

ASPEN CHAMBER RESORT ASSOCIATION
BOARD OF DIRECTORS MEETING MINUTES
February 23, 2010 – Aspen Square

Call to order: ACRA vice chair Carol Hood called the meeting to order at 8:40 a.m.

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

Approval of the January 26, 2010 minutes: The board unanimously approved the January 26, 2010 minutes.

Presentations: David Ressler and John Sarpa, president of the Aspen Valley Hospital Board of Directors, gave a presentation on the Aspen Valley Hospital master facility plan. Construction of the entire project will take approximately seven years with a total square footage of 215,000. The projected budget for construction would be over \$100 million. Funding for the project will come from a combination of cash reserves, bonds, and philanthropy. The new modern facility will enhance the patient and family experience.

Vice chair's comments: Pete Havel, Executive Director, Southwest and South Central Regions, from the U.S. Chamber of Commerce will be attending our next board meeting regarding climate change. Carol reminded the board of the upcoming events: The City of Aspen luncheon on Wednesday, April 7th and the 2010 Food and Wine Classic on June 18 – 20th. Charlie reported on the financial status of the chamber. The ACRA has a decent cash reserve and is running in the black. He praised the ACRA staff for their efforts on managing the budget.

President's comments: This year's chamber budget will be a stub year and run from May 1 – December 31, 2010. Stan and Debbie are currently updating the ACRA bylaws. Board elections will be in process in the next few weeks. The Nominating committee will also be meeting to discuss new officer terms.

Member Services/Public Affairs update: Jeanette – The member services committee is currently working on a membership survey to send out to the membership. Previous surveys are being reviewed. The Public Affairs committee is also involved as there will be Public Affairs related questions included on the survey. The committee will be meeting again after the survey results are in. The main issue on the last survey to the members was marketing. Concerns were raised regarding the state funding for tourism being amended. Many letters of support were sent by board members to our state representative. We are glad to see it is still in place.

Marketing Committee update: Donnie - Julia and her team have been reviewing proposals for a new marketing agency. They have narrowed it down to four finalists. Information on all agencies has been compiled and will have a final decision within the next week.

Debbie attended the W.A.C.E. conference in San Francisco and received great feedback. She attended some governmental affairs meetings which were very informative. Julia recently went to New York for a media pitching trip. They hosted several events in the area and built some solid relationships. Dorothy is pleased with the feedback on the "Ask Me...I live here button". She was pleased to announce long time employee of the Pitkin County Library, Kathy Chandler, as our new star of the month.

Old Business: Bryan Nelson, restaurant representative on the ACRA board, sent out a letter to his constituents for their feedback on food vendor carts in Aspen. So far there are 20 against the idea. A City Council work session is scheduled on Monday, March 1st. Bryan will be attending the work session and encouraged others to attend. Saturday Farmers Market - Brad Jasicki was informed a petition has been going around in support of the extension of the farmers market. The extension would continue along Hyman Ave. There are a few businesses that opposed.

New Business: None

Directors Comments: Charlie showed concern with the state funding for education. The district is looking at over a million dollars in budget cuts. Mike O – At the EOTC (Elected Officials Transportation Committee) meeting discussions were made on where transit sales and use tax would be distributed. Cristal - Non-profits are competing for audiences. Jeanette sent out emails regarding the tourism funding. She emphasized how important tourism is to our town. She thanked the Aspen Skiing Company for their efforts with the X-Games. Jennifer Carney is working on Food and Wine. Volunteer registration information can be

located on the ACRA website. John Speers is in the process working on the details for the Big Apple Event happening at the end of August. This event will be coordinated with Jazz Aspen and their 20th anniversary. Bill reported occupancies were down. In the month of January occupancy was down 8% with significantly lower average rates. The good news is that people are here but spending less. Snowmass occupancy is looking good for March. Airline passenger seats are up over 11% for January. Frontier will continue service with the q400 planes through Labor Day weekend. Other alternatives for service after Labor Day are in discussion. Carol H gave an update on real estate sales - In Aspen, there are 22 contracts pending, 13 sold. In Snowmass, 7 contracts are pending. The Viceroy Snowmass currently has 80 residences under contract that have a March 1st deadline. The Land Title report is complete and is available electronically for those interested.

Adjournment: 10:34 a.m.