

**ASPEN CHAMBER RESORT ASSOCIATION
BOARD OF DIRECTORS MEETING MINUTES
August 30, 2011**

Call to order: ACRA chair Warren Klug called the meeting to order at 8:36 a.m.

Attendance: Those present were Warren Klug, Cristal Logan, Helen Klanderud, Bobbie Burkley, Jeanette Darnauer, Adam Fortier, Kenny Smith, Cristal Logan, Bryan Nelson, David Ressler, David Perry, John Speers, Michael Owsley, Heather Kemp, Nina Eisenstat and Senih Geray. Absent: Donnie Lee, Stan Clauson, Charlie Bantis, Carol Hood, Jenna Weatherred, Susan Hamley and Bill Tomcich, Laura Smith and John Maloy. Guests: Logan Hood, Torre. Media: Janet Urquhart. Staff: Debbie Braun, Julia Theisen, Erik Klanderud, Dorothy Frommer, Julie Hardman, Heather Compton and Greg Fitzsimmons.

Approval of July 26, 2011 minutes: The board unanimously approved the July 26, 2011 minutes.

Presentation: Logan Hood, Executive Director for Aspen Chapter of Susan G. Komen for the Cure, presented an update on the organization, its local impact, and its wide reach. Hood's presentation began with a video illustrating the universal impact of breast cancer, and illustrated Komen's vision: A world without breast cancer.

Susan G. Komen is a trusted non-profit/brand because of its commitment to being transparent and because the funds donated and raised stay local and goes to research that benefits the local community. Komen's rating as a four-star non-profit illustrates the public's trust. Since its inception in 1991 by Sandy Israel, the Aspen Chapter is 1 of 124 domestic affiliates and has raised more than \$4,6750,000 over the years. 75% of money is raised from the Aspen Race for the Cure and the Aspen/Snowmass Ride for the Cure (plus 3rd parties). And, Hood said that they adhere to 25% expense to revenue ratio.

Based on five fundamental pillars (Education, Fundraising and Research, Policy and Advocacy, Grant Making, and Programs), the Aspen Chapter of Susan G. Komen has invested in the Roaring Fork Valley's community—a majority of the population who is isolated from urban service providers—by being instrumental in Latino outreach, educating young women, nutrition, health, wellness, and prevention. Participate. Volunteer. Advocate. Donate. For more information, Logan Hood may be reached via email (Logan@komenaspen.org) or phone (970-920-0250) - Everyone is affected by cancer...

Chair's comments: Warren Klug transitioned from Logan Hood's presentation saying that, "Real men wear pink, and everyone is effected by cancer," encouraging ACRA's Board to be involved in the local chapter of the Susan G. Komen for the Cure non-profit. Then, Klug congratulated everyone on the huge success of the UPCC bike race, saying, "It couldn't have been anymore successful... We did get some business in during the race, which is always a slow week and would love to see it happen during the same time next year." Klug also predicted that based on the success from the inaugural UPCC Queen Stage in Aspen it looks as if this will happen for years to come. "Our goal is to have an arrival and departure next year from Aspen," Mick Ireland said to reinforce Klug's sentiments. "This will help the local business community." Klug alluded to local discourse about ways in which to make next year's UPCC better, ways to "moneytize" the event, create more interest, build upon a solid inaugural year, and make the following UPCCs productive and beneficial for the hotels, restaurants, storefronts, etc by "adding to promotional value for Aspen."

Klug reiterated that ACRA will continue to let people know about the organization's concerns with the immigration reform and continue to create coalitions and alliances with like-minded organizations and entities.

President's comments: Debbie Braun praised the team effort that was put in from ACRA's staff for the UPCC. "While the City and Aspen Skiing Co put on the event, Julia Theisen and Maureen Poschman sat on the board, Sarah Reynolds headed the rooms, and Jennifer Carney set up the Expo in Wagner Park," said Braun. "Lots of ACRA time spent on the event, not because it was our thing to do, but because it was the right thing to do for Aspen..."

Jenna Weatherred has resigned from the BOD because she is moving down to a job in Glenwood Springs and won't be up in Aspen anymore. Debbie Braun and the Nominating Committee will meet to discuss the open seat on ACRA's BOD.

Debbie Braun was recently asked to sit on the Colorado Association of Destination Management Organizations and the Colorado Chamber of Commerce Executives boards. Braun accepted both invitations, and says that immigration reform will be a main topic of conversation on both boards. Lastly, Braun alluded to a few seats open in the Aspen's P&Z board and said, "I would like to challenge

someone on this board to apply for a seat on the planning and zoning board [of the City]. I challenge one of you to step up to the plate, please.”

