.
- Erica mentioned that she's been resharing content to the Town's Rec social page, as well as the Farmer's Market page.
- Mike reminded the Board about the photo submission link
- Grant Update: Andrea and Mike are creating a press release about the grant. The grant recipients were all excited!

6. Town of Carbondale Trustee Updates

No Trustee updated provided. Erica mentioned that the pool is doing really well. The Town is entertaining the idea of stretching the pool season into the fall. The Rec Center has added more classes.

7. Board Member Updates

The following Board members shared the following updates,

- Lani shared that she attended the recent RVR meeting, the new course owners were in attendance, and they mentioned that they want to added some type of wellness spa, and live music on the course.
- Chester shared that Sprazzo now has a gelato cart, recently submitted plans for 5-unit tiny home concept with hot tub behind Sprazzo (each unit will either have a king and pullout configuration, or two queens). He also shared that the Town recently presented to the Main Street Business Alliance about an entertainment district, and in short, there isn't a large enough consensus at this time to pursue the idea.
- Kat: successful music in the park this past weekend!
- John: mentioned that events at Flying Dog Ranch and Spring Creeks Ranch are beneficial for his business, as are corporate travelers and road bikers.
- Simone added that wedding guests have been a large market this summer.
- Marlene suggested the idea of creating a pdf for event venues and hotels, photography. This can be sent automatically when someone submits interest in the website.
- Greg said that the store has been busy, July 4th was successful, Jack Johnson movie was a full house, Free People rep this Saturday!
- Kaitlin shared that Up in the Sky is coming to Snowmass, overall summer visitation is slightly down.

8. Other Business

No additional business was discussed.

The meeting was adjourned at 8:55am by Erkko. No motion needed.

Upcoming TCC Meeting: Thursday, August 27, 8am-9:30am, Third Street Center

Respectfully Submitted,
Andrea Stewart, Carbondale Chamber & Tourism President & CEO