

**ASPEN CHAMBER RESORT ASSOCIATION  
BOARD OF DIRECTORS MEETING MINUTES  
MAY 26, 2009– ASPEN SQUARE**

**Call to order:** ACRA Chairman Stan Clauson called the meeting to order at 8:35 a.m. Those present were: Charlie Bantis, Brad Jasicki, Carol Hood, Helen Klanderud, Warren Klug (new chair), Laura Smith, Diana Sirko, Dave Ressler, Bill Tomcich, Jeanette Darnauer, Nina Eisenstat, Cristal Logan, Bryan Nelson, Michael Owsley and Don Sheeley. Staff: Debbie Braun, Michelle Miller, Heather Compton, Julia Theisen, Dorothy Frommer and JoAnna Eisler. Absent: Casandra Foister, Mick Ireland, David Perry, Jeff Gorsuch, John Rigney and Susan Hamley

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

**Presentation: Local Marketing District** – Warren Klug and Debbie Braun gave an update on the proposed Local Marketing District.

**Chair's Comments:** Stan welcomed new board members Nina Eisenstat (Aspen Marketing and Communications) and Bryan Nelson (Pacifica) and former board members Jeanette Darnauer (Darnauer Group) and Don Sheeley (Aspen Activities Center). Stan referred to an article in the Denver Post "Colorado's Alive with the sound of deals". He also thanked everyone for having him as chair and welcomed new board chair, Warren Klug.

**Nominating Committee Report:** Stan announced the new board chair, Warren Klug and the new officers including Carol Hood (Vice Chair), David Perry (Secretary), Casandra Foister (Assistant Secretary), Charlie Bantis (Treasurer) and Helen Klanderud (Assistant Treasurer). Stan made a motion to approve the new slate of officers. It was so moved by Mike Owsley, seconded by Don Sheeley and unanimously approved by the board. Stan is now the chair emeritus. The nominating committee also recommended the following for the at-large seats: Adam Fortier (Community Banks of Colorado), Dale Paas (Limelight Lodge) and Bobbie Burkley (ECOE Marketing). A motion was made to approve the recommended nominees for the at-large seats. It was so moved by Laura Smith and seconded and unanimously approved by the board. The new chair recommends the Aspen School District, TOSV and the Aspen Skiing Co as the non-voting seats on the board.

The meeting was handed over to the new ACRA board chair, Warren Klug.

**President's comments:** It's that time to reappoint committees. Debbie will be contacting various board members to participate and provide board support. The 2009 Aspen Food and Wine Classic is June 19-21<sup>st</sup>. Our membership invoices have been sent out a little late this year and will continue to honor the 5% discounted rate through June 15<sup>th</sup>. Payments can now be made online through our website.

**Old Business:** None

**New Business:** None

**Directors Comments:**

Laura Smith (Aspen Music Festival and School) – We are in season and started down about 25%. Currently they have two big promotions running with discounts. They are also working with someone to set up an iPhone application. There are only three more weeks to buy your locals pass. \$125 gets you 10 events.

Helen Klanderud - Last year she held an at-large seat on the board. Helen really appreciates the ACRA organization and happy to fill to professional seat.

Charlie Bantis (Vectra Bank) – Treasurer on the ACRA board – The preliminary budget year end numbers looks good. Debbie and the staff have done a great job managing the budget. Bankers around town are not happy. It's a challenging time.

Carol Hood (Mason Morse) - Real Estate Representative – Currently Carol is working on tax appeals and is looking forward to her vacation to Fiji.

Brad Jasicki (Replay Sports) – Retail Representative - He has spoken to a few retailers who really don't know ACRA. One challenge is contacting the owner and/or manager of the business. His goal is to put the word out on what benefits the ACRA can offer. He was pleased with the new membership piece and will share it with others.

Bryan Nelson (Pacifica Restaurant) Restaurant Representative – Agrees that it's sometimes hard to contact the owners. Bryan is glad to be on the board.

Mike Owsley (Pitkin Co) Currently the county is struggling with the budget. The airport runway extension is still going through an environmental assessment.

Don Sheeley (Aspen Activities Center) – Don thanked Stan Clauson for his service and welcomed Warren Klug as the new chair. The next CCLC meeting is tomorrow (5/27).

Bill Tomcich (Stay Aspen Snowmass) Numbers are not looking great. Two years ago our challenge was unreliable airline service. On the positive side we did have 100 fewer cancelled flights last year. Advanced booking are not where they should be. Food and Wine is not sold out. Summer bookings are coming in at a slow pace and at a valued price.

Cristal Logan (Aspen Institute) she is happy to be reelected to the ACRA board. Their summer calendar is out. Come out and support community programs. The Ideas Festival is on June 22<sup>nd</sup>.

Nina Eisenstat (Aspen Marketing and Communications) Nina was very motivated to run for service seat on the board. She was asked many questions by business owners including "How can you promote my business?" She is excited to be on the board and to work with the 367 diverse members in the service sector.

Diana Sirko (Aspen School District) High school graduation was this past weekend with 123 graduates. It was also mentioned how 98% of those students will go on to college.

David Ressler (Aspen Valley Hospital) Mexico has done a great job containing the H1N1 virus. Please continue to mind your hygiene. The hospital received city approval for the master plan.

Jeanette Darnauer (Darnauer Group) Jeanette is excited to be back on the ACRA board. All constituents' needs are different.

Julia Theisen (VP of Sales and Marketing, ACRA) they are getting good media pick up on their promotions. A text campaign is in the works. Proactive measures are being taken for last minute bookings. A welcome reception is being held for the Colorado welcome centers. 50 managers and staff will be attending a FAM in early June which will include a tour of the Maroon Bells and a ride up the gondola.

**Adjournment:** 10:35 a.m.