

**ASPEN CHAMBER RESORT ASSOCIATION
BOARD OF DIRECTORS MEETING MINUTES
November 24, 2009 – Aspen Square**

Call to order: ACRA Chairman Warren Klug called the meeting to order at 8:39 a.m.

Attendance: Those present were John Speers, Cristal Logan, Carol Hood, David Perry, Helen Klanderud, Stan Clauson, Adam Fortier, Charlie Bantis, Casandra Foister, Dave Ressler, Diana Sirko, Don Sheeley, Bryan Nelson, Bobbie Burkley, Bill Tomcich, Jeanette Darnauer, Laura Smith and Mick Ireland. Absent: Nina Eisenstat, Brad Jasicki, Jeff Gorsuch, Steve Fante, Mike Owsley, Susan Hamley, Dale Paas, Mick Ireland
Staff: Debbie Braun, Erik Klanderud, Michelle Miller, Julia Theisen, Jennifer Carney, Julie Hardman and Dorothy Frommer.

Approval of the October 27, 2009 minutes: The board unanimously approved the October 27, 2009 minutes.

Presentations: Aspen Skiing Company – John Rigney, vice president of events, gave a presentation on the upcoming Aspen Skiing Company winter events. The season kicks off with Women’s FIS World Cup Skiing.

Jennifer gave an update on the upcoming Winterskol festival happening on January 14 – 17th. The Winterskol buttons are in. A portion of the proceeds will go to the Aspen Valley Hospital helmet program. The entire schedule of events is listed on our website at www.aspenchamber.org. The 12 days of Aspen will run Dec 20th – 31st. The special events department is working with CCLC on this event. All activities for this event are also listed on our website at www.aspenchamber.org/12days.

Chair’s Comments: Congratulations to the Aspen Skiing company for bringing back the great events. We currently have important issues on the table, which will be discussed. It’s a challenging time for us.

President’s comments: We invited Steve Barwick from the City of Aspen to give a detailed explanation on the DM funding. Debbie thanked Erik for rallying over 200 people to attend the networking event at Jean Robert’s Gym. Today at 2 p.m. she will be finalizing the airport contract with Pitkin County. Aspen Mountain Lodge COWOP– All attendees voted on different areas of the project. They agreed to two more meetings. She will report more at the next board meeting. Airport Master Plan Meeting, they discussed the ground work of the airport master plan at their last meeting. A public meeting on the master plan will be held on December 8th. Please visit www.Aspenairportplanning.com for more information. Our annual holiday party is on December 9th from 5:30 – 7:30 p.m. A cash donation or non wrapped toy will go to the Aspen Interfaith Association Holiday Gift Basket Program.

Destination Marketing update: Thank you to all those who attended the work session. The 2010 marketing budget has been approved at \$950K – of which \$450K is projected tax revenue, \$100K is being granted to ACRA and \$400K is a loan against future marketing revenues. If the election in 2010 is successful, the loan will be paid back over four years. If the election is not successful, Mick Ireland indicated that the City would be liable for the loan. Mick also offered support in passing the lodging tax for November election. The Tourism Promotion Agreement will be brought for three year renewal at City Council meeting on December 7th.

Public Affairs update: At the last board meeting there was a recommendation to send a resolution to the US Chamber of Commerce on their stance on climate change. Stan created the resolution and presented it to the PA committee along with Charlie Bantis and David Perry. It was recommended for us to take a position and present this resolution to the board. ACRA also extended an invitation to Tom Donahue, president of the US Chamber of Commerce. It was also decided to send a statement. In the board packet, there are policies and regulations from the City of Aspen and Aspen Skiing company. The list of the US Chamber positions on climate change was discussed. Charlie feels our membership should be surveyed to get their input. At this time, it was decided to forego a membership poll. Two versions of the resolution were presented to the board. An additional third (version C) was created by Warren. David Perry made a motion to approve version C. Don Sheeley feels strongly on policy and procedure. Mick believes we should take action. The advertisements are reprehensible tactics. 12 voted yes with 2 opposing.

Member Services update: Jeanette is revamping the member service committee. Their next meeting is on Dec 8th at 9:30 a.m. She will have an updated report next board meeting.

Old Business: U.S. Chamber of Commerce position and resolution.

New Business: none

Directors Comments: Helen mentioned the Aspen Film Academy Screenings and the Nutcracker. The non-profits are very important to our community. Thanks to Stan for his efforts on the public affairs issue. Bill Tomcich reports things are looking better. John Speers announced the Little Nell will be reopening next Tuesday, December 1st.

Adjournment: 10:39am