

**ASPEN CHAMBER RESORT ASSOCIATION
BOARD OF DIRECTORS MEETING MINUTES
August 25, 2009 – Aspen Square**

Call to order: ACRA Chairman Warren Klug called the meeting to order at 8:40 a.m.

Attendance: Those present were, John Speers, Cristal Logan, Bobbie Burkley, Nina Eisenstat, Casandra Foister, Steve Fante, Don Sheeley, Brian Nelson, Carol Hood, Mike Owsley, Jeanette Darnauer, Dale Paas, David Perry, Susan Hamley, Helen Klanderud, Bill Tomcich, Brad Jasicki, Stan Clauson, David Ressler, Diana Sirko, Laura Smith and Steve Fante.
Absent: Adam Fortier, Charlie Bantis and Mick Ireland.

Approval of the July 28, 2009 minutes: The board unanimously approved the July 28, 2009 minutes.

Presentations: Chris Bendon, Director of Community Development, from the City of Aspen provided information on the upcoming outdoor space usage survey that will be emailed out. A work session is scheduled on September 21, 2009.

Spins Sports Festival – Craig Canon from the Spinhead Foundation gave a presentation on their proposed event scheduled for August 2010. Some hotel owners feel the timing of their event is during high season when hotels will be full with no availability. Stan suggested them to coordinate with the cycling club. It would be better for this event to come earlier in the summer.

Chair's Comments: Warren Klug reminded everyone about the ACRA / Aspen Ski Co Luncheon is this Thursday, August 27th at the Sundeck. Last night council voted 3-2 to place the LMD question on the election ballot. The vote by district was approved.

President's comments: Debbie thanked Warren and Casandra for their great efforts with the ALMD. She is currently working with Chris Bendon on signage in the Aspen core. There is about \$10,000 marketing dollars to promote for fall. Remaining dollars will be spent on the Denver front range. Aspen Mountain COWOP meetings have continued. Updates on the meeting process will be on the ACRA website. Last month Debbie completed Institute for Organizational Management and is now an official IOM. She also has been nominated to become a board of regent. A grand opening for Millennium Pack and Ship was held earlier this week which was covered by Grassroots.

Old Business: None

New Business: None

Directors Comments: David P will be speaking at the community luncheon. Prizes will be given including a premier pass. They are having an essay contest on why we live here. He encourages people to call them on their ideas of change. Feedback on the new ski pass program are welcomed and appreciated. The first ski pass deadline for ACRA chamber members is Friday, September 18, 2009. Jeff G is going to get together with Brad J. on the retail sector and will provide feedback at the next meeting. Retail foot traffic is down. Businesses are down and some are closing. Mike O has a work session scheduled on the Clean Energy Collective. Vote in November. The environment assessment at the airport is still under review. Dale Paas congratulated those involved with the Local Marketing District (LMD). Many film crews are in town. There is a work session on October on this issue. Don Sheeley thanked those involved with the LMD. Carol Hood gave her current quarter statistics. Inventory has increased. Dave Ressler gave a few comments on healthcare and feels there are good ideas on the table. Grand Junction currently has the lowest cost for healthcare. His recommendation is to understand the issue. H1N1 vaccines will arrive by October and doesn't foresee the new vaccine being harmful. Jeanette said the Ducky Derby was the best it's been in 18 years. Casandra reports August did pick up slightly for some hotels but the summer has been off. Bill T reported that Labor Day looks strong. Overall it's a bit down. Fall tends to have more last minute bookings. Winter bookings are off to a slow start. Many people are using caution when making reservations and asking questions on cancellation policies. Nina feels the board should put the word out on the mail in ballot. Bobbie – Those who spoke at public comment to council were very influential. Susan H is getting ready for Jazz Aspen Snowmass. Laura Smith says have had a great season and the artists gave great energy. Seasonal pass prices are being restructured. Please call with any ideas or comments. Steve Fante hears business is down. They had quite a bit of foot traffic but no buyers. Creating something to post in the windows to promote the LMD would be a good idea. Cristal - Monthly meetings with the non-profits have been going well. John Speers – The Little Nell will have one change on retail front. The bookstore owner is not going to renew his lease in October.

Adjournment: 10:40 a.m.