

**ASPEN CHAMBER RESORT ASSOCIATION
BOARD OF DIRECTORS MEETING MINUTES
March 30, 2010 – The Gant**

Call to order: ACRA chair Warren Klug called the meeting to order at 8:34 a.m.

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

Approval of the February 23, 2010 minutes: The board unanimously approved the February 23, 2010 minutes.

Presentations: Pete Havel, executive director, Southwest and South Central Regions from the U.S. Chamber of Commerce gave a presentation on their position on climate change and that they support tax incentive based climate change legislation.

President's comments: Congratulations to Chris Klug for his win in Steamboat. Thank you for all your input and views on the U.S. Chamber.

Finance committee update: Charlie is pleased how well Debbie and staff have managed the chamber budget. Our cash position is good. Aspen group sales numbers are slightly down. The new chamber stub year budget, May 1 – December 31, 2010 was distributed to the board. A motion was made to approve the stub year budget. It was seconded and unanimously approved by the board.

Bylaw update: Stan – The bylaws are currently being revised. Mainly due to the new fiscal year and board elections.

Nominating committee update: Stan C - We received two petitions, one from Jenna Weathered from the Aspen Times for the service seat and the other from Heather Kemp from Sashae for retail. The full slate of candidates was presented to the board. Stan made a motion to endorse the slate of candidates by acclamation. It was seconded and passed unanimously by the board.

Marketing Advisory update: Our summer promotion will be similar to last year. The 2010 Spring/Summer/Fall Aspen/Snowmass rack brochure will be out soon. The marketing department is currently working on the Outside in Aspen weekend event. Registration will start in 10 days. A new video campaign is in the works called "This is my Aspen" which will feature locals and what Aspen means to them.

Member Services/Public Affairs update: Please look over staff report. Save the dates. The results of the annual business advocacy survey will be shared at the City of Aspen luncheon. Erik is working with Aspen Young Professionals who will have a table at the luncheon. Guest service tokens were distributed. Please take the tokens and hand out a token for good service.

Old Business: None

New Business: Tourism and promotion tax increase – This additional 1% room tax question will be on the ballot in the November and will be a city-wide vote. The Aspen Lodging Association (ALA) has already approved and Mayor Ireland will chair the committee. Warren made a motion for the board to move forward on the campaign. It was seconded and passed unanimously by the board.

Directors Comments: Nina E reports business is up in the service sector. Many are talking about perfect summer pass. Carol Hood reported real estate 1st quarter statistics for the Aspen/Snowmass area. Dale encourages everyone to reach out for their constituency to support the new tax for marketing. David P feels some people are not as attentive with the "city-wide" phrase. It's not a city-wide tax, it's a city-wide vote. ASC is announcing they will extend the season for two weekends and will open as much of the mountain as they can. Bryan Nelson commented on the restaurant closure rumors. So far Toppers is the only one who confirmed they are closing. Don S – CCLC has approved the extension to the Saturday market. We are moving forward and excited about it. Susan showed concern on the unanswered questions from the U.S chamber representative. Debbie will follow up with the Pete and get the answers. Disabled winter sport clinic is in town. Debbie suggested having some elected officials welcome the vets next year at the airport. Bill T reports overall occupancy is up. Summer bookings are looking good. There is a Food and Wine Sip, savor and save package promotion going on. David R commented on health care reform. Diana Sirko thanked everyone for their team spirit and support. There will be two community meetings coming up on budget cuts. She noted seven other school districts in the same situation.

Adjournment: 10:28 a.m.