



## MEMBER SERVICES COMMITTEE MEETING MINUTES

Meeting Date: Tuesday, June 3, 2008  
Place: Cecily's at the ABC  
Time: 9:00 a.m.

**In attendance were:** Patsy Malone, Martha Rose, Rebecca Doane, Don Sheeley, Charley Podolak, Joe Maestas, Kathryn Consoli, and Heather Compton.

Minutes from last meeting approved by Don Sheeley and seconded by Charley Podolak.

### Membership Update:

2008-2009 Budget update for fiscal year May 2008 up \$428 in member dues  
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 & GreenSpot  
Food & Wine Luncheon – Thursday, June 12, 2008 11:30am – 2:00pm at Hotel Jerome

### Member Benefits Update:

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.

Committee to look for additional samples of other award program applications, etc and will discuss at next meeting to put together a stronger program for the community.

Business of the Year Award Program: Request to have applicants send in multiple copies of the entry  
Set the deadline earlier so the committee can meet and go over the applications and then have an anonymous ballot/vote  
Martha sent requirements/limitations example for other similar "competitions"  
Possibly add a new "Green certification" component to the program. Recognize green certified businesses as well as add an Aspen leaf (or some other designation to green certified businesses in the next printed directory as well as the online directory...  
Heather will send the committee the current Business of the Year application (see attached).

Discussed Wintersköl parade timing. Will have all Wintersköl committee info forwarded to the Member Services Committee – regarding meetings, etc. Heather will check in to see what Breckinridge currently does (parade timing...).

### Additional Items/New Business:

- It was suggested that we give all new members one of the new ACRA bags with their new member info enclosed.
- Discussed adding a Lodging sector member to the committee – all agreed Dale Paas would make a good addition. Heather to call and see if he would like to join committee.
- Info regarding the Aspen/Telluride Green competition to be sent to the MSC. – May 24-July 4<sup>th</sup> Plastic Bag Reduction Challenge. For each reusable bag used or purchased at check-out, the grocer will donate 5 cents to a Green Fund to help finance an environmental project within their community. The "winner" will be determined by which community raises the most money, per capita, by shopping with reusable bags.
- Discussed co-branding with Ski Co on recycled bags for Visitors Centers for collateral (and use for Aspen Groups at trade shows, marketing for VIPs, etc. Martha will get additional info regarding vendors and pricing and co-branding possibilities.

**Next Meeting:** Thursday, September 18, 2008 at 9:00 am location TBD. (Meeting changed to Wed., Sept 17<sup>th</sup> at 9am at Aspen Square meeting room)  
Meeting Adjourned at 10:30 am.

### 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.