

**Aspen Chamber Resort Association  
Marketing Advisory Committee Meeting  
Minutes – January 4, 2011  
The Gant**

**Call to order:** The meeting was called to order at 9:05 am.

**In attendance:** Alan Cardenas, Rob Ittner, Justin Todd, Maureen Poschman, Jeanne Mackowski, Kenny Smith, Donnie Lee, Bill Tomcich, Helen Klanderud, Jesse Di Ianni, Warren Klug, Nina Eisenstat and Laura Smith.

**ACRA Staff:** Debbie Braun, Julia Theisen, Toni O’Neill-Case, Eliza Mauk and Sarah Reynolds.

Welcome & Introductions: Julia Theisen

Julia introduced Art Webb, President & CEO of BCF, Boom your Brand. ACRA has selected BCF as their marketing agency. Prior to launching a creative campaign, we are working on a brand development exercise which includes interviewing local citizens on their thoughts and perceptions on Aspen, sending an online survey to summer research participants, an audit of social media dialogue and asking the MAC members to participate in the session today.

Art provides an explanation of the process and goals in identifying a destination brand. Ultimately, the campaign should resonate emotionally with people in Aspen as well as consumers. The campaign will not be solely based on the many attributes that Aspen has to offer, but the feeling that the destination evokes.

MAC members participate in a discussion on what Aspen means to them as a community and a destination.

New Business:

Julia to send out the latest draft of the Aspen Area Community Plan (AACP) to all MAC members and encourages everyone to review the AACP and provide any feedback, specifically on sections regarding tourism and lodging.

The report on the summer visitor research project has been completed and is available for review. Julia will send out the executive summary for all MAC members.

Meeting called to closed at 11AM

Next meeting: T BD