

**Aspen Chamber Resort Association
Marketing Advisory Committee Meeting
Minutes – September 14, 2010
The Gant**

Call to order: The meeting was called to order at 9:10 am.

In attendance: Donnie Lee, Maureen Poschman, Tess Weaver, Eileen Tucker, Bill Tomcich, Rob Ittner, Susan Hamley, Kristin Drake, Warren Klug, Jeanette Darnauer, Jean Mackowski, Nina Eisenstat,

Staffed by: Julia Theisen, Toni O’Neill-Case, Greg Fitzsimmons, Debbie Braun, Eliza Mauk & Sarah Reynolds.

Call to order/Introductions

Introductions & explanations of the Vote Yes2A Committee & Tool Kit: Julia Theisen.

Theisen explains what items are included on the Election Flash drive as well as reviewing the election & campaign timeline. Warren Klug brings up the need to solicit funds for the Campaign. ACRA has contributed \$5K and the goal is to raise another \$5K for a total of \$10K. Debbie Braun invites everyone to “like” our Referendum 2A Facebook Page. Nina Eisenstat suggested changing the facebook picture to VoteYES2A logo. 3 people volunteered to write letters to the editor this week: Donnie Lee, Warren Klug & Jean Mackowski. Rob Ittner suggested we add a “What You can do to Help” page to the website.

2010 Marketing Review Slideshow: Julia Theisen

Key Highlights:

- Klug points out the money from the city boosted the overall Marketing budget for 2010. Lee points out that ACRA must repay the City if Ref. 2A passes - so in reality the marketing budget only increases by \$300K. Theisen agrees that it is important to clarify during campaign that we are NOT tripling the budget from the \$950K that was allocated in 2010.
- Bill Tomcich notes there has been a drop off of online booking for August which is concerning given big increases in traffic to ACRA website.
- Social Media Highlights: Greg Fitzsimmons discusses the blog and how introducing value creates interest with potential guests as well as highlights member businesses. Tess Weaver coordinates with local events to make sure everyone is on same page with Twitter updates. Twitter updates also re-direct traffic to ACRA Webpage. Everyone agrees we are on cutting edge with Mobi Site & stresses the importance of pushing this – only other Ski Resort with Mobi Site is Vail Resorts.
- Jean Mackowski will provide metrics for the summer email blasts which were send to ASC database.
- Maureen Poschman indicated we can be ahead of last years PR efforts with both the Perfect Summer Pass as well as Outside in Aspen Event. This will lead to more exposure over the year to promote event. Also would like to do a FAM promoting new United flights (Houston) in partnership with ASC.

End of 2010 Report at 10:20AM

Feedback:

- Jeanette Darnauer comments that this is very positive & thorough report – suggests that we should show these results on a webpage summary of “what we did” so that voters have information on marketing success.
- Bill Tomcich highlights the importance of the Mobi site – would like to see where we sit at the end of our first month. Perhaps drop-off in his on-line bookings for August can be explained by the need for a mobi booking engine. Expedia, Travelocity & Orbitz are all much faster than SAS. This will be SAS main focus.

2011 Proposed Budget Slide Show: Julia Theisen

Key Highlights:

- Proposed budget is a draft, subject to change depending on outcome of City payback and budget for Quizno's bike race.
- Public Relations goals are extensive and might need to narrow down as we are only allocating an increase of \$50K over this year.
- Aspen Groups pillow fees to be eliminated. Klug suggests a phase out vs. elimination in one year. Eileen Tucker suggests that the commission be adjusted so that the hotels that are getting the groups are paying for them. This will be discussed at ALA on October 6th & then brought back to the MAC.
- Klug suggests that with additional Special Events money could support Aspen BBQ. Ittner mentions there was a lot of pushback from local restaurants for this event. Braun points out that it is a delicate balance to please everyone & marketing needs to promote all events fairly.
- Review of Summer Surveys indicates that 60% of our summer guests are fly guests which is consistent with enplanements at the Airport.
- March should be focused on as a "need period" and there is a consensus to collaborate on a strategy to promote it with the additional funds.

Meeting Adjourned: 11:10 a.m.

Next MAC Meeting: Tuesday, October 12th, 9:00 – 11:00am at The Gant.