

**ASPEN CHAMBER RESORT ASSOCIATION  
BOARD OF DIRECTORS MEETING MINUTES  
April 26, 2011**

**Call to order:** ACRA chair Warren Klug called the meeting to order at 8:38 a.m.

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

**Approval of March 29, 2011 minutes:** The board unanimously approved the March 29, 2011 minutes with one correction to the attendance section – add Carol Hood.

**Presentation:** Bob Daniel gave an update on the revised design of the S. Aspen St. / Lift One Lodge. Visual displays of the redesign were presented. Bob asked if anyone would be interested or who would like to be involved as we move forward. Please contact Bob at [bdaniel@chaffinlight.com](mailto:bdaniel@chaffinlight.com) with any additional questions. They hope to go to before council in August.

**Chair's comments:** Warren attended the Mountain Travel Symposium along with Debbie and Julia. Challenges with lodging discounts are affecting many ski resorts and is a big deal. Last year Aspen had an increase in lodging business and we hope to have another successful summer. He thanked Debbie, the ACRA staff and city employees for a great City of Aspen luncheon.

**President's comments:** Julia and Maureen Poschman from Promo, Inc. are attending a media event in Denver pitching our Arts and Cultural marketing campaign to the front range media. Debbie thanked Mayor Ireland for his efforts with the 2A Aspen lodging tax campaign. Vacation planner and rack brochures are out and distributed. We had a city council candidate show at Grassroots last week. We also had a successful City of Aspen candidate forum at the Limelight Lodge which had a great turnout. Our annual City of Aspen luncheon was at the Aspen Meadows. Members were pleased with the presentations from the ACRA and City of Aspen. The board reports will continue to be emailed out by Greg Fitzsimmons. Starting tomorrow, Debbie will be attending Colorado Chamber of Commerce Executives conference (CCCE) in Palmer Lake, CO.

**Member Services' committee update:** Jeanette reported they are still working on the member components on the ACRA website. They also plan to reach out to the service category regarding the AACP.

**Marketing Advisory committee meeting:** Donnie Lee – Our resort is still in a competitive situation. Prices are still compressed with demands from the consumer. The marketing team is putting the word out and continues to work hard about Aspen being accessible and a great Arts and Culture community.

**Nominating committee update:** Debbie delivered the nominating committee update as Stan was unable to attend the board meeting. She announced that Nina and Jeanette have been reelected to the service seats on the board. New officers will be announced at the next board meeting. If you are interested in becoming an officer or sitting on a new committee please contact Debbie.

**Old Business:** AACP Resolution – There are two major issues – Recognizing the update to the 2007-2008 economic study and recognizing the lodging component. A resolution was presented to the board. Warren made a motion for the board to approve the "RESOLUTION OF SUPPORT FOR A FORMAL LODGING STUDY INCLUDED WITH THE 2011 ASPEN AREA COMMUNITY PLAN AND UPDATE TO THE 2007 – 2008 ECONOMIC STUDY". It was seconded and unanimously approved by the board with a couple revisions. Mike O and Mick Ireland abstained.

**New Business:** Immigration – this is an issue that has a huge impact on local businesses and employees but can only be solved on the national level. Warren would like to urge our elected officials to take action to address immigration reform now and asked for support from the board. It had been decided to review more thoroughly and address at the next meeting.

**Director's comments:** John S – USA Pro Cycling Tour – the women's race will take place prior to this event. They hope to have the application finalized this week for the Aspen BBQ and will be looking to incorporate local businesses including the Hickory House. Helen is delighted to serve another term on the board. Jeanette is also pleased to be back on the board. The next airport master plan meeting is scheduled at the Aspen Operations Center starting at 6:30pm on Monday, May 23<sup>rd</sup>. For more information please visit at [www.aspenairportplanning.com](http://www.aspenairportplanning.com). Bill T also attended MTS. The summer outlook for SAS is better than last year. One noticeable time is the week of August 28<sup>th</sup>. The USA Pro Challenge race has been said to be one of the largest attended events in CO. Construction on the airport runway has started and will be closed Sept 13 – 15 and Oct 4 – 6<sup>th</sup>. Bill is a board member on the Colorado Ski and Snowboard Hall of Fame. This year's new inductee is Chris Klug. Kenny S – Retail is under separate pressures and people are not spending the way the traditionally have. Cristal – She and Julia met with the non-profit businesses and everyone is doing well. Nina is very pleased to be reelected. She along with Jeanette and Jenna will continue to work with the service category on awareness on AACP. Carol H has YTD real estate statistics and can forward those on by email if interested. Susan – Please come and visit our Snowmass Discovery Center. For more information please visit <http://www.snowmassiceage.com/>.

**Adjournment:** 10:54 a.m.