

**ASPEN CHAMBER RESORT ASSOCIATION
BOARD OF DIRECTORS MEETING MINUTES
APRIL 28, 2009– ASPEN SQUARE**

Call to order: Chairman Stan Clauson called the meeting to order at 8:36 a.m. Those present were: Paddy Allen, Charlie Bantis, Brad Jasicki, Casandra Foister, Carol Hood, Mick Ireland, Helen Klanderud, Warren Klug, Patsy Malone, David Perry, Jeff Gorsuch, Laura Smith, Diana Sirko, Dave Ressler, Bill Tomcich and Cari Kuhlman. Staff: Debbie Braun, Jennifer Carney, Michelle Miller, Heather Compton and Erik Klanderud. Absent: Cristal Logan, Rick Jones, Michael Owsley, John Rigney, Jenna Weathered and Susan Hamley.

Approval of February 24, 2009 minutes: The board unanimously approved the February 24, 2009 minutes.

Presentation: Chamber Summit update and strategic plan approval – Debbie and Tim Ditzler gave an update on the chamber summit held on March 24, 2009 at the Limelight Lodge. The 2009- 2010 Strategic Plan was distributed and reviewed with the updates. Stan made a motion for the board to adopt the updated 2009 – 2012 plan which was so moved by Warren Klug, seconded by David Perry and unanimously approved by the board.

Chair's Comments: This will be Stan's last meeting as the chair of the board. The new chair of the ACRA board will be Warren Klug, who will provide great leadership. If anyone is interested in an officer position please notify Debbie. Senator Gail Schwartz supported our view point on the use of Pinnacol funds in the state budget. We will maintain Pinnacol funding in current manner with member benefits.

President's comments: A Retailers Association has been created and would like to be more involved with the ACRA. Jeff Gorsuch says retail is changing with great abundance and uncertainty. The objective is to support each others business and be heard. They are a vital group and ACRA will offer infrastructure. Debbie thanked the out going board members for their dedication.

There are four new policies in place for all 501c(6) organizations - Employee Compensation Policy, Code of Conduct, Conflicts of Interest and Document Retention. The ACRA will follow these new policies. All board members will need to sign off on these policies. It was requested to change the Employee Compensation to "President and CEO" Compensation Policy. Stan made a motion for the board to adopt all four policies which was so moved by David, second by Helen and unanimously approved by the board.

Member Services committee update: Patsy will provide her update at the next board meeting.

Marketing Advisory committee update: Casandra - The additional funds of 320K were approved for Destination Marketing by the city. Currently working on the "Aspen Pass It On" promotion which includes the 50% hotel discount on Wednesdays with a two night stay which will create some mid-week demands.

Finance Committee update: Charlie Bantis – Their last meeting was on March 17th. They have added Adam Fortier from Community Banks of Colorado to their committee. Destination Marketing is in good shape and the chamber is in a decent position with a reasonable amount of cash. The goal is to conserve cash. This year our goal is to break even. Staff has been great with conserving money and will finish in the black. The chamber 2009 – 2010 budget was distributed. It has a decrease in revenue as member dues are not increasing. Debbie and the staff have done a great job managing the budget. Stan made a motion for the board to approve the 2009-2010 chamber budget. It was so moved by Patsy, second by Warren and unanimously approved by the board. This budget will be presented and approved by the membership at the Aspen Skiing Company luncheon.

Old Business: None

New Business: None

Directors Comments: Laura Smith referred to the Aspen Music Festival article in the newspaper on the shorter season next year. They are pleased with their strategic plan process and have an incredible donor base. Nothing is changing this summer. Aspen Valley Hospital is ahead of budget. They are preserving cash, jobs and strategy. David is impressed on how the community has handled the Swine Flu pandemic. The USA cases have been mild. Everyone should take precautions and should pay more attention to personal hygiene. Mick –The city will be spending \$60,000 on promotions to solicit people coming to Aspen. The staff is working on promoting more activities on the malls. Last day of early voting is on Friday, May 1st, not Monday, May 4th. The ACRA sent a letter to the city manager to support street entertainment and mall performers. Casandra is concerned about the summer season. Next winter looks promising. She was curious on the Food and Wine sales. Bill confirmed Food and Wine passes are not sold out. Day passes are also being offered and are only good for grand tastings. Exhibitors are up and have two sponsors according to Jennifer Carney. Warren thanked Stan, Patsy, Cari K and Paddy A for their service on the board. Business is as good as it could be. Summer is not looking great as numbers are down. He is pleased with the street entertainment but frustrated with negativity on the Art Museum letters. He hopes it passes. Bill T says there is a cause for concern on summer numbers. Last minute bookings should come in. Delta will no longer be servicing Aspen this summer. Pitkin County - Runway status update is going through an environmental assessment. We may have a possible runway extension by 2012. Cari K – AYPAs had their 3rd annual wine tasting and was a popular event with over 150 members. Currently there are a total of 215 AYPAs members. It's been a pleasure to serve on the ACRA board. Patsy's says her business is down 20%. She is thrilled about the Retailers Association. David P said everyone was very happy with the extended season. They had 7500 skier days in 4 days. Total skier visits were down about 10% along with revenues. Carol H reports real estate sales for March are down 53%. Most sales are discounted. Charlie B did an excellent presentation to the Board of Realtors. Brad J was unable to meet for the retailer meetings. Charlie recommended a good read "Great Influenza Pandemic". Local banking is down and the rest of the year will be tough.

Stan thanked all who served on the board.

Adjournment: 10:50 a.m.