



MEMBER SERVICES COMMITTEE MEETING MINUTES

Meeting Date: Tuesday, March 3, 2009

Place: Sundeck

Time: 9:30 a.m.

In attendance were: Patsy Malone, Martha Rose, Paddy Allen, Kathryn Consoli, Rebecca Doane, Joe Maestas, Charley Podalak, Connie Uber and Heather Compton.

Minutes from last meeting move to approve by Paddy Allen and seconded by Martha Rose.

Membership Update:

2008-2009 Budget update for fiscal year May – January 2009 member dues down \$4700

New Members thus far for the year 92

Events:

Business Networking – Thursday, March 19th - 5:30pm – 7:30 pm at Isberian Rugs

ACRA Board Retreat – Tuesday, March 24th – 9am-1:30pm – Limelite Lodge

City of Aspen Luncheon – Wednesday, April 8, 2009 – 11:30am – 2:00pm - Aspen Meadows

Member Benefits Update:

New website will be launched later this month. Members will be able to offer member-to-member benefits, online payments, event registration online, members only section and listing updates.

How to Aspen book now available in Spanish & English – gave all members new book.

Chamber University (All Valley education program through CMC) – the program is set to begin in March with 4 classes rotating from Aspen to Rifle.

Fraud Seminar – Embezzlement, etc. Other suggestions for seminars: Downsizing, reduction in workforce, Ten ways to win more business, How to keep your employees positive in this economic environment, Managing Stress in times of economic distress, etc.

Leads Group re-launch in new membership year. Group needs more structure and not just a coffee gathering. Rebecca offered to speak to the group

Additional Items/New Business:

The new Aspen Chamber website will be up and running in mid-March. We will have the capabilities for online credit card payments, member to member discount offers and a members only login section.

The committee evaluated the Business Intelligence Report and determined that it seems to be a good benefit for members and would like to see it implemented in the near future. The cost is \$150 per month and could hopefully be offset with advertising sales. The group wanted to see the option of receiving the newsletter via snail mail as well as email.

Committee was invited to attend the Aspen Chamber Board summit on Tuesday, March 24th at the Limelite Lodge. Each member present was given a copy of the 2006-2009 Strategic Plan and asked to go over the plan and determine if the plan is still relevant, come up with 20 new membership ideas as a committee and to check the SWOT (Strengths, Weaknesses, Opportunities and Threats). Each committee member was asked to send their comments and ideas to Heather before the summit and to rsvp to Michelle Miller if they would make it or not. Rebecca, Kathryn, Connie and Paddy committed to attend the summit.

Encourage members to include membership benefits in employee paychecks. To make sure employees know about the benefits they can utilize.

Next Meeting: Thursday, June 11, 2009 at 9:30 am location Aspen Square meeting room.

Meeting Adjourned at 11:00 am.