

**ASPEN CHAMBER RESORT ASSOCIATION
BOARD OF DIRECTORS MEETING MINUTES
FEBRUARY 24, 2009– ASPEN SQUARE**

Call to order: Chairman Stan Clauson called the meeting to order at 8:35 a.m. Those present were: Stan Clauson, Paddy Allen, Cristal Logan, Brad Jasicki, Casandra Foister, Carol Hood, Rick Jones, Helen Klanderud, Warren Klug, Patsy Malone, Michael Owsley, David Perry, John Rigney, Jenna Weathered, Laura Smith, Diana Sirko, and Susan Hamley.

Absent: Charlie Bantis, Jeff Gorsuch, Mick Ireland, Cari Kuhlman, David Ressler, Bill Tomcich

Staff: Debbie Braun, Jennifer Carney, Michelle Miller, Heather Compton, Julie Hardman, Erik Klanderud, and Dorothy Frommer.

Approval of January 25, 2009 minutes: The board unanimously approved the January 25, 2009 minutes.

Presentation: Heidi Zuckerman Jacobson gave a presentation on the Aspen Art Museum and its proposed new location at the old Aspen Youth Center and how it would be beneficial to the community.

Chair's Comments & Executive Committee update: All interested parties' agreed to withdrawal from the ZG Master Plan. For the ACRA, we were hoping for a new visitor center and headquarters for the Aspen Chamber. The component to move forward was tough to tackle in this economic climate. The group will have their final meeting at the end of the month. ACRA supports master planning in this area of town and will be happy to participate again when the time is right. It was suggested the board encourage council to support the Aspen Art Museum's request to be placed on the ballot. Discussion ensued regarding the policy for support of an issue. A motion was made and seconded that the ACRA write a letter of support to Council. The vote was 16-1 with Helen K opposing. The motion passed. Stan and Debbie will work on the letter.

President's comments: Financial update – The city will cover the shortfall from the Destination marketing fund so we can continue with our marketing program at full level. A half day business summit is being scheduled to generate an Economic Recovery Plan and an update to our 3-year strategic plan. This summit will take place at the Lighthouse Lodge on Tuesday, March 24 starting at 9:00 a.m. This meeting will be in lieu of our normally scheduled board meeting on Tuesday, March 31st.

Nominating committee update: The nominating committee is continuing the policy for open board seat for the upcoming election. Per our bylaws each individual seeking a nomination will need to obtain signatures from 10% his or her category to be on the slate of candidates. Current board members running again are automatically on the ballot. Brad and Helen's at-large seats are both up and they can ask to be reappointed or move into the election for the retail and professional seat. Paddy Allen's at-large seat has been term limited.

Action Items: Two seats are open by resignation. The restaurant seat term ends April 30th and one service seat has one year remaining. Two service seats are open for a two year term. A motion was made that the two open seats be placed into the election and not appointed. It was moved by Helen, seconded by Patsy, and unanimously approved by the board.

Bylaws – Election for seats staggered odd and even years - There is a provision for the board to change seats from 1 to 2 years. Rick recommends not using those powers. The bylaws also require for board seats to be placed publicly in newspapers. Any board member can solicit to run. Please email Rick, Debbie, or Stan with names. Nominations will be received through March 15th.

Marketing committee update: The city approved the \$615,000.00 to fund Destination Marketing. The vacation planner and rack brochures are completed and will be distributed at the end of March.

Old Business: None

New Business: Employee theft in the workplace is becoming more common. The Wall Street Journal had an article relating to employee theft. Rick Jones thought the Chamber might want to hold a seminar for its members on this subject.

Directors Comments: Laura Smith reported summer sales have started and numbers are up. They are very excited about the upcoming season. Mike O feels there was bad communication with City Council with respect to the ZG Master Plan. The inadequate amount of space for County activities needs to be addressed. Carol Hood reported that real estate has been challenging. The Board of Realtors is asking "how to best help our clients?" and is considering hosting a town meeting. They have implemented a new state of the art MLS system. The Aspen Skiing Company has experienced more pass and ticket thefts and is trying to maintain a quality product and service. Business is down according to owner Brad J at Replay Sports. No one is bringing in gear. He has also experienced thefts and now asking customers to leave all bags at the front door. Warren is focused on service and feels it's important. One of their guests had a difficult travel experience but was very pleased with the experience once she arrived. Paddy A from Frias Properties is receiving more calls for employment. Rick – Some of the owners of affordable housing who lose their jobs are violating the housing rules. Other people are coming here and there are no jobs. Cristal from the Aspen Institute had the first meeting with the cultural non-profit s and strategized on how they can collaborate with ACRA. Susan Hamley mentioned the Mardi gras celebration up in Snowmass. Get your beads now! Patsy reported that her business is down 60%.

Adjournment: 10:32 a.m.