

**ASPEN CHAMBER RESORT ASSOCIATION
BOARD OF DIRECTORS MEETING MINUTES
March 29, 2011**

Call to order: ACRA vice chair Donnie Lee called the meeting to order at 8:38 a.m.

Attendance: Those present were Kenny Smith, Bryan Nelson, Senih Geray, Adam Fortier, Mick Ireland, Susan Hamley, Nina Eisenstat, David Perry, Michael Owsley, Bill Tomcich, Helen Klanderud, Jeanette Darnauer, Laura Smith and John Speers. Absent: Warren Klug, Bobbie Burkley, Stan Clauson, Charlie Bantis, Cristal Logan, Heather Kemp, Jenna Weatherred, David Ressler and John Maloy. Guests: Chris Bendon and Jessica Garrow from the City of Aspen. Staff: Debbie Braun, Michelle Miller, Erik Klanderud, Dorothy Frommer, Jennifer Carney, Julia Theisen and Greg Fitzsimmons.

Approval of February 22, 2011 minutes: The board unanimously approved the February 22, 2011 minutes.

Presentation: Jessica Garrow, Long Range Planner, and Chris Bendon, Community Development Director, from the City of Aspen presented the revisions and updates to the Aspen Area Community Plan (AACP). One area of focus is on Page 14 – “What’s Changed Since 2000” and “What’s New in the 2011 Plan”. Copies of the plan were distributed at the meeting. Please visit www.aspencommunityvision.com for more information. Debbie asked the board to read the introduction to the AACP and provide feedback via email to her @ dbraun@aspenchamber.org by Friday, April 1st. Please note the upcoming P&Z Review dates listed below:

- April 12: P&Z to review re-drafted document. 4:30 - 7:30 p.m., in Rio Grande.
- April 26: P&Z to review re-drafted document. 4:30 - 7:30 p.m., in Sister Cities.
- May 10: P&Z to review re-drafted document. 4:30 - 7:30 p.m., in Rio Grande.
- May 24: P&Z to review re-drafted document. 4:30 - 7:30 p.m., in Sister Cities.

Vice chair’s comments: Donnie thanked everyone in support of Quiznos event. He mentioned the Disabled American Veterans are in town.

President’s comments: Debbie gave a brief update for Charlie who was not able to attend the meeting. Finances were reviewed by the finance committee and everything is looking strong. A complete finance update will be given at the April meeting. Debbie will be out of the office on spring break for the rest of the week and will be back next Monday, April 4th. The finance committee did approve 30K of our capital budget to be utilized towards enhancing the membership section of our website.

Executive committee update: The Executive committee will continue to stay engaged with the AACP.

Member Services’ committee update: Jeanette – The next member services meeting will be held on Tuesday, April 5th starting at 9:00 a.m. at Community Banks. Debbie referred to the W.A.C.E. conference she recently attended and shared some new ways to connect with members and non-members in the business community. One possibly being a one day walk-about to the businesses and coordinating a networking event. Another is coordinating a “Mega Mixer” type event and invite all four chambers in the valley.

Marketing Advisory committee update – The Aspen Rack Brochure and Aspen/Snowmass vacation planner will be in market mid - April. The rack brochure distribution will be 35K in town and at State Welcome Centers. The Vacation planner distribution is 80K via mailing list, direct requests and at DIA. The MAC met on March 24th and reviewed the first round of creative based on the results of our branding campaign. The agency is in the process of refining the creative based on our feedback and final work will be presented the first week of April. We will be attending the Mountain Travel Symposium in April at Beaver Creek. The Quiznos website is in the works and will be going live this Thursday, March 31st. Please visit Aspenqpc.com for more information. They are working with Outside magazine as well as.

Nominating committee update: Debbie filled in for Stan C. who is the chair of the Nominating committee. The 2011 ACRA Chamber election is underway. Currently the service category has two seats open and has 3 members running. Tim Power Smith, Director of Operations, will be running against current board members Jeanette Darnauer and Nina Eisenstat and the Lodging, Restaurant and Professional categories are currently all running unopposed.

Old Business: AACP – Please complete the homework assigned and provide your feedback to Debbie by this Friday, April 1st.

New Business: SB11-022: A Bill to Move Colorado to Year-round Daylight Savings Time – Bill T shared information on SB11-022, a bill sponsored by Colorado Senator Greg Brophy to move Colorado permanently to year-round daylight savings time (DST). The intention is to avoid the inconvenience of changing clocks twice each year while providing Colorado with an additional hour of daylight in the afternoon during the winter months.

If passed, there are a great number of unintended consequences that do not appear to have been thoroughly thought through:

- Colorado would be out of sync with the rest of the United States for four months of the year.
- For much of December and January, Aspen's actual sunrise would arrive as late as 8:27AM.
- If Colorado recognized DST year-round, the Rocky Mountain state would effectively be temporarily moved to the Central Time zone during the winter, the same as western Florida.
- It seems that the potential impacts to the commercial airlines that connect Colorado with other states, which would be substantial, have yet to be considered.
- One near certain airline impact locally are imminent conflicts between the schedule adjustments the airlines would be forced to make and our existing airport curfew at ASE.
- Other potential local impacts could include necessary adjustments to school schedules, ski area operating hours, bus schedules, as well likely adjustments to operating hours for just about every business in this valley.

Here is a link to a recent Denver Post article on the subject...

http://www.denverpost.com/legislature/ci_17631527?_requestid=5441768&_requestid=7307822

So far, very little opposition to this measure has surfaced. Colorado Ski Country USA is opposing this, and The Boyd Group is in the process of notifying airlines who may be impacted of its potential consequences, who are suddenly justifiably concerned.

Bill feels it's important that local businesses be made aware of this pending bill and the unintended disruptive impacts it could potentially bring to our community. Please feel free to pass my thoughts along to your members as you feel appropriate.

Director's comments: David P – The Merry Go Round at Highlands will be renovated as well as Café Suzanne in Snowmass. Jeanette thanked Debbie and staff for the sent to her flowers for her recent wrist injury. She also thanked the chamber staff for keeping up with the past due invoices. Carol H provided 1st quarter real estate pricing for the Aspen area. Kenny Smith reports that most retail businesses have had a decent 1st quarter. Dorothy touched on the guest service training seminar scheduled for June. More to come once details are confirmed. Susan H – Disabled American Veterans are in town. Please stop by the Ice Discovery Center if you come to ski Snowmass. Senih says there are 6 days left until the St. Regis closure. They will reopen on June 14th. Plans are to move the restaurant to the other side of the hotel in the old Whiskey Rocks space. Breakfast and banquet events will continue to be served in the old space. The pool area will be out of service throughout the summer as well as the Remede Spa. Bill T has seen some good bookings but are sporadic. Summer is on par with last year. Laura Smith – Ticket sales are going well. Our new music director, chief conductor Robert Spono is great, has great vitality and will be conducting four times this summer. The full summer schedule will be out in mid April.

Adjournment: 10:10 a.m.