



MEMBER SERVICES COMMITTEE MEETING MINUTES

Meeting Date: Tuesday, March 4, 2008
Place: Sundeck on Aspen Mountain
Time: 11:30 a.m. (at the base of the Gondola)

In attendance were: Patsy Malone, Martha Rose, Rebecca Doane, Connie Holcomb, and Heather Compton.

Membership Update:

2007-2008 Budget update for fiscal year May – Feb 2008 budget up \$4,000
New Members thus far for the year 123
Networking Event – March 6th 5:30pm – 7:30pm at Isberian Rugs/Names & Numbers/Back Door Catering
City of Aspen Luncheon – Wednesday, April 9, 2008 11:30am – 1:30pm

Member Benefits Update:

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 will send requirements/limitations example for other similar "competitions"

Discussed what constitutes a true member benefit versus a member to member discount – will have a members only section with the new software and will offer the member to member benefits page for members. Currently member benefits are printed in membership collateral.

Three new potential discount programs were discussed. It was agreed that they all qualify as member to member discounts – not necessarily benefits. Voip, CME, Fuse Media. These will be added to a member discount page on the ACRA website.

Additional Items/New Business:

It was recommended that the minutes be sent to committee members shortly after the meeting so the content is fresh on committee member's minds for approval/changes/additions to minutes.

Faces of Aspen/Snowmass information was distributed and discussed (tokens and booklet). The program has been a success thus far.

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: Tuesday, June 6, 2008 at 9:00 am at Cecily's at the AABC.

Meeting Adjourned