

**ASPEN CHAMBER RESORT ASSOCIATION  
BOARD OF DIRECTORS  
PRESIDENT AND STAFF REPORTS  
February 27, 2009 – ASPEN SQUARE**

**Special Events:** The 2009 FOOD & WINE Classic in Aspen is scheduled for June 19-21, 2009. Tickets for this year's event are currently on sale at Stay Aspen Snowmass. For more information on the 2009 Classic and a complete schedule of events, please visit <http://www.foodandwine.com/promo/classic>.

Volunteer registration for the 2009 FOOD & WINE Classic in Aspen will begin Monday, March 2nd. All applications must be submitted on-line, please visit [www.aspenchamber.org](http://www.aspenchamber.org) for more information. We are happy to announce that Tami Solondz will be returning as this year's Food & Wine Volunteer Manager. As of March 2nd, Tami may be reached at [volunteer@aspenchamber.org](mailto:volunteer@aspenchamber.org)

**Visitor Services:** The Guest Service Program has adjusted programming and staff coverage in response to the current economic climate. Staff from the Guest Pavilion, Wheeler, and Rio Grande will be expected to run with one staff per shift, per program and back each other up to insure optimal coverage. The most significant change has been the elimination of two eight hour shifts and two six hour shifts, without compromising coverage or service. Erik and Karen will provide coverage on high traffic days and any additional coverage for breaks. Hours of operation will remain the same and the Rio Grande Office will continue to be open on State and Federal Holidays.

A draft of the 2009 Transit Development Plan will be presented by the Consultants on March 3, to the Citizens Group. If you have any questions, concerns, or feedback about the City of Aspen Bus System please contact Erik Klanderud.

**Membership:** We have been busy working on membership and advertising sales for the last 90 days as well as the 2009 Business Directory. The directory is running behind and we should now receive it in early March. We have redesigned the piece to include the relocation guide as well as the ACRA Annual Report. We are working on the City of Aspen Luncheon to be held at the Aspen Meadows on April 8, 2009 – more details to follow. The membership department is working on the yearly ski pass audit and making sure we are updated on all billing. In addition, the association software data transfer has begun. There will be a lot of internal changes for the next month or so regarding input of data, etc this should not affect the membership. The new website should be launched in mid-March with many upgraded amenities for members including a members-only section, online dues payment and member-to-member discount section. In the next couple months we will focus on budgeting for the 2009-2010 budget year which begins May 1st, the membership campaign, and updating all membership collateral.

## **SAVE THE DATE**

### **Business After Hours Networking Event**

Thursday, March 12, 2009

5:30 p.m. – 7:30 p.m. at Isberian Rug Company

520 E. Hyman Ave.

RSVP to the Aspen Chamber at 925-1940

### **City of Aspen Luncheon**

Wednesday, April 8, 2009

11:30 a.m. - 1:30 p.m. Luncheon and Presentations

(Lunch is served at 11:30 a.m. sharp)

at the Aspen Meadows

845 Meadows Road

\$40 ACRA members - \$50 for non-members  
After April 5<sup>th</sup>: \$50 ACRA members - \$60 for non-members

RSVP to the Aspen Chamber at 925-1940.

**Faces of Aspen/ Snowmass:** The second version of the How to Aspen/Snowmass guest service booklet was sent to Chamber members last week. Our January STARS of the Month are Jim Brasile