

**ASPEN CHAMBER RESORT ASSOCIATION
BOARD OF DIRECTORS MEETING MINUTES
February 22, 2011**

Call to order: ACRA Chair Warren Klug called the meeting to order at 8:42 a.m.

Attendance: Those present were David Ressler, Charlie Bantis, Nina Eisenstat, Cristal Logan, John Speers, David Perry, Michael Owsley, Heather Kemp, Bill Tomcich, Donnie Lee, Helen Klanderud, John Maloy, Jeanette Darnauer, John Speers, Stan Clauson, and Jenna Weatherred. Absent: Kenny Smith, Bryan Nelson, Senih Geray, Bobbie Burkley, Adam Fortier, Mick Ireland and Susan Hamley. Guests: Jon Peacock, New Pitkin County Manager. Staff: Debbie Braun, Michelle Miller, Erik Klanderud, Dorothy Frommer and Jennifer Carney.

Approval of January 25, 2011 minutes: The board unanimously approved the January 25, 2011 minutes with one correction – the spelling of Mirte Mallory's name.

Presentations: Warren introduced new Pitkin County Manager, Jon Peacock, who provided a background summary of himself. He is glad to be on board with the county and will be a great asset to the community.

Chair's comments: Warren thanked the business community and the Aspen Skiing Company for another successful Winter XGames. The Quiznos bike race is still moving along and has received great support from lodging community.

President's comments: Debbie welcomed back Jennifer Carney who was on maternity leave. Last week, Debbie took the behind the scenes tour of the Aspen airport which was an eye opener. Many areas need improvement. If you get a chance to take the tour please do. Last Friday she attended the Roaring Fork Community Health Plan (RFCHP) board meeting in Carbondale. Tonight at 4:30 p.m. there is a joint P&Z / AACP work session located at sister cities to review the AACP draft document. Please join us if you are able to attend. Last Monday city council approved the Destination Marketing plan.

Member Services' committee update: Last meeting was on February 1st. Revenues are up. ACRA launched the new website which does focus on members. They are looking at other chamber websites for comparison. Several member networking events are happening. It has been recommended that the business expo be scheduled again next fall. Their next meeting is scheduled on April 5th.

Old Business: Aspen Area Community Plan (AACP) – Warren mentioned the AACP / Executive committee meeting held on January 31, 2011. Minutes from this meeting are provided in the board packet. Debbie – According to P&Z, the approval process for the final document will continue through May. There will be value in our statements towards this plan and ACRA's participation at the P&Z meetings will be very important.

New Business: None

Director's comments: Charlie – The Aspen Junior girl's hockey is doing very well. Championships are in Denver this weekend. Congratulations and good luck to the team. Cristal – There have been some successful events at the Aspen Institute. A few passes are left for Aspen Ideas Festival. Nina – Members were glad to have the opportunity to participate in the bag tax survey and thinks they would continue to participate in the survey on the AACP. Carol provided local real estate sales in the Aspen area. Jeanette noted the dates for the airport facility planning meetings – March 14th 6:30 – 8:30 p.m., March 15th 2:00 – 4:00 p.m. and 6:30 – 8:30 p.m. All meetings are at the airport operations center. For more information please visit Aspenairportplanning.com. Mike O is very pleased with the addition of Jon Peacock. Heather – Thanks to Jeanette and Erik for their efforts with the ACRA members. Retail business has been flat with no big changes. John Speers went to the last joint session of the AACP. Anything that they can do to influence the process, please let us know. Bill T reports things are looking strong the next few weeks. Increased airline service is great. Warren congratulated Bill on his gold medal on his race. David P – Recent events have been great. The high school state championships are coming up at Highlands. The next 5-6 weeks are "make it, or break it". This year there are different mountain closings and will have closing celebrations at each location. Stan C agrees they should send an AACP survey to the membership. He also toured the airport and agrees that improvements need to be made. David R – Medicaid patients will now be able to use the Basalt Clinic instead of traveling to Glenwood Springs. Phase II expansion of the hospital is underway. A large crane will be installed next week. John Maloy – We will not be hit as hard with the budget cuts and will continue to serve the high quality of education to our students.

Adjournment: 10:31 a.m.