

**ASPEN CHAMBER RESORT ASSOCIATION
BOARD OF DIRECTORS MEETING MINUTES
June 29, 2010 – The Gant**

Call to order: ACRA chair Warren Klug called the meeting to order at 8:40 a.m.

Attendance: Those present were Charlie Bantis, John Speers, Susan Hamley, Donnie Lee, Helen Klanderud, Stan Clauson, Bill Tomcich, Bryan Nelson, Jeanette Darnauer, Dave Ressler, Nina Eisenstat, Cristal Logan and Heather Kemp. Absent: Mick Ireland, Mike Owsley, Adam Fortier, Bobbie Burkley, Laura Smith, David Perry, Brad Jasicki, Carol Hood and Jenna Weatherred. Guests: Jim Elwood and the Snowmass Sales and Marketing team. Staff: Debbie Braun, Michelle Miller, Jennifer Carney, Julia Theisen, Dorothy Frommer and Greg Fitzsimmons.

Warren congratulated Jennifer Carney for her pregnancy news and introduced Greg Fitzsimmons, new Communications / Social Media Coordinator at the ACRA.

Approval of the May 25, 2010 minutes: The board unanimously approved the May 25, 2010 minutes with one change to the directors comments. Mike O – Jim Elwood is giving a presentation on the environmental assessment “related to the airport extension.”

Presentations: Snowmass Tourism update: Susan Hamley, Director of Snowmass Tourism, with the Town of Snowmass gave a presentation on the history of the Snowmass organization and its departments including budget performance, their sales campaign, group sales, and Snowmass events throughout the summer. She was joined by some of the Snowmass sales and marketing team: Kristi Kavanaugh-Bradley, Group Sales Director, Beth Albert, Senior Marketing Manager, Dave Elkan, Sponsorships and Events, Patsy Popejoy, Guest Relations Manager, Sue Whittingham, Guest Services Coordinator, Mark Meleg, Online Marketing Manager and Pam Crecenti, National Sales Manager.

Chair’s comments: Warren thanked the ACRA staff for wonderful Food and Wine weekend. The 4th of July weekend is coming up and encouraged everyone to join the festivities. The executive committee will be meeting with Debbie for her annual performance review next week.

President’s comments: Debbie thanked those who attended the Food and Wine luncheon. Dales Paas was the recipient of this year’s Molly Campbell Service Award. Thanks to Jeannette and the Member Services committee and their efforts with the Chamber Ambassador program. There were several last minute calls for Food and Wine Passes. Bill reports they had several walk ins and sold over 230 passes the last week prior to the Food and Wine event.

Old Business: Airport Runway Extension: Jim Elwood, Airport Director, at the Aspen/Pitkin County Airport gave an update on the airport runway extension. The goal is to bring more passengers on existing aircrafts. There are many false perceptions out there. The ACRA sent out a survey on this issue to its members. Over 80% of our members are in support of the runway extension. Stan made a motion to prepare a resolution and support the Aspen/Pitkin County Airport runway extension to the County Commissioners. It was seconded by Helen and passed unanimously by the board.

Finance committee update: Charlie Bantis reported the chamber made a profit of \$39,000.00 in the last fiscal year. The balance sheet remains healthy. Congratulations to Debbie and the ACRA staff for their hard work.

New Business: Given Institute – Stan touched on the issue regarding the support and protection of the Given Institute owned by the University of Colorado School of Medicine which is looking to sell this fall. A potential buyer doesn’t want the property unless it is demolished. Stan made a motion and proposed a resolution of continued support that the ACRA encourages the University of Colorado School of Medicine to preserve the facility. It was seconded by David Ressler and passed unanimously by the board.

Directors Comments: Dave – The 2nd reading on Phase II of the Aspen Valley Hospital Master Facility plan was presented at city council yesterday. The next reading will be on July 12th. Julia – The next marketing advisory committee meeting is on July 20th at The Gant. They are currently promoting events coming up. Staffing changes are also in effect. Debbie thanked Julia for the video presented at the Food and Wine Luncheon. Heather Kemp – everyone is really optimistic on this year. It should be a great summer. She is working on marketing August. Bryan – restaurants are doing well and have received positive feedback for the summer. Bill T – Overall things are looking good, especially in July. Last minute people are still coming in. Donnie Lee feels the pace for summer will be better than last year. Debbie and Julia are working on a timeline for the upcoming lodging tax vote for marketing. John S - Press releases went out last week on the Big Apple event and are working together with Jazz Aspen. Jeanette – The next member services committee meeting is on July 7th starting at 9:30 a.m. The PRSA conference that was recently here was very successful. Many tweeters were among the group. Cristal – The Aspen Institute had a huge start to the summer season. This past Sunday was reopening of the Paepcke building and was well attended. Individual tickets went on sale yesterday for the Ideas Festival. Helen – If you have not seen the Paepcke renovation, go see it. Charlie – Vectra Bank hosted a business luncheon last week at the Viceroy. He also mentioned the finance reform bill which he does not agree with and encouraged those who disagree to make yourself heard and call your congressman.

Adjournment: 10:44 a.m.