

**ASPEN CHAMBER RESORT ASSOCIATION  
BOARD OF DIRECTORS MEETING MINUTES  
January 25, 2011**

**Call to order:** ACRA Chair Warren Klug called the meeting to order at 8:40 a.m.

**Attendance:** Those present were Senih Geray, David Ressler, Charlie Bantis, Nina Eisenstat, Adam Fortier, Cristal Logan, Kenny Smith, John Speers, David Perry, Susan Hamley, Michael Owsley, Bryan Nelson, Heather Kemp, Bill Tomcich, Donnie Lee, Helen Klanderud, John Maloy, Bobbie Burkley, Jeanette Darnauer, Jenna Weatherred, Mick Ireland and Laura Smith. Absent: Carol Hood and Stan Clauson. Guests: Mirte Mallory and Philip Jeffreys from WE Cycle. Staff: Debbie Braun, Michelle Miller, Julia Theisen, Julie Hardman, Erik Klanderud, Greg Fitzsimmons.

**Approval of November 30, 2010 minutes:** The board unanimously approved the November 30, 2010 minutes.

**Presentations:** WE Cycle – Mirte Mallory and Philip Jeffreys gave a presentation on the We Cycle program, the community bike sharing program being proposed for Aspen. For more information please visit their website at [We-cycle.org](http://We-cycle.org).

**Chair's comments:** Warren mentioned the success of the ACRA Holiday Party at the Limelight which was well attended. The 12 days of Aspen was also well attended as well as the annual Winterskol luncheon at the St. Regis. Well done ACRA staff. Bill T announced the news that Frontier will continue service in Aspen as our town has become a profitable market for them.

**President's comments:** Colorado Governor John Hickenlooper has chosen Dwayne Romero to be his director of the state Office of Economic Development and International Trade. Congratulations to Dwayne. Jennifer Carney will be returning next week from maternity leave. She thanked Julie Hardman for her hard work while Jennifer was away. Debbie will be attending the Western Association of Chamber Executives (W.A.C.E.) conference in California in early February. The 2011 ACRA Board elections will be coming up this April. Those seats whose terms are up will be contacted by Debbie. Warren will continue to be ACRA chairman. She has been working with Ralph Garrison from Mountain Travel Symposium to coordinate board members to take a trip over to Beaver Creek to attend the MTS event to experience our competition.

**Executive committee update:** Approval of the 2011 chamber budget was approved by the membership at the 2011 Winterskol Luncheon. Warren thanked the staff for managing a successful budget.

**Member Services' committee update:** Jeanette provided an update. If anyone has any questions regarding the Business Expo please contact her. The committee discussed having this type of event every six months. Thank you to Charlie Bantis and David Perry for their participation. The next committee meeting is scheduled on Tuesday, Feb 1st at Community Banks.

**Finance committee update:** The ACRA finished well with the stub year budget. All chamber budgets are now synched up to a calendar year. Balance and P&L sheets are good. Financially the ACRA is in good shape.

**Marketing Advisory committee update:** Donnie Lee thanked Julia and her team for their continued marketing efforts. Julia gave an overview on what's happening in the destination marketing department. The redesign of the ACRA website will be up in about a week. They are currently in production with Snowmass with the 2011 Vacation Planner. The Vacation Planner will be out in mid-April. A website will be built for the Quiznos event. [Outsideinaspen.com](http://Outsideinaspen.com) is currently up and running. During the upcoming 2011 Winter XGames there will be a marketing clip displayed on the jumbo tron.

**Old Business:** None

**New Business:** Warren - Aspen Area Community Plan will have an influence on our community. This topic was discussed at the Executive committee meeting last week. Helen participated in the 2000 update and shared the concern on the current plan. It downplays that we are a resort community. This community doesn't exist without the resort. It seems to be more reactive than forward thinking. We need to challenge ourselves to elevate it to a visionary plan. Charlie feels it's reactive to the past 10 years not the forward issues of the future. David P agrees with the other points of view. One concern is that this

plan is close to being adopted. It was recommended to put a pause on this document. A motion was made for the Executive committee to move forward to pursue the issues and develop a business survey to be sent to the ACRA membership regarding the Aspen Area Community Plan. It was unanimously approved and passed by the board. Debbie would like to develop a business survey to send out to the ACRA membership. Mick feels those should review the existing report in regards to population and to be specific on what you think will be better in this plan. ACRA recommendations will be viewed by P&Z.

**Director's comments:** Cristal attended the US Chamber of Commerce Institute for Organizational Management this month in Tucson, AZ. There are a limited number of passes for Aspen Ideas Fest for both sessions. Security forum registrations are coming in at a steady pace and Environment Forum's registrations are beginning. Laura Smith – The 2011 Festival Summer season will be released in 2-3 weeks online and in our preview brochure. Exciting updates include an emphasis on music inspired by Shakespeare's works such as West Side Story performed by our opera center at the Wheeler. On February 10<sup>th</sup> our winter series of screenings of the metropolitan opera performance will start at the Wheeler. Tickets are \$20 and only \$5 for kids under 17. Senih – With the hotel sale behind us we will be starting renovations of guest rooms and lobby. Donnie says guests at the Gant are pleased. Helen thanked Debbie and staff for another great Winterskol. Bryan reports restaurant business is up. There are a few new restaurants around town. He congratulated ACRA for a great job on Winterskol. He does have some suggestions for next year's event. John Maloy – The board has decided to continue with the school calendar. Bobbie enjoyed the Soupskol event. Jeanette – The Airport Master Plan was recently launched. The International Skiing Fellowship of Rotarians will be here starting on Sunday. ACRA is sponsoring the welcoming reception being hosted by the St. Regis. Mike O – The Airport Master Plan is fundamental to the welfare of this community. Bill reports Aspen occupancy is up for the 2011 Winter XGames weekend. Snowmass still has availability starting on Saturday. Last minute bookings are still coming in. John Speers – Business at the Little Nell is going well. Restaurant revenue has elevated and occupancy is looking very good. Kenny Smith reports some businesses did well over the holidays. Adam F does appreciate the support for the Rotarians coming to town. David P – The skiing is GREAT!! Mick - The Quizno's event is definitely coming in August and they are moving towards a contract. Women may come to compete after the Komen G race. If you did receive an Aspen Area Community Plan survey please fill out and return.

**Adjournment:** 10:47 a.m.