

**ASPEN CHAMBER RESORT ASSOCIATION
BOARD OF DIRECTORS MEETING MINUTES
August 31, 2010 – The Aspen Square**

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

Attendance: Those present were Helen Klanderud, Bill Tomcich, Nina Eisenstat, Cristal Logan, Mike Owsley, Carol Hood, John Speers, Bobbie Burkley, David Perry, David Perry, Susan Hamley, Donnie Lee, Heather Kemp, Bryan Nelson, Dave Ressler, Jeanette Darnauer and John Maloy. Absent: Stan Clauson, Adam Fortier, Charlie Bantis, Laura Smith and Jenna Weatherred. Staff: Debbie Braun, Michelle Miller, Jennifer Carney, Julia Theisen, Erik Klanderud, Dorothy Frommer, Toni Case, Eliza Mauk and Sarah Reynolds.

Warren asked Julia to introduce her new marketing team - Toni Case, Marketing Manager, Sarah Reynolds, National Sales Manager and Eliza Mauk, Sales and Marketing Coordinator. He also introduced new board member John Maloy, Superintendent at the Aspen School District.

Approval of the July 27, 2010 minutes: The board unanimously approved the July 27, 2010 minutes.

Presentations: Don Taylor and John Redmond gave a presentation on Amendments 60, 61 and Proposition 101 which are on the upcoming election ballot in November and the impacts they will have on our community. Handouts were distributed to the board.

Warren asked the board to review the distributed resolution of opposition to the statewide ballot regarding Amendment 60 and 61 to the state constitution and Proposition 101. He made a motion to approve this resolution which was seconded and passed unanimously by the board. Jeanette suggested we inform and educate our membership why this was opposed with a fact sheet or a link to the ACRA website.

Chair's comments: Warren thanked John Speers for a well organized and well attended Big Apple BBQ event. He also mentioned the big bike event promoted by Quiznos and Lance Armstrong. The idea is for Aspen to be a participant and would be a huge promotion for the community. A proposal for this event was presented and a response including a bid packet will be submitted in the next couple weeks. There will be more to come on the campaign for the lodging tax. This topic will be brought up at the ACRA/Aspen Skiing Company Luncheon this Thursday, September 2nd at the Sundeck.

President's comments: We currently have an open retail representative seat on the board. Debbie is working with Heather Kemp to put the word out and explore possible candidates.

Member Services Committee update: Jeanette reports the committee is well on its way. They discussed the ACRA website and how it needs to focus more on the members. They are still working on sponsoring a business conference to focus on education and business development. Local businesses will be invited to network with other businesses. Their next Member Services Committee meeting is scheduled for Thursday, September 9th – location and time TBD.

Old Business: None

New Business: None

Directors Comments: Heather Kemp reports that Polar Revolution will be closing. Some business have sales going on. Start shopping for the winter season. Carol H gave an update on the current real estate sales in Aspen and Snowmass. She does have the quarterly report which she can email to anyone who is interested. David R mentioned the upcoming Lance Armstrong's charity ride supporting children with cancer. Please visit <http://www.wapiyapiclassic.com/> for more information. The Aspen Valley Hospital District will ask voters in November to authorize borrowing \$50 million to help fund a planned \$73 million expansion and renovation project. AVH receives very favorable reviews with strong support. Please vote. Jeanette attended the American Renewable Energy Day (AREDAY) and said Ted Turner thought it was the best he had ever attended. Nina E has also spoken to people in the community who don't fully understand the lodging tax. Erik Klanderud reminded the board of the

ACRA/Aspen Skiing Company Community Luncheon event being held this Thursday, September 2nd at the Sundeck. The ski pass deadline will be on Friday, September 24th. We also have a networking event scheduled on Thursday, September 9th at the Cantina starting at 5 p.m. Derek Johnson - It's important to educate the community on Amendment 60 & 61 and Proposition 101. Senih G – It seems many visitors are staying at their new sister property, St. Regis Deer Crest in Park City, UT. They recently rehired Kristi Kavanaugh-Bradley as their Director of Sales and Marketing. Donnie Lee is optimistic for the winter season bookings at The Gant. Bryan N says the summer has been on par for the restaurant businesses. August has taken a little bit of a dip. Mike O just finished reading the book, "The Outliers" and encourages everyone to read it. David P says there are signs we should have a good winter. The Farmers' Almanac calls for a mild winter with average snow. The ACRA/Aspen Skiing Company Luncheon theme is "What matters". An executive from United Airlines, Thomas O'Toole, will speak at the luncheon. Bill T is pleased to have Frontier continue service to Aspen through the winter season. The possible merger with United and Continental is in the works. He foresees Labor Day weekend will be a strong with bookings. Occupancy in July was great and August was better than expected. John Maloy – K-8 started their school year today. Last year the Aspen School District decreased their budget by 1.2 million. This year may decrease by 1.6 million. Cristal L – The Aspen Institute will have "The Aspen Seminar" which will be held September 19-25. Please visit <http://www.aspeninstitute.org/seminars/-aspen-seminar> for more information. Susan H – The Colorado Governors Conference will be held in Snowmass, September 29th – October 1st. Snowmass and Aspen Film Fest will be promoted. Jazz Aspen/Snowmass will be this coming weekend.

Adjournment: 10:28 a.m.