

**Aspen Chamber Resort Association
Marketing Advisory Committee Meeting
Minutes
September 23rd, 2008
Aspen Square Hotel**

Call to order: The meeting was called to order at 9:10 a.m. The meeting was chaired by Casandra Foister. In attendance: Maureen Poschman, Nancy Lesley, Susan Hamley, Chris Bentley, Donnie Lee, Warren Klug, Alex de' Larbe. Lisa Johnson, Joanna Eisler, Debbie Braun and Annie Dockter staffed the meeting.

Agenda item 1) Schedule Review/Budget and Strategy

Key Dates: MAC & ALA Executive Committee : Oct. 7th, Aspen Square
 Board Meeting: Oct. 28th 8:30am, Aspen Square
 City Council: Nov. 11th 5pm, Council Chambers

2009 Budget: \$620,000 – conservative number which is staying close to 2008 budget.

Destination Marketing 2009 budget is absorbing extra costs because of SAS's decrease in contribution funds to the Vacation Planner, Aspen Groups and MTrip reporting.

In reference to the budget breakdown provided at meeting: do not need to see month/month breakdown, but would like to see comparison of 2008 Budget / 2008 Actual to Date Budget / 2009 Projected Budget.

Because of unstable economy, do we want to look at increasing our reserves for 2009 from the existing \$15k in seasonal marketing funds to include another \$10k carryover?

D. Lee: The consensus from analysts are that we are in a down economy through 2009 and possibly into 2010. All companies are looking to cut costs. No more important than now to Market our destination and continue to grow market share.

W. Klug: We are not in the business of having money in the bank. We can put the \$10k in the bank as a buffer in the beginning, and then as we move through the winter we'll be able to adjust the marketing spend accordingly.

Motion: Build in the \$15k seasonal marketing fund, have \$10k buffer – then adjust budget accordingly as the year progresses. Seconded and approved.

2009 Presentation/Plan: Each year we produce a comprehensive review of the past year's tactics and go in length to show details of each specific tactic for the following year. This year, we are looking to give an overview of the tactics for 2009 with research on a city, state and national level; then go into the BIG picture of how destination marketing fits into the Chamber and how collectively the organization becomes best city body to house visitor information and draw business to our community.

Agenda item 2) Research Update

We will be receiving the comprehensive bi-annual report back by mid-october. The report will have an executive report and looks at the demographics of the Aspen Summer Visitor. The intercept surveys stay the same y/y, so to have an accurate comparison. We completed over 1,500 surveys this year from one dedicated surveyor.

We will include these findings, as well as findings on a state level from Colorado Tourism Office's Longwood study and on a national level from TIA in the 2009 Marketing Plan.

Things are changing in the travel landscape. With the recent unstable economy, business travel is changing how they hold meetings, Individual travelers are looking to book direct and find the best "deals", the travelers are becoming more savvy as to how they research and shop. It is important for us to include these changes in the 2009 marketing plan and look to research to spell out these new trends.

Agenda item 3) Groups Overview – JoAnna Eisler

2009 Aspen Groups overall theme is collaboration and new partners. Find “natural marriage” conferences through sending a survey yearly out to ACRA board of directors, Aspen City Council and other business community members to see what trade conferences that they attend and what may in the future be a natural fit for Aspen to host.

Each month, Aspen Groups is going to have a Director of Sales meeting for all to come together and brainstorm on new tactics, strategies for 2009.

Groups Budget: To note, is an entirely different account than Destination Marketing. For 2009, budget for a conservative 3% increase for revenue. The unstable economy makes it very uncertain as to how the groups business is going to fair into the new year. In reference to the budget breakdown provided at meeting: do not need to see month/month breakdown, but would like to see comparison of Actualized 2008 / Budgeted 2008 / Plan 2009 / ROI Year / Year.

Look to our neighbor TOSV, to advertise in specific, targeted markets through meetings, publications, and trade shows. This spring, specifically host an Aspen/Snowmass series in the Front Range to attract those meeting planners that can stay in state and utilize their “backyard”. TOSV is going to start to commission Aspen Groups for leads that are sent to their destination.

Agenda item 4) Public Relations - Maureen Poschman

PR is staying busy with several journalists in town now and through the next few weeks. Winter looks to be busy as well, with a natural progression into beginning to pick up much of the in-town focus throughout the winter and have skico continue with their on-mountain focus. The strongest push is still to promote Aspen in Spring/Summer/Fall but the breakdown is now at 70% SSF / 30% winter.

Several pitching trips coming up in November and early February.

Meeting adjourned: 11:25 a.m.