



MEMBER SERVICES COMMITTEE  
AGENDA

Meeting Date: Tuesday, June 3, 2008

Place: Cecily's at the ABC

Time: 9:00 a.m.

1. Minutes From Last meeting Patsy
  
2. Membership Update Heather  
2008-2009 Budget update for fiscal year May 2008  
New Members thus far for the year 2  
Networking Event – June 5<sup>th</sup> 5:30pm – 7:30pm at The Sky Hotel with Dex Media  
Food & Wine Luncheon – Thursday, June 12, 2008 11:30am – 2:00pm
  
3. Member Benefits Update Heather  
Member-to-Member – still working on the member-to-member benefits section for the website  
Business of the year – changes to process, dates, etc
  
4. Additional Items/New Business Group  
All new membership materials and invoices went out to members the first week of May.  
The ACRA has purchased a reusable shopping bag to be sold in the visitors centers for \$1 a piece.  
Co-branding the bags is still a possibility for future orders. ACRA wanted to get the bags in circulation for the Summer.  
New Ribbon Cutting procedure to be implemented.
  
5. Schedule of next meeting Heather
  
6. Adjourn

**2007-2008 Membership Year breakdown:**

Total Membership for 2007-2008 – 860 (5% increase) - (up from 821 in 2006-2007 and 799 in 2005-2006)

New members for 2007-2008 – 133 (21% increase) - (up from 110 in 2006-2007 and 101 in 2005-2006)

Exceeded membership budget goal by 2% 2007-2008 Actual: \$595,955/\$588,000 Budget -  
(2006-2007 -\$575,538.55 Actual/\$561,000 Budgeted exceeded by 3%)

Updated advertising sales piece (to align with the Marketing efforts) for business directory to generate additional revenue for the 2008 Business Directory.

Took a step towards becoming green – had all new membership collateral printed on recycled paper and mailed in a biodegradable, compostable, recyclable envelope. Included marketing materials with the invoice mailing to show members what the ACRA is doing for them.



## Ribbon Cutting Ceremonies for Members

The Aspen Chamber Resort Association conducts Ribbon Cutting Ceremonies as a free service to Chamber members. Ceremonies can be performed by themselves or as a part of an open house or grand opening. We bring the camera, official scissors and, of course, the ribbon!

To qualify for this service:

- Your business must be a member of the Aspen Chamber Resort Association
- You should be within your first year of opening your business
- OR you should be within a year of purchasing an existing business
- OR you should be an existing business in a new business location

A ribbon cutting ceremony for your new business or location is an excellent networking and publicity opportunity. Ribbon cutting photos may appear on the Chamber website. The Aspen Chamber members, member services committee and community members are invited to attend your ribbon cutting ceremonies on behalf of the Chamber. For more information, contact us at 970-925-1940.

### WHAT THE CHAMBER WILL PROVIDE FOR THE EVENT:

- Send out a broadcast email to Chamber Members, Board Members, and community dignitaries to notify them of your opening. Typically Chamber Members, Member Services Committee and Membership Director attend. On occasion, the Chamber Executive Director, Chair of the Board, Mayor of Aspen, City Council members, and Board Members attend, as well.
- Promote the event beforehand on <http://www.aspenchamber.org/>
- Provide the "giant scissors" and ribbon to cut
- Attend the event to take pictures – photos may be emailed to you upon request
- Publicize the event with a photo on our website

### WHAT THE COMPANY DOES:

- Sets date and time of the event – typically at the end of the work day (4PM or later) –coordinate this with the Chamber if at all possible well in advance to avoid date and time conflicts
- Determines which public officials will attend – those you invite could include:
  - For the City – Mayor, City Manager, City Council Members
  - For the County – County Commissioners
  - State officials if applicable (depending on the nature of the business)
  - Your Board of Directors, if applicable
  - Friends and Family
  - Those who helped with your new location – contractors, bankers, etc.
- Invite the media – Aspen Daily News and Aspen Times; KSPN, KSNO, KDNK, etc
- You provide any refreshments for those in attendance – this is entirely up to you
- Prepare an agenda (Things run more smoothly with an agenda, even if it's just sketched out. See below.)
- Provide background info on your company ahead of time to speakers so they can prepare remarks

**HOW IT RUNS:** Your agenda could be something like this...

- Welcome Guests – done by a Chamber Chair
- Introduction of Chamber Representatives in attendance, dignitaries, Chamber Staff.
- Introduction of Company President or Manager
- Congratulatory Remarks – from Chamber or other dignitaries – these are very brief (1-3 minutes)
- Cut the ribbon – usually by dignitaries and head company rep, some have all employees do the cutting
- Thank you for attending – by a company rep
- Intro on the company – done by a company rep – Explain what you do if a new business, about your new location – if a second location or a move, your hours; introduce your staff
- Offer everyone a chance to take a look at your facility, and if large enough, you might want to offer tours.



**KEEP IN MIND:**

- The further ahead you contact us the more publicity we can give your event
- Weekend grand openings (including Friday after 5:00) are harder for the Chamber to draw attendance to than weekday events
- Keep in touch with the Chamber as your plans progress
- If you've asked for RSVP's, people will typically wait until the last minute, or will show up without RSVP-ing
- Will parking be an issue? If so, please let us know where you would like guests to park so we can inform them in advance