

**ASPEN CHAMBER RESORT ASSOCIATION
BOARD OF DIRECTORS MEETING MINUTES
May 25, 2010 – The Aspen Square**

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

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

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

Presentations: Sign code update: Chris Bendon, Director of Community Development, from the City of Aspen introduced Derek Alexander and Claude Salter who gave an update on the sign code amendments. On June 4th they will be having a meeting at Sister Cities.

Mining for Ideas Update: Barry Crook, Assistant City Manager, from the City of Aspen gave a presentation on special event funding, how it was allocated and the measure of success.

Chair's comments: Diana Sirko will be resigning from the board next month. Students from the Aspen High School will graduate this weekend. There are 140 graduates this year. Business is coming in at the Aspen Square and the phones are ringing. They are in full preparation mode for summer.

President's comments: Jennifer Carney and Julie Hardman are currently working on Food and Wine event. Two Food and Wine passes will be available for each board member. Passes will be available for pick up on Thursday, June 17th from 11 a.m. – 5 p.m. and Friday 8 a.m. – 5 p.m. Our new membership campaign began on May 1st. This year's 2010 Business directory and other marketing pieces were distributed. As of today, we have brought in about \$100K in member dues. Members are taking advantage of the early discount. The Chamber 2009-2010 fiscal year is coming to an end. We did very well finishing in the black.

Marketing Advisory committee update: Julia Theisen gave an update on the ACRA Destination Marketing campaign. This year's promotions, including the perfect summer pass, are user friendly and will bring value to our visitors. She also presented the newly launched Trip Advisor site. PRSA Conference – Several public relations professionals from all outlets will be here this week at the St. Regis attending the PRSA conference. David Perry feels we should be proud of our marketing efforts and should put it out to our constituents.

Dorothy Frommer gave an update on the Ambassador Program and FACES of Aspen. All Pitkin Co employees are working as a team when assisting visitors. Over 900 "Ask Me I Live Here" buttons have been distributed. Feedback has been positive.

Nominating committee update: Stan announced the new slate of officers on the ACRA board. Warren Klug, chair, Carol Hood, vice chair, Charlie Bantis, treasurer, Helen Klanderud, assistant treasurer, David Perry, secretary, Stan Clauson, assistant secretary. A motion was made to approve the slate of officers. It was seconded and passed unanimously by the board.

Old Business: None

New Business: None

Directors Comments: Laura –The Aspen Music Festival season is July 1st – August 22nd. Ticket sales are going well. The operas are running as a trilogy. The iPhone app will be available again this year. New calendars with updated information will be printed and distributed. Senih Geray (St. Regis Aspen) The public relations group (PRSA) will be checking in to the St. Regis today and look forward to the next three days. Summer is picking up. The St. Regis Aspen is still up for sale. Nina E is pleased and impressed with the marketing efforts. Jeanette encouraged people to welcome PRSA. Bryan Nelson met with city council last night regarding food carts. The restaurant constituency feedback was not in favor of the food carts. Scott Gordon – Households are still struggling with unemployment. Bill T – SAS is looking strong in July. Food and Wine is pacing in line with last year at this time. Day Passes may sell out soon. Rooms are still available during Food and Wine weekend. United is pleased with their marketplace. Capacity on flights is looking strong. Adam suggested it would be a good idea to wear the "Ask Me I Live Here Button" a day in the summer and in the winter? Brad Jasicki is in cleaning mode and gearing up for summer. Heather Kemp (Sashae) - Several of the 2nd homeowners are coming out earlier. She is looking forward to working with Brad in the retail sector and the ACRA board. Carol Hood is really busy this week and next week with the marketing tour. Mike O – Jim Elwood is giving a presentation on the environmental assessment. He is pleased to have Heather Kemp from Sashae on the board. Especially, since he purchases flowers for his administrative staff on a weekly basis. David Perry – Summer operations open this Saturday, May 28th. They are making significant changes in Snowmass including an Aspen/Snowmass 7 day two mountain summer pass for \$29. Jenna W did wear the "Ask Me I Live Here" button and enjoyed the experience. The Aspen Times will be having a locals event at the Wheeler on June 11th from 4:00 -7:00 p.m. Awards will be presented.

Adjournment: 10:46 a.m.