

**ASPEN CHAMBER RESORT ASSOCIATION
BOARD OF DIRECTORS MEETING MINUTES
JANUARY 27, 2009– ASPEN SQUARE**

Call to order: Chairman Stan Clauson called the meeting to order at 8:45 a.m. Those present were: Stan Clauson, Cristal Logan, Carol Hood, Rick Jones, Helen Klanderud, Warren Klug, Patsy Malone, Michael Owsley, David Perry, John Rigney, David Ressler, Diana Sirko, Laura Smith, Bill Tomcich, Jack Johnson, Susan Hamley, and Cari Kuhlman.

Absent: Paddy Allen, Charlie Bantis, Brad Jasicki, Casandra Foister, Jeff Gorsuch, and Jenna Weathered.

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

Approval of November 25, 2008 minutes: The board unanimously approved the November 25, 2008 minutes.

Chair's Comments: Stan expressed disappointment that the planning process for the Lift 1A did not succeed in obtaining an approval for the development, but noted that others opposed to the development may have forced a referendum in any case. The clicker session hosted by the Aspen Community Vision staff is located at the St. Regis today at 11:30am and 5:30pm and encouraged others to attend.

President's comments: The FACES of Aspen/Snowmass program have delivered the second edition of How to Aspen/Snowmass. This new version is printed in English as well as Spanish and will be mailed out to the membership. Julia Theisen, our new Vice President of Sales and Marketing was introduced to the board. Debbie invited board members to the city council session on February 10th to discuss any potential shortfall to the destination marketing fund. The Chamber is requesting any shortage be made-up by the general fund, possibly to be paid back in subsequent years.

Public Affairs committee update: December and January were busy. A survey will be emailed out to the membership in preparation for our public affairs summit which needs to be held the first quarter of the year. More information to follow.

Nominating committee update: Stan announced the resignation of two board members: Chris Macdonald, who has a family medical issue, and Matt Zubrod, who has been hired to do consulting work in Hawaii. Rick will be working with the nominating committee to bring forward the new slate of candidates for this year's board election as stated in our Bylaws in Article 4, Section 5. The current nominating committee consists of the following:

- 4 – Non board members - Adam Fortier, Penney Evans Carruth, Ron Moorehead, and Mickey Spalding
- 3 – Board members - Rick Jones, David Ressler, and Cassandra Foister
- 2 – Ex-officios - Stan Clauson and Debbie Braun

Rick made a motion for the board to appoint this nominating committee. It was so moved by Helen K, seconded by Warren K and unanimously by the board. Below are the current open seats for the 2009-2010 ACRA Board Election:

- Restaurant – Matt Zubrod
- Lodging - Cassandra Foister
- Professional – Stan Clauson
- Retail – Patsy Malone
- Non-profit – Cristal Logan
- Service – Jenna Weathered
- Service - Chris Macdonald has one year left of his term.
- Service – additional 3rd seat

Any candidate who submits a nominating petition containing the signature of not less than 10% of the applicable class of membership must be included on the slate of candidates. Three at-large board seats, which will be limited to 3 consecutive terms, will be appointed by the new chair. The Aspen Music Festival and Aspen Valley Hospital are permanent, appointed seats as per our Bylaws.

Old Business: Rick – Believes it was tremendous for Debbie to participate in the COWOP for the Lift 1A. However, he expressed disappointment in the lack of a decisive outcome from City officials. Jack Johnson responded that it would be unfortunate if businesses feel they cannot speak to City Council. Cari K feels these boards and committees put in a significant amount of time are not heard by Council.

Stan indicated that he recently heard some disturbing phrases around Aspen. "We don't want to be like Snowmass" and "We don't want another Limelight looking lodge." He commented that he believe that Base Village is an important asset to Snowmass should not be seen as negative in any way. Moreover, we should view the Limelight as a great asset to our town as a family run business and attractive new facility.

New Business: The board received an email on Colorado transportation and the Senate Bill 108. It was suggested to have someone attend our next meeting to discuss this issue. Jack Johnson indicated willingness to assist in finding someone from the city to present.

Directors Comments: Bill T reports there are occupancy dips in February and March. Clever promotions including The Perfect Storm package are helping drive business to our resort. Peak times are not landing on Easter or Carnival this year and that affects occupancy. Baggage fees are a non-issue. Rick asked if there will be a report providing information on the baggage shipping program. Helen congratulated the Aspen Skiing Company for keeping the X-Games for another couple years. Mike O attended a meeting on the airport runway extension. The cost of the project will be approximately 22 million dollars. Work sessions will be televised. David P stated his view on the Aspen area community plan, and the reality of the tourist and real estate economy. We are an amazing destination that attracts high wealth visitors and in turn they purchase real estate. Community decisions are extremely important and everyone is working hard to make a difference. Carol H reports real estate is slow however there are some showings. It's questionable what the recovery time will be for the real estate market. Cristal L and Debbie have recently begun to meet with other non-profits groups to get a better understanding of their current needs. Small retailers are struggling according to Patsy. She suggests talking to businesses on getting great deals. Susan would like to host a future board meeting in Snowmass. The 2010 governor's conference will be held in Snowmass. One day will be scheduled in Aspen. David R said the Hospital is meeting budget projections through January. AVH facilities are lagging and they are stating their case on how to improve the things that are needed. Rick congratulated the FACES program on the new booklet. The Ads in the newspaper are great. He also congratulated the staff on Winterskol. Warren values the special events of the Aspen Skiing Company – well done. Congrats to David and John. The coverage at the XGames was great. Thanks to Dorothy with her program. Business is slightly down. January is good, February is getting there, and March is down. He also commented that the Limelight is a great property in our town. John R thanked everyone for their comments let everyone know it's a community effort. The Florida Ski Council enjoyed their stay. Diana S complimented the city and county for opening their doors for the ones affected by the New Years Eve incident. Debbie thanked the 6th and 7th graders with their instruments in the Winterskol parade. Cari has over 240 AYPAs members. Their December event is a fund raiser for Response. January's event is with the Professional Development workshop at the St Regis. Laura Smith – February 12th concert series. Please attend. In October they budgeted for a downturn. The summer schedule preview will be mailed out soon.

Adjournment: 10:10 a.m.