

**ASPEN CHAMBER RESORT ASSOCIATION  
BOARD OF DIRECTORS MEETING MINUTES  
January 26, 2010 – 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, Carol Hood, David Perry, Helen Klanderud, Stan Clauson, Adam Fortier, Dave Ressler, Diana Sirko, Don Sheeley, Bobbie Burkley, Bill Tomcich, Jeanette Darnauer, Laura Smith, Nina Eisenstat, Brad Jasicki, Mike Owsley, Donnie Lee, David Perry and Dale Paas. Absent: Charlie Bantis, Bryan Nelson, Mick Ireland, Susan Hamley, Jeff Gorsuch and Steve Fante. Guest: Scott Gordon. Staff: Debbie Braun, Erik Klanderud, Michelle Miller, Julia Theisen, Jennifer Carney and Dorothy Frommer.

Warren welcomed new board member Donnie Lee from the Gant (replacing Casandra Foister) and guest Scott Gordon from Alpine Bank who sits on the ACRA Public Affairs committee.

**Approval of the November 26, 2009 minutes:** The board unanimously approved the November 26, 2009 minutes with the following corrections. Under Public Affairs update: "Charlie feels "our" membership should be surveyed", remove "It was seconded by Jeanette and unanimously by the board" and replace "reputable" with "reprehensible".

**Presentations:** In depth with Bill Tomcich. Bill gave an update on Aspen air service, occupancies and Stay Aspen/Snowmass. Frontier airline bookings topped United in December 2009. The overall results for December were impressive. Bookings for the upcoming months are at an increase. Last minute bookings at Stay Aspen/Snowmass are up. Direct flights are in demand. He congratulated the Aspen Skiing Company for their great product and Jeanne Mackowski for her comprehensive marketing campaign. Well done.

**Chair's Comments:** Warren thanked Jennifer for another great Wintersköl. All the activities were a complete success. The 950K funding from the city has been implemented and the marketing team is moving forward. Julia will be firming up the 2010 Destination Marketing plan.

**President's comments:** Last months ACRA holiday party had a great turnout. The 12 days of Aspen also went very well with great feedback. Thanks to all you attended our sold out Winterskol luncheon at the St. Regis Aspen. Business of the year awards were presented at the luncheon. All the activities for EPIC WinterFest were well attended. Thanks to the city for funding this great event. Julia will be heading to New York with Promo Inc. on a media trip. Debbie will be heading to San Francisco to attend the annual W.A.C.E. (Western Association of Chamber Executives) conference. The ACRA is looking to create a new event partnering up with Outside magazine in June 2010. More details to come.

**Executive committee update:** The committee met a couple weeks ago. ACRA finances are looking good. Casandra Foister has resigned from the board and is no longer working with the Innsbruck. After a discussion with the committee, Donnie Lee from The Gant was appointed to complete the term. Donnie will also serve as chair the marketing advisory committee.

**Member Services update:** This committee has been revamped. Strong applications came in for the Business of the year awards. A business summit is in the works for this Spring. The 2010 Business Advocacy Survey will soon be sent out to the membership focusing on how we can better serve our members. She also welcomed any other board members to attend their committee.

**Old Business:** Resolution Letter to the U.S. Chamber of Commerce – We did send a letter but didn't receive a response. It was asked if we should continue to be a member of the U.S. Chamber of Commerce. Warren replied that it's beneficial to continue being a member. Debbie will follow up via email.

**New Business:** Vending food carts in Aspen – it has been discussed by city council and CCLC to consider having vendor food carts around town between the hours of 10:00 p.m. and 2:00 a.m. No decisions have been made as of now.

**Directors Comments:** Dale thanked everyone again for the business of the year recognition. He is looking forward to the summer and will continue to support the marketing efforts. Helen congratulated staff for Wintersköl and 12 days. Thanks to the city for the extra funding. Carol mentioned there will be a real estate summit scheduled for March 3<sup>rd</sup> from 1:00 p.m. to 5:00 p.m. Marketing statistics will be available and presented in March. The Land Title report will be out next week. Mike O takes their role seriously at the airport. The airport master plan is still in process. Bill T added a big thank you to Pitkin County and their efforts at the airport. David P reports a spike in occupancy due to the X-Games. The SIA ski show is in Denver and scheduled the same time as the X-Games. Many will be attending both events. He is very pleased with the community efforts for these events. Buttermilk will continue to be open with ski school located up the mountain during the X-Games. David R will be presenting at the next ACRA board meeting. He noted the other medical clinics in Snowmass as well as in Basalt. Don S congratulated Warren

for his son's achievement to the 2010 Winter Olympics. Donnie Lee (The Gant) is glad to be on the board and will have more to report at the next meeting. Adam F reports general economic conditions are stable. Lending restrictions are tight. Real estate development is down. Warren thanked Dorothy and her staff for their superb performance at the airport. Dorothy shared the new "Ask Me! I live here" button, which is the next outreach for the guest service program. John S is seeing some group business. The pace is well for several months. Mining for Ideas – The Little Nell received approval to showcase an event in late August called The Big Apple BBQ. This will be a two day event. Scott Gordon (Alpine Bank) would like to attend more meetings and be more involved. Brad J feels that retailers are happy as people are making purchases. Jeanette congratulated the ACRA staff on Wintersköl along with Dorothy and her staff. The visitor counts are impressive. Nina E – Discussions on marketing is important. She likes the "Ask me! I live here" button. Stan C – The architecture development industry is not doing well. There are many layoffs. Most of these firms have been around for some time. Aspen needs renewal and development. The fireworks were great! Jeanette is in agreement with Stan on renewal projects.

**Adjournment:** 10:28 a.m.