

**ASPEN CHAMBER RESORT ASSOCIATION  
BOARD OF DIRECTORS MEETING MINUTES  
JUNE 30, 2009– ASPEN SQUARE**

**Call to order:** ACRA Chairman Warren Klug called the meeting to order at 8:37 a.m. Those present were: Stan Clauson, Charlie Bantis, Bobbie Burkley, Brad Jasicki, Casandra Foister, Adam Fortier, Carol Hood, Mick Ireland, Helen Klanderud, Bryan Nelson, Michael Owsley, Dale Paas, David Perry, John Speers, Susan Hamley, Laura Smith and Bill Tomcich. Staff: Debbie Braun, Michelle Miller, Heather Compton, Julia Theisen, Jennifer Carney, Dorothy Frommer, JoAnna Eisler and Erik Klanderud.

Absent: Jeanette Darnauer, Nina Eisenstat, Cristal Logan, Jeff Gorsuch, Don Sheeley, Dave Ressler and Diana Sirko.

**Approval of May 26, 2009 minutes:** The board unanimously approved the May 26, 2009 minutes.

**Presentation:** Roaring Fork Business Resource Center – Randi Lowenthal gave a presentation on the Roaring Fork Business Resource Center, their mission and its purpose. Thanked ACRA for their contribution.

**Chair's Comments:** Warren congratulated the ACRA staff for the great success of the Food and Wine event and the luncheon at the Jerome. The attendance was great. The daily food and wine passes sold well. Our next big event is the 4<sup>th</sup> of July celebration including the parade and fireworks. The Aspen Square will be participating in the parade. Debbie mentioned we are still looking for one more parade judge. Call if you are interested. The executive committees met last week to discuss the new ski pass update and Debbie's annual review. Today at 4:30 p.m. will present petitions in support of the Local Marketing District and ask to place it on the November election ballot.

**Finance update – Charlie Bantis** – The ACRA chamber year end budget ended \$24,000 ahead due to great management by Debbie and the staff. We have adequate cash in the reserve fund. This coming year will be focused on cash conservation. We are on target for the first two months of this fiscal year with our member dues. Many businesses took advantage of the early discount offered.

**Dorothy Frommer** gave an update on the Faces of Aspen/Snowmass program and encouraged the board to pass on a token to those who provide exceptional guest service.

**President's comments:** Our Director of Member Services, Heather Compton, will be moving to a part time position with the chamber. We are now seeking a new Member Services Manager. Stan and Debbie will be working with Ben Gagnon to discuss economic section of the AACCP revision. Debbie will be attending her 4<sup>th</sup> and final year at the Institute of Organizational Management at Loyola Marymount College in Los Angeles and will receive her professional designation (IOM).

**Old Business:** None

**New Business:** None

**Directors Comments:**

Helen Klanderud – Along with the fine start to summer with Food and Wine, Jazz Aspen was also great with fantastic performances. Dale Paas thanked the board for having him. Invite friends and relatives to come visit Aspen. Mike Owsley reminded us the county employees also work hard on behalf of the community and please give them a token if they are exceptional. Carol Hood has her 2<sup>nd</sup> quarter real estate numbers in the works. She will report next meeting. Bryan Nelson reports most of the restaurant owners were pleased with the Food and Wine weekend. Jazz Aspen concerts did pull away some evening business. Stan Clauson attended his daughter's destination wedding in Paonia. The town of Hotchkiss feels they also need more marketing funds. Laura Smith was very pleased with their partnership with Jazz Aspen. It went well and hopes to work with them in the future. An Aspen Music Fest iPhone application has been developed and is highly functional. Please call her if you have interested in tickets. Bill Tomcich was thrilled with the success with Food and Wine and American Express for their great professionalism. The next occupancy report will be out tomorrow. Advanced bookings are lacking although last minute bookings are up. Susan Hamley said the first Thursday night free concert kicks off this week with Karl Denson. Come out and play. Jennifer Carney gave an update on the upcoming special events. This weekend we have the annual 4<sup>th</sup> of July celebration including the parade and fireworks on Aspen Mountain. The city has decided to move the Saturday market to this Friday, July 3<sup>rd</sup> for this week only as there are so many things on the schedule. The Arts Festival will be July 18 & 19. Bobbie Burkley is glad to be on the board. Casandra Foister is receiving last minute bookings. Overall summer is not so great. Warren said Casandra has been an important part of the Local Marketing District campaign. Adam Fortier is pleased to be on the board and will report more next meeting. Brad Jasicki says it's nice to see all the people in town and hopes they will start to make purchases. Mick Ireland attended the Ride the Rockies event and went from tent to tent promoting Aspen and offering free beer in the Aspen beer garden. This event was picked up by the Denver Post. He also thanked Dale for providing the city a free room during the assembly. Senator Bennett is in town and will speak at CMC. David Perry commended the city for their marketing efforts. The core of our strategy is what we need to maintain. Julia Theisen gave an update on the Aspen Pass – 5000 passes have been distributed to the hotels and having another 5000 on order. They had great feedback on the promotion. A binder has been placed in all the hotel lobbies. The PR has been phenomenal. John Speers is glad to be on the board. The Little Nell hopes to provide more year round full time employment. Most of their recent bookings are last minute. All heads of the Food and Wine event were very pleased. In December the Little Nell will be celebrating their 20th year anniversary. Cristal Logan via email report - Ideas Fest kicked off last night. There are still AIF tickets for sale at the Wheeler for about 8 events around town during this week. Several national news shows are broadcasting from the Festival including Charlie Rose, ABC News, CNN, Brian Lehrer's show, CNBC, MSNBC, and Bloomberg TV.

**Adjournment:** 10:25 a.m.