

**ASPEN CHAMBER RESORT ASSOCIATION
BOARD OF DIRECTORS MEETING MINUTES
September 28, 2010 – The Aspen Square**

Call to order: ACRA chair Warren Klug called the meeting to order at 8:35 a.m.

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

Approval of the August 31, 2010 minutes: The board unanimously approved the August 31, 2010 minutes.

Presentations: David Ressler, CEO at Aspen Valley Hospital and John Maloy, Superintendent at the Aspen School District, presented on the hospital and school issues upcoming on the 2010 November election ballot. David revisited the Aspen Valley Hospital Master Facilities Plan and the importance of the updates and expansions for the hospital. John Maloy discussed the overall impacts to the Aspen School District if Amendment 60, 61 and Proposition 101 are passed. Helen provided the results from the "5 Quick Ballot Questions" survey on election ballot issues that was emailed out to 561 ACRA members. Warren made a motion for the ACRA board to support the ballot questions 3A and 5A, 5B for the Aspen School District and Aspen Valley Hospital. It was seconded and passed unanimously by the board.

Chair's comments: The College Fair is this weekend with over 200 college representatives. Mick - Voter registration deadline is Monday, October 4th. You can register online at pitkinvotes.org. Early voting begins on Monday, October 18th. Julia provided an update on the Aspen Lodging Tax campaign. They are still looking to raise funds for the campaign. Vote YES on 2A display materials are in and being distributed throughout town. The website is up and running. Aspenlodgingtax.com. He thanked Debbie and the staff for a wonderful ACRA/Aspen Skiing Company luncheon at the Sundeck.

President's comments: Debbie is leaving for Washington DC for the U.S. Chamber annual board meeting. Julia is attending Colorado Governors Conference on Tourism which will be held in Snowmass Village and will be presenting on tourism funding. Julia will also be attending the Marketing Outlook Forum in Las Vegas. Donnie Lee has accepted the assistant secretary seat on the Executive committee.

Public Affairs update: Helen mentioned that Stan had covered the CICE Conference call on October 7th. She also presented the results from the recent survey entitled "5 Quick Ballot Questions" that was circulated on Monday, September 20th to the ACRA membership. Also, that in discussing with Debbie and Warren, it has been decided to have the Executive Committee function as the Public Affairs Committee.

Member Services committee update: Jeanette – The member services committee are working on the upcoming Business Expo which will take place in early November. They are collaborating with Colorado Mountain College. Funds for this event will be raised through sponsorships. A mailing to the membership will be sent out next week. The next ACRA Networking Event will take place at the Hotel Aspen on Thursday, October 14th.

Nominating committee update: Stan - Brad Jasicki resigned from the board which left us with an open retail seat. He asked the board to go to their favorite local retailer and seek out a new board member to fill the seat.

Old Business: None

New Business: Hidden Gems update: Michael Owsley and Nina Eisenstat discussed the Hidden Gems Wilderness Proposal update which was distributed out to the board. Information will be sent out to the Membership. An educational seminar is currently in the works. Event date and location will be decided soon. More to come.

Directors Comments: Bryan N – A few new restaurants are opening soon. Silver Queen Restaurant, Junk and CP Burger. Mick – Sales tax were up 13.5% in July. The City of Aspen is working with the Aspen Skiing Company to possibly set up Wagner Park as a skier park. John Maloy noted the College Fair is this weekend. Nina – The election ballot has several important issues. We need to educate your community. Adam just returned from graduate school of banking. He will have an updated banking report at the next meeting. Donnie referred to the lodging industry report for 2011. Bill T is seeing encouraging pick up on last minute bookings. Many visitors are coming up for foliage tours. Yesterday they had 19 last minute walk-in bookings. Heather reports retailers are relocating to areas with lower rent.

Adjournment: 10:37 a.m.