

**ASPEN CHAMBER RESORT ASSOCIATION
BOARD OF DIRECTORS MEETING MINUTES
July 28, 2009 – Aspen Square**

Call to order: ACRA Chairman Warren Klug called the meeting to order at 8:40 a.m. Those present were: Mick Ireland, John Speers, Cristal Logan, Bobbie Burkley, Nina Eisenstat, Casandra Foister, Steve Fante, Don Sheeley, Brian Nelson, Adam Fortier, Carol Hood, Mike Owsley, Jeanette Darnauer, Dale Paas, David Perry and Laura Smith.

Absent: Helen Klanderud, Charlie Bantis, Bill Tomcich, Brad Jasicki, Stan Clauson, Susan Hamley, David Ressler and Diana Sirko.

Approval of the June 30, 2009 minutes: The board unanimously approved the June 30, 2009 minutes.

Warren introduced and welcomed new board member Steve Fante from CB Paws. Steve is pleased to be on the board.

Presentation: Jim Elwood, Director of Aviation from Pitkin Co. gave an update on air service, flight schedules and the potential runway extension. Warren thanked Jim and staff for their fine service and Dorothy Frommer for running a great guest service program.

Chair's Comments: Warren gave an update on the Aspen Local Marketing District - Council approved the first reading. Public hearings are scheduled for Aug 10th and 24th. Final wording for the ballot is due by August 24th. Bobbie Burkley will be leading the campaign. Warren asked the board to be involved with the campaign committee. Bobbie hopes to get a good attendance for meeting next Tuesday, Aug 4th from 4 p.m. – 6 p.m. at the Aspen Square. Mick mentioned the voters will be sent the mail-in ballot on Oct 5th. This method may be a challenge as not all voters will receive the ballot due to change of address, non-forwarding or misplacement. If a ballot is lost you can go to the clerk's office to get another ballot.

President's comments: The 2nd reading will be on Monday, August 24th prior to the next board meeting on August 25th. Debbie thanked the board for the opportunity to complete her 4th year of non-profit organization management certification from Loyola Marymount in Los Angeles. The classes she took were very instrumental. She hopes to send Erik Klanderud next year. Two events took place this month. The July 4th festivities and Arts Festival were both a great success. Debbie congratulated Erik to his new position as Director of Member and Visitor Services. Karen is now our Guest Service Supervisor overseeing the three visitor center locations. Heather will continue in a part-time position and plan to hire a new Communications Manager. Membership is strong and has exceeded budget for the last couple months. The annual Aspen Community Luncheon is scheduled for August 27, 2009 at the Sundeck Restaurant. The ACRA New board policies have been distributed and require a signature from all board members. Please review, sign and return all policy forms to Michelle Miller.

Summer Marketing Update: Julia Theisen gave a Summer Marketing update. They are continuing to make improvements to the ACRA website including new images, a history and heritage page and links to Facebook and Twitter. An e-blast went out to our consumer database last month with another one scheduled for this week and again next month. These efforts are aimed to increase traffic to our website. Specific marketing efforts for the City's High Country Triathlon on August 8th and Wheeler's Mountain Summit taking place August 27-30th. The Summer Pass Promotion is going well with ongoing participation from the community including Pacifica restaurant and Camp Aspen Snowmass. Positive feedback has been received from participating businesses and lodges who are distributing the promotion to guests. The summer pass continues to attract stories on affordable Aspen via Associated press and other outlets. We will be hosting media throughout August and planning a media FAM trip at the end of August. Julia will appear on Good Morning Vail tomorrow to fill them in on events in Aspen. A lodging promotion is currently being planned for a fall marketing push.

Old Business: None

New Business: None

Directors Comments: Mick Ireland made a suggestion to council to support and honor a Lance Armstrong or "Live Strong" day. He was pleased to hear the Aspen Skiing Company will not be cutting staff. He commended everyone involved with the July 4th festivities. Congratulations to the ACRA staff. Debbie did a great job and was a great contributor on the co-op. John Speers - The Little Nell is coming up on their 20th anniversary and will be scheduling a party in December. The hotel is also getting a remodel this fall and will be closed after Labor Day until December 1, 2009. Rates will remain the same. Laura Smith reports sales have been good with several last minute sales coming in. August is down. This week they have opera performances. She thanked Debbie and staff for collaborating with them during the Arts Festival. Cristal Logan would like to meet with Mick regarding the Live Strong day. Nina Eisenstat is healing well. She has contacted the service sector on the Aspen Local Marketing District (ALMD) and received positive feedback. She commended Julia and staff for their marketing efforts. Casandra reported that the end of August doesn't look strong. Steve Fante thanked the board for having him. He thinks everyone's feedback will be beneficial to our business community. His business is down significantly. Foot traffic is equal to last year but visitors are spending less. Landlords are working with the tenants to get through these tough times. Bryan Nelson is seeing less people since the July 4th weekend and customers are spending less. Adam Fortier indicated that lending is down. There is a great deal of uncertainty in the market. Carol Hood - Last couple weeks are picking up. People are looking at different products and weighing their options. Activity is generating. The Aspen Board of Realtors is working with Telluride and other mountain communities. Mike Owsley would be happy to bring the Lance Armstrong/Live Strong day to the Board of Commissioners. Jim's emphasis on airport service is great. Jeanette Darnauer had endometriosis and had a biopsy which came

back clear of cancer. She is recovering well. The Highlands Antiques Fair had over 60 million dollars of art pieces. They had a great turnout but sales were down. Aspen Renewable Energy day is August 20 – 22nd. Dale Paas thanked the city for being more accommodating with regards to parking and hotel entry. David Perry is in support for the Live Strong day. Ski Co has been working hard on the upcoming winter season. Ski ticket sales will be competitive with other resorts. David encourages everyone to come to the Aspen Ski Company luncheon on Thursday, August 27th at the Sundeck. Erik Klanderud reports visitor numbers are strong. Driving visitors are coming in to town. Aspen promotions have been well received.

Adjournment: 10:40 a.m.