

**ASPEN CHAMBER RESORT ASSOCIATION  
BOARD OF DIRECTORS MEETING MINUTES  
October 27, 2009 – Aspen Square**

**Call to order:** ACRA Chairman Warren Klug called the meeting to order at 8:37 a.m.

**Attendance:** Those present were John Speers, Cristal Logan, Nina Eisenstat, Carol Hood, Mike Owsley, David Perry, Helen Klanderud, Stan Clauson, Adam Fortier, Charlie Bantis, Casandra Foister, Susan Hamley, Dave Ressler, Diana Sirko, Don Sheeley, Bryan Nelson, Dale Paas, Laura Smith and Mick Ireland. Absent: Bobbie Burkley, Bill Tomcich, Brad Jasicki, Jeff Gorsuch, Steve Fante and Jeanette Darnauer. Guests: Derek Johnson, Dwyane Romero, Tim Clark, Andrew Kole, Steve Skadron and Maureen Poschman.

**Approval of the September 29, 2009 minutes:** The board unanimously approved the September 29, 2009 minutes.

**Presentations:** Nancy Leslie from the City of Aspen gave a presentation on the upcoming winter events.

ACRA Destination Marketing Plan – Julia Theisen, Vice President of Sales and Marketing, presented the results and key highlights of their marketing efforts for 2009. A portion of the marketing campaign was presented through a video. The 2010 marketing plan will be presented at a later date.

**Chair's Comments:** Warren along with everyone involved with the ALMD were very disappointed with the turn of events on the 5A question being pulled from the November election ballot. The previous budget is not one to market a world class resort and hopes we can find another way to obtain the funds. Mick commented on the error made by the city clerk. It was unfortunate.

**President's comments:** Debbie reported the Executive Committee will have their next meeting on Thursday, November 12th to discuss other marketing fund options. Debbie, Warren and David Perry met recently regarding the ACRA / Aspen Skiing Company contract. She commended Dorothy doing a great job running the FACES of Aspen / Snowmass guest service program. A full day guest service summit is scheduled this December. Please review the staff notes as there are several things going on at the ACRA. The COWOP is still meeting and looking to resize the project.

**Finance update:** Charlie gave a report on the ACRA finances. The chamber is looking good. At their last meeting there was discussion on changing the chamber fiscal year to a calendar year to coincide with our income tax year. There was concern that the tax return was not in line with the chamber budget, which is due to the timing. It has been proposed from the committee to change this to a calendar year starting January 2010. After more discussion it was decided to start this new calendar year in 2011. A motion was made to change the ACRA fiscal year budget to a calendar year as of January 1, 2011. It was so moved by Helen Klanderud, 2<sup>nd</sup> by Mick Ireland, unanimously by the board and abstained by Don Sheeley.

**Public Affairs update:** Helen and Debbie attended the CCCE conference in Golden, CO. The ACRA won an award for the shop, dine locally campaign. The conference was very informative. It influenced them to be more involved with local officials and establish guidelines to take on certain issues. She would like to meet with the public affairs committee and pursue the ways on handling issues then present their ideas to the board for approval. Several other chambers attended including Jefferson Co and Boulder. All chambers seemed to be very committed to their community.

**Old Business:** None

**New Business:** Stan would like the Public Affairs committee to review the political issues on climate change and other issues. A motion was made for the Public Affairs committee to review the US Chamber of Commerce position on climate change and take a leadership role and to create a letter to send. It was unanimously approved by the board.

**Directors Comments:** Mick Ireland encouraged everyone to complete their ballots and turn them in. Stan mentioned a great article in the New York Times on cultural non-profits. David Perry gave an update for Bill T. We had several strong weekends in late September and early October thanks to very strong last minute bookings where we actually exceeded last year's numbers. Momentum continues to build for next winter at SAS. We have exceeded last year's weekly bookings for winter for four weeks in a row. We are still way behind last year's overall cumulative pace, but continue to close the gap with every passing week. Car rentals are in high demand and expensive. Casandra reports September and October were good but winter looks challenging. Nina has spoken to members in the service group who are disappointed with the LMD results. One asked if the 5 year sunset could be reevaluated. Diana Sirko currently has school board elections going on. Dale Paas says things are challenging. David Ressler said the hospital is seeing some flu cases. Get immunized. When will the H1N1 will be available? We should all be vaccinated by December. Adam commended Debbie and staff for their LMD efforts. Mike O was pleased Debbie mentioned the guest service program. Pitkin Co. takes customer service very seriously. Carol is in the middle of a marketing tour of real estate. She reported real estate statistics. Cristal ended annual high school seminar. Thanks for everyone's support. Aspen Security forum / homeland security program will be in June. Monday registration opens for upcoming winter programs. Ideas Festival is July 5 – 11. Charlie says all the appraisals he has seen have been below replacement value and that all local banks are affected. Laura said things are well at the Aspen Music Festival. They are in the middle of a CEO transition. Plans for next year are going well.

**Adjournment:** 10:44 a.m.