

**ASPEN CHAMBER RESORT ASSOCIATION  
BOARD OF DIRECTORS MEETING MINUTES  
April 27, 2010 – The Gant**

**Call to order:** ACRA chair Warren Klug called the meeting to order at 8:36 a.m.

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

**Approval of the March 30, 2010 minutes:** The board unanimously approved the March 30, 2010 minutes.

**Presentations: Business Advocacy Survey** - Bobbie Burkley (ECOE Marketing, Inc.) presented results of the Business Advocacy which was sent out to the ACRA members.

**Chair's comments:** Warren addressed the board members who will be leaving the board, Don Sheeley, Dale Paas and Jeff Gorsuch and thanked them for their service. Jenna Weatherred and Heather Kemp will be joining us at the next board meeting. Adam Fortier, Bobbie Burkley and new board member Senih Geray (St. Regis Aspen) will fill the at-large seats. A work session at city council is scheduled on May 17<sup>th</sup> regarding the city-wide vote. He thanked David Perry and the Aspen Skiing Co. for the additional ski weekends. At our next board meeting, we will direct the new slate of officers. Debbie noted the additional information in the staff report regarding the U.S. Chamber. Pete Havel from the US Chamber sent some follow-up information on the USCC's Institute for 21<sup>st</sup> Century Energy <http://www.energyxxi.org/pages/reports.aspx> and U.S. Chamber committees. Chambers that are involved in the committees are at a membership level described in the link below:

[http://www.uschamber.com/NR/rdonlyres/elovaq5p7qed5mstv3fneihgdbuekp46h6h2hfsmaa26ioq2mmnnokgmdufhzhe2gxo3wbfcv76g3tpii3stz5cfidf/chamber\\_elite.pdf?NRREVISIONID=52924&NRHISTORICALTIME=40197%2e6209560995](http://www.uschamber.com/NR/rdonlyres/elovaq5p7qed5mstv3fneihgdbuekp46h6h2hfsmaa26ioq2mmnnokgmdufhzhe2gxo3wbfcv76g3tpii3stz5cfidf/chamber_elite.pdf?NRREVISIONID=52924&NRHISTORICALTIME=40197%2e6209560995)

**President's comments:** Debbie and Julia attended Mountain Travel Symposium in Banff, Canada. Next year MTS is in Beaver Creek and the following year in Snowmass. Our membership campaign will begin May 1<sup>st</sup>. Erik is working hard to get it out. Members will receive an early 5% discount and no increase in dues. We are coming to an end to our fiscal year. Overall we are off 3% on member dues and did well in sponsorships. Last week we had a staff retreat and reviewed the 2009-2012 ACRA strategic plan. Great ideas were brought to the table. Lastly Debbie will be on vacation in Hawaii and will return May 12<sup>th</sup>.

**Bylaw update:** Stan – Bylaw changes have been recommended by finance and executive committees to change our fiscal year to a calendar year. The period of membership will remain the same. A memo of the changes was distributed. Changing to a calendar year will align us better with the federal government. Warren made a motion to approve the bylaw changes. It was seconded by Bobbie Burkley and passed unanimously by the board.

**Old Business:** None

**New Business:** None

**Directors Comments:** Donnie – Summer promotions are on the way and showing a great community effort. One of them being The Perfect Summer Card Aspen/Snowmass. Business participation was great last year and look forward to the new promotion. The vacation planner and rack brochure are in market. Outside in Aspen in June 11-13, 2010. Eddie Bauer is a proud sponsor and local celebrity athletes will be participating. Mining for ideas gave 20K for this event. Thank you to the City of Aspen. Warren thanked Donnie for his efforts with the Marketing Advisory Committee. John Speers – Their hotel pace is much stronger this year. September is great with group business but August is down. They are moving forward with the BBQ event Aug 28 & 29<sup>th</sup>. A press release will be out this week and they hope to get national and local press. Bill T – This summer is looking stronger than last year. He also attended MTS. The mood is towards optimism. People are adapting to the new normal. Not everyone is looking at the economic recovery the same way. Adam F - Real estate development performance is not great. He is seeing more real estate selling. Susan started their marketing campaign which will include Perfect Summer Card. The Chili Pepper/Brew Fest will kick off on Friday, June 4th. Cristal – The Ideas Fest is sold out. Their event calendar is done and will be mailed out soon. Throughout the summer they will be launching a new documentary film series. Jeanette was recently in Hawaii chaperoning students. Their tourism is coming back strong. Their emerging market is Korea. A public hearing on the Pitkin Co airport runway extension open house is scheduled at the library on Wednesday, May 12<sup>th</sup> starting at 5:00 p.m. Carol – Pending sales are encouraging and many are monitoring the market. Mike O – It's important for Jim Elwood and Debbie to meet and discuss ongoing activities regarding the airport. The ETOC recently decided to fund the Aspen/Snowmass free bus route for the next three years. Dale Paas was pleased to serve on the board and thanked everyone.

**Adjournment:** 10:20 a.m.