

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

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

Attendance: Those present were Warren Klug, Donnie Lee, Carol Hood, Helen Klanderud, Jeanette Darnauer, Bryan Nelson, Mick Ireland, Heather Kemp, Michael Owsley, Senih Geray, Nina Eisenstat, Cristal Logan, John Speers and Laura Smith. Guests: Alan Fletcher, Derek Johnson, Marci Krivonen and Andrew Kole. Staff: Debbie Braun, Julia Theisen, Erik Klanderud, Jennifer Carney, Dorothy Frommer, Greg Fitzsimmons and Joe Risi. Absent: Stan Clauson, Adam Fortier, Kenny Smith, John Maloy, Bobbie Burkley, Charlie Bantis, Jenna Weatherred, Susan Hamley, David Ressler, David Perry, and Bill Tomcich.

Approval of MAY 31, 2011 minutes: The board unanimously approved the May 31, 2011 minutes at 8:39 a.m.

Presentation: Alan Fletcher, CEO and President of Aspen Music Festival & School, presented an update on the AMFS (<http://aspenmusicfestival.com/>). The big news out of the AMFS office is the appointment of Robert Spano as the Music Director at the festival and school. Spano was the director of the Brooklyn Philharmonic when it was “the place to go to see music,” he reached a younger demographic while there, and he persuaded the audience while in Atlanta that they wanted to innovate, according to Fletcher. “Spano loves going out into the community,” says Fletcher, “and he really tries to tailor his work to the community he’s in.”

Fletcher also discussed the AMFS business model, plans for the off-season (“We’ll be researching if we have saturated the market”). “I am convinced that every organization—for profit and not-for-profit—needs to determine what’s important and what is not,” says Fletcher. “If you cannot pull together and identify your mission, the forces of the economy will pull you under, and we’re determined that this is not going to happen to us.”

Fletcher laid out the breakdown of the AMFS, saying, “To the public they look like two different things: a festival and school, but to us, to AMFS they are exactly the same. We could not operate an orchestra if it were entirely a professional orchestra, and there is a mix between students and professionals at every presentation... The school is the heart of our operation.”

Ticket prices, programming (the Tuesday Conducting Academy at 4 PM is a must-attend), an upcoming new campus (which Fletcher estimated construction will begin on “in about a year”), and possibly extending the schedule another week with a visiting orchestra were all discussed, too. “Innovative programming is a way to get people that weren’t thinking about classical music in the seats,” said Fletcher.

For more information about the Aspen Music Festival & School, please visit: <http://aspenmusicfestival.com>.

Chair’s comments: Warren Klug praised all involved in the Aspen Ideas Festival, saying, “Once again Ideas Fest was a grand success, and terrific way to start our summer.” The dates for next year’s AIF are set for June 27–July 3, 2012. A UPCC status report was presented by Klug, Debbie Braun, and Julia Theisen, and www.aspenupcc.com is the go-to for all Aspen-specific UPCC information, even after the race. Klug introduced an idea for ACRA to sponsor speaker (from a hospitality industry conference that Donnie Lee and Klug attended) to come speak about cultural differences between Spanish-speaking employees and others. The immigration resolution “aimed at dealing with [the immigration] issue humanely” was proposed and unanimously passed—with Michael Owsley abstaining from the vote. “This is such an important issue for all

of us in the hospitality, health care, and other industries,” says Klug. Up next, ACRA will be working on partnerships with New York City’s Mayor Bloomberg’s office, and other entities looking to inject immigration reform into public discourse.

President’s comments: Debbie Braun thanked everyone for contributing to a “great summer,” especially highlighting the endless work that Jennifer Carney, Julie Hardman, and Eliza Mauk—ACRA’s event staff—have put in over the last three months. Braun introduced Joe Risi as ACRA’s special events intern. Risi is working on special events research project (wrapping up in September). Braun, Theisen, and Erik Klanderud attended chamber sessions at Loyola Marymount University this summer, and crossed paths with the president of the Salt Lake City Chamber, who is also concentrating on the immigration reform issue. Braun is eager to work with CO’s state senator, the US Chamber, Bloomberg’s office, and other chambers like SLC to create collisions and dialogue about the immigration issue. Lastly, as ACRA’s three-year strategic plan comes to a close, Braun is working on organizing an upcoming “Chamber retreat” (more information to come).

Marketing Advisory Committee update: There has been a “flurry of activity in ACRA’s marketing department,” according to Julia Theisen, including the UPCC and recently unveiled marketing campaign. Theisen also presented a feature article from the New York Times to the ACRA BOD, entitled “36 Hours in Aspen.” [CLICK HERE](#) to see the article online.

Public Affairs update: Helen Klanderud addressed concerns made in the previous meetings regarding the Aspen Area Community Plan. Several ACRA BOD members attended the joint P&Z meetings, and a “better use of our time would be to start attending meetings when they reach the council level,” said Klanderud. The next meeting is Tuesday, August 30th at 5 p.m.

Member Services Committee update: Jeanette Darnauer said that the second annual Aspen Business Expo, upcoming ACRA Membership website, and Social Media strategy designed strictly for ACRA’s members are the main things that will be focused on during the next Member Services Committee meeting in September.

Old Business: NONE

New Business: Bill Tomcich, along with guests Gary Foss and Dell Morris of American Airlines, announced that American will start service to Aspen from Dallas and Los Angeles: “Thanks to your help, the extension of runway, and Bill Tomcich, who wouldn’t leave me alone for 13 years,” said Gary Foss, American Airlines’ VP of Marketing/Planning! “We’ve been interested in Aspen for a longtime.” American Airlines will be working with Qantas, too, “trying to double the traffic with people from Australia.” “I couldn’t go to a cocktail party in Dallas without someone asking when American would start serving Dallas to Aspen,” said Foss. “Now, we’re ready to go to work for you...”

Director’s comments: John Speers — Unfortunately, The Little Nell had to pull the BBQ event off of the event calendar.

Adjournment: 10:16 a.m.