

**ASPEN CHAMBER RESORT ASSOCIATION
BOARD OF DIRECTORS MEETING MINUTES
October 26, 2010 – The Aspen Square**

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

Attendance: Those present were Stan Clauson, Helen Klanderud, Nina Eisenstat, Cristal Logan, Mike Owsley, Bobbie Burkley, Donnie Lee, Dave Ressler, Jeanette Darnauer, Adam Fortier, Charlie Bantis, Jenna Weatherred, Carol Hood, John Speers, Mick Ireland, Senih Geray, Kenny Smith and Heather Kemp. Absent: Laura Smith, David Perry, Susan Hamley, Bill Tomcich, Bryan Nelson and John Maloy. Staff: Debbie Braun, Michelle Miller, Julia Theisen, Erik Klanderud, Julie Hardman, Toni Case, Eliza Mauk, Sarah Reynolds and Dorothy Frommer.

Warren welcomed newly elected board member Kenny Smith from Meridian Jewelers who will be representing the retail sector as well as other committee members: Rob Ittner, Rick Jones, Casandra Foister, Kristin Drake, and Maureen Poshman.

Approval of the September 28, 2010 minutes: The board unanimously approved the September 28, 2010 minutes.

Presentations: Julia Theisen presented the 2011 Destination Marketing Plan and a video. The plan includes key strategies, a tourism overview, the projected budget with a successful election and key areas they are going to focus on the upcoming year. A link will be provided on the Board Report which will be emailed out.

Chair's comments: In the final stretch of the election. We need to continue to educate the community with the facts on the lodging tax. The Aspen Square is ahead of last year with bookings and are optimistic for this coming winter. The Quiznos bike race is still in discussion. John Speers announced the Big Apple BBQ will be coming back next August.

President's comments: Debbie - Tomorrow is the last day to submit a letter to the editor on the lodging tax (Yes on 2A). One of the benefits to having an entire year to prepare for this campaign was to build an infrastructure, to create a strong sales team and develop new technology. The member services committee has really put in a strong effort for the upcoming Business Expo next month being held at the Hotel Jerome. They are still looking for a key note speaker. For those who are interested please contact Jeanette Darnauer at jeanette@darnauer.com. The Aspen Times will be doing an ad campaign for this event.

Member Services committee update: Jeanette – The Business Expo is scheduled for Tuesday, November 16th and free to ACRA members. Vectra Bank is the lead sponsor. There will be three panel discussions. For more information please go www.aspenchamber.org.

Nominating committee update: Stan – A board election was held to fill the open retail seat on the ACRA board. Kenny Smith from Meridian Jewelers was the winner of the election. We are pleased to have him on the board.

Old Business: None

New Business: None

Directors Comments: Carol gave an update on the real estate sales in the area. Low offers are coming in. The west end has drawn the most interest. Fractional sales have been off by 60%. Charlie - Banking as an industry is still in crisis. Cristal Logan – Festival passes will go on sale to the public next week. Stan reports architecture businesses are still not doing well. Bobbie has been out talking to people on 2A and emphasizing the importance of our issue. Mike O - Pitkin Co is in the process of reviewing their budgets and being conservative. The airport runway extension is still in progress. Donnie L agrees that bookings are slowly coming in at an increase from last year. He congratulated Julia and her team for their efforts on the 2A campaign. John Speers – The BBQ is a community event and had several local residents participate. The Little Nell was able to pay \$25K to employees working the event. The hotel is seeing growth in occupancy and rate with less traffic. Kenny Smith is excited to be on the board and will do his best to represent the retail businesses. He strongly supports 2A. Senih is concerned with first quarter bookings. Nina E says the election ballot is so overcrowded. We all need to put the word out this week on 2A. David R – Please show your

support for 5A & 5B and vote yes. Heather Kemp – City Market will be closed for the next 2 ½ weeks. They are offering 10% coupons to locals. Everyone she has spoken to supports the ballot issues for the hospital and schools. Mick- Mail in ballots will not be forwarded if you have moved. Please vote early. This month is domestic violence and breast cancer awareness month. It's been a pleasure working with everyone on 2A. Please note there is no early voting the Monday prior to election day.

Adjournment: 10:35 a.m.