Finance committee update: With Charlie Bantis unable to attend the August meeting, Warren Klug said that ACRA’s finances are “in good shape during these tough economic times.” “We’ll have a much more detailed report at the next meeting,” said Adam Fortier.

Nominating committee update: NONE

Old Business: “We miss the BBQ event” was a sentiment echoed throughout the BOD meeting in support of John Speers.

New Business: Bill Tomcich was not in attendance because he was attending “Air Service Conference” in Santa Fe (where all the in tell about the air service industry happens). David Perry gave an update in lieu of Tomcich’s absence, saying that:

- Frontier is committed to schedule for near term (through March).
- We’re the envy of many resorts because of our ‘small revenue guarantee.’ Other resort communities are suffering cutbacks in flights because they couldn’t meet their revenue guarantee.
- American Airlines’ Dallas flights (to Aspen) are already booking; LA is going to be a challenge that we’re going to have to help promote. It’s good to have competition between United and American with service to Aspen from LA.

Director’s comments: Adam Fortier – Asked about next year’s projections for BBQ. John Speers — It would have been a nice to bookend to the bike race with great events like the BBQ. Talks will begin soon about looking to next year. Mick Ireland — “Best part of the bike race was how happy people were.” “I was disappointed with the newspaper coverage of the women’s race.” “[UPCC] really did bring the community together.” Bryan Nelson — Asked by Warren Klug, ‘has it been a good summer for the restaurants?’ “Yes, I think so...” Kenny Smith agreed with Ireland, town had a great atmosphere during the UPCC. “There was a great feeling throughout town.” Any retailer that has a big picture look knows that the race has a great future for local businesses. Aspen Police putting on a ‘crime prevention in the workplace’ seminar and Kenny Smith and ACRA’s Erik Klanderud helped pass along tips for topics to include on agenda. Jeanette Darnauer — The Member Services Committee and St Regis will co-sponsor (and host) the 2nd annual Aspen Biz Expo (theme: “Building Business Around Social Media”). Any experts or recommendations for speakers are welcome! Vectra Bank is a title sponsor. Runway Extension at airport is on schedule, 3 days in Sept and Oct (Sept 13, 14, 15; Oct 4, 5, 6) with no United flights, but Frontier will be flying. Senih Geray — Special Events at Dallas hotels to spread the word about American Airlines service to ASE. FAM Trip to Mexico City with the goal to get the winter business to Aspen. Nina Eisenstat — Lots of talk with people looking to join ACRA as first timers, wants to promote the marketing opportunities that ACRA offers (need people to know what’s available). Helen Klanderud — Tonight’s meeting re: AACP, to set the schedule for the hearings for the AACP. Visit aspenpitkin.com and click on AACP to see new updates; “entire 117-page updated AACP is there,” different red line sections of AACP as it stands today (“that can change over time.”). Two Issues before AACP, AACP should be on docket around 4:45. “Tourist economy” has been stripped again from the document; so, please go look at the updated version to be familiar with what is going on. Bobbie Burkley seconded everything that people said in praise about the UPCC, acknowledge the criticism but trusts that critics can see the benefits for the future. Will apply for Housing position with the City of Aspen! Heather Kemp — Summer has been strong for local retailers, now quieting down as school resumes. They have 3-4 meetings/year with retailers to talk about how ACRA can better work on their behalf. Michael Owsley — Runway Extension dates haven’t changed, so be aware of the dates so that they do not cause travel problems. Make sure your address corresponds to where you live now so you get a ballot, check in with the County Clerk. Jim Elwood deserves the praise for the great changes happening at the ASE Airport. David Perry — Reiterates praise of Elwood! Going to be a great luncheon at Sundeck, will showcase the food at Ski Co’s many restaurants; theme is “Connections.” UPCC, first year event, was tremendous! Energy and support of CO’s rabid fans was fantastic, people who dream of camping out at the Haul du Veuz realize they can come to Independence Pass and have the same experience. “Big Jack” from ESPN was impressed and envious about UPCC, they love being here and want to be here... Season Passes are on sale, still cheaper than they were three years ago. Adam Fortier — Thanks local businesses for a tremendous Ducky Derby, “best we’ve ever had.” They had almost 110,000 in sponsorships and almost \$160,000 in duck sales. It’s a great fundraiser for the community. Cristal Logan mentioned the Great Ideas Seminar and encouraged people to attend. David Ressler — Comforting to know that there was an infrastructure in place with the City, County, Sheriffs depts., Fire, EMS, etc... Thank you!

Adjournment: 10:31 a.m.