

**ASPEN CHAMBER RESORT ASSOCIATION
BOARD OF DIRECTORS MEETING MINUTES
OCTOBER 14, 2008 – ASPEN SQUARE**

Call to order: Chairman Stan Clauson called the meeting to order at 8:37 a.m. Those present were: Charlie Bantis, Cristal Logan, Brad Jasicki, Carol Hood, Casandra Foister, Rick Jones, Helen Klanderud, Warren Klug, Patsy Malone, Michael Owsley, David Perry, John Rigney, Diana Sirko and David Ressler. Absent: Paddy Allen, Chris Macdonald, Jeff Gorsuch, Mick Ireland, Jenna Weatherred, Matt Zubrod, Bill Tomcich, Susan Hamley, Cari Kuhlman and Laura Smith. Staff: Debbie Braun, Heather Compton, Lisa Johnson, Erik Klanderud, Annie Dockter and Dorothy Frommer.

Approval of September 30, 2008 minutes: The board unanimously approved the September 30, 2008 minutes with the following changes: 1) Change in the RFTA Ballot Issue: fully implemented by 2013. 2) Charlie feels the board should schedule an earlier board meeting next month and have the Public Affairs Committee report back with a policy on this issue. A motion was made to send out the RFTA 4A promotional material. It was approved by 5, opposed by 4 and abstained by 4. 3) Old Business: The recycle center is still in horrible condition and needs to be addressed "by the city". 4) List Bill Tomcich as absent/present via phone for update/comments: I would appreciate it if the minutes could be amended to reflect the fact the 34% increase in airfares mentioned during my remarks referred to the increase actually realized through winter bookings made through Stay Aspen Snowmass so far. I might add that airfares are almost completely based on supply versus demand, but it's impossible to predict exactly what kind of percentage increase will actually be realized. It's the airlines' desire to force fares higher by reducing supply. With the recent softening of demand we have seen, it would not surprise me at all to see airline pricing start to relax in response, possibly to the point that it may end up lower than last year during certain off-peak periods.

Presentation: Aspen Chamber Marketing Plan - Lisa Johnson gave a presentation on the 2009 Marketing Plan. Rick Jones made a motion to approve the Marketing Plan. It was seconded by Charlie Bantis and unanimously approved by the board.

President's comments: Debbie encouraged board members to come and support the upcoming ACRA Job Fair on Friday, November 14th as well as Wintersköl and assist with obtaining Wintersköl sponsorships.

Public Affairs Committee: The committee met on October 8th with three members present (no quorum). The group proposed a new policy/protocol which was then established by the Committee and sent to the Executive Committee and then to the board. The recommendation was approved with some amendments. 1) This shall not preclude any member of the ACRA Board to bring something forward to the Board. Rick made a motion to approve and was seconded by Dave Ressler. It was requested that the revised policy be revisited at the next board meeting.

Old Business: Warren made a motion to exclude the RFTA vote from the recently adopted policy so the RFTA support motion could be voted on again. It was seconded by Cassandra. 9 votes to approved, 4 votes opposed with no abstentions. The ACRA board approved consideration of the RFTA question.

Warren made a motion to endorse the RFTA initiative and email the information provided by Affordable Transportation Solutions to the membership (which supports RFTA). After many questions regarding the support of the group providing the info versus the issue itself it was decided that the email will not include the support piece by Affordable Transportation Solutions but instead would include verbiage of why the ACRA supports RFTA 4A. Warren re-addressed the board approval for the RFTA initiative. He mentioned that the board left the last meeting thinking there was an affirmative vote on supporting the RFTA issue. He believes that the vote should stand and the new policy should address future issues. David agreed that the issue should not be penalized because it came up before the policy was created. Discussions regarding the other issues and the fact that by supporting the RFTA issue; is the board sending a message that it is not supporting any other issues? Many board members were concerned about this. Diana mentioned that by not speaking out on each are we sending a message that we don't endorse the others or that they are not important or not of value to the community. Patsy believes that this is an important business issue and should be supported.

After much discussion, Warren made a new motion to support the RFTA 4A initiative but not to send out the support piece. It was seconded by Helen. 7 votes approved and 7 votes opposed – the motion failed, so the Chamber will not take a position endorsing any of forthcoming ballot measures.

New Business: None

Directors Comments: Cristal announced that the Ideas Festival passes go on sale November 10th (to donors) and November 17th to the general public. Pricing is \$2150 for donors and \$2450 for the general public. Cassandra and Warren agree that reservations are down in the last couple of weeks and people are not booking as far in advance or online. People seem to be "shopping" online and then calling properties directly to book. Bill Tomcich: 1) Business with Stay Aspen Snowmass has seen a sharp drop in both call volume and bookings over the past two weeks pretty much along the lines of what one would expect given the current state of affairs. David is privy to more detailed numbers that he may or may not be ready to share. Bill mentioned he is feeling better about our airline situation, including justification of the baggage fees for the upcoming season. For those who had not yet read Brent Gardner-Smith's article from last Wednesday's Mountain Business Journal, according to Bill it is one of the most accurate and well-written summaries of the state of this upcoming winter's air service situation and is definitely worth a read.

Adjournment: Helen made a motion to adjourn. It was seconded by Stan and unanimously by the board. Meeting adjourned at 11: 00 a.m.