

**ASPEN CHAMBER RESORT ASSOCIATION  
BOARD OF DIRECTORS MEETING MINUTES  
NOVEMBER 25, 2008 – ASPEN SQUARE**

**Call to order:** Chairman Stan Clauson called the meeting to order at 8:33 a.m. Those present were: Stan Clauson, Paddy Allen, Charlie Bantis, Cristal Logan, Brad Jasicki, Carol Hood, Casandra Foister, Rick Jones, Helen Klanderud, Warren Klug, Patsy Malone, Michael Owsley, David Perry, John Rigney, Jeff Gorsuch, Jenna Weathered, Matt Zubrod, Elaine (in for David Ressler), Diana Sirko, Laura Smith, Bill Tomcich and Jack Johnson. Absent: Chris Macdonald, Susan Hamley and Cari Kuhlman. Staff: Debbie Braun, Jennifer Carney, Heather Compton, Julie Hardman, Erik Klanderud, Joanna Eisler and Dorothy Frommer.

**Approval of October 14, 2008 minutes:** The board unanimously approved the October 14, 2008 minutes.

**Presentation: Aspen Skiing Company** - Dave Perry gave a Business Level Update for 2008/2009. Skier days are currently down 12-13% over last year. The key to success this season will come from completed capital projects, aggressive and strategic marketing that does not devalue our brand, and superior guest service.

**Presentation: Winterskol Update** - Jennifer Albright Carney reported theme "Powder Days & Stellar Nights" and introduced educational component to this years celebration. She reminded board of the volunteer and sponsorship opportunities still available.

**Chair's Comments:** Aspen Art Museum pulled out of ZG Master Plan. The ACRA will stay committed. The City of Aspen and ACRA will continue Destination Marketing efforts and maintain a full program. There will be additional general route buses running between Aspen and Snowmass which will be a great benefit to skiers as there will be more pickup and drop off options.

**President's comments:** Phones are ringing more this week at Information Desk. Dorothy will be training Sky West employees and participate in the Airport's Ambassador's Program in support of guest services initiatives and Faces of Aspen Snowmass; Faces will also have a booth at Aspen 101 hosted by Aspen Historical Society. The 2008 Job Fair was a large success which saw more professional applicants this year. Debbie is still interviewing for the Director of Sales & Marketing position at the Chamber, and hopes to have someone in place by the beginning of January.

**Finance Committee:** Charlie congratulated ACRA on being able to run 50% of operating expenses on cash, which is a tremendous position for a nonprofit to be in. He predicted a 3-4 year economic downturn, and sees ACRA running at 40-45% of operations on cash in challenge years. Complete financials showing a year-over-year picture since 2002 will be emailed.

**Old Business:** Public Affairs Policy approved at October 14th meeting with some minor edits. Public Affairs Committee will meet in the beginning of January.

**New Business:** None

**Directors Comments:** Mick reported that City of Aspen is being cautious but is not in panic mode. They are willing to absorb a 10% decrease in sales tax revenue by cutbacks in capital improvements. Jeff Gorsuch commented that retail owners and managers saw a bump because of hockey teams and are optimistic about holiday crowds. Paddy Allen thanked Jennifer Carney and the Special Events team. Diana Sirko was glad that both initiatives passed on the ballot in favor of the schools and was excited for educational component of Winterskol. Laura Smith said Music Festival would not pull back from their artistic program because of economic concerns. This is the 60th Anniversary of the Festival and they will work with Aspen Institute for lamp banners reminding public of Paepcke's commitment to intellect and art and of Aspen culture. Warren Klug reported that the lodges are finding their consumers to be frugal and looking for best deals. He welcomed Limelight to the community and reminded board that Summit for Life is December 6th. Bill Tomcich stressed the volatility of the market and the parallels between the stock market and volume of reservations. He added that low cost of fuel for airlines and additional supply mean competitive fares. He added that the new partnership with UPS will offset the cost of excess and/or heavy baggage for travelers. Matt Zubrod said restaurants will not be lowering dinner prices, but will continue to keep bar prices in tact. The employee pool for restaurants is proving to have very qualified & experienced servers. Cassandra Foister stressed the importance of resisting the urge to sacrifice rate integrity. Carol Hood reported the Aspen real estate market is 46% down in dollar volume and 37% down in transactions over last year; but sited that the median price is up 7%. This is time in the real estate industry to re-commit to education and to their clients. Mike Owsley said county commissioners are the gatekeepers for quality of life in Aspen and are committed to Runway Extension Project via video technology and the FAA. John Rigney said approach to Aspen Snowmass events is to go full speed ahead when other destination events are folding. Elaine from hospital reported the Snowmass Clinic is excited for its second year. Charlie Bantis suggested that the board look at [www.FDIC.gov](http://www.FDIC.gov) to see reports on local banks and predicts a banking consolidation in coming years. Cristal Logan is excited for Aspen 101 in December and for renovation of Paepcke auditorium. Rick made a motion to adjourn. It was seconded by Helen and unanimously by the board.

**Adjournment:** 10:45 a.m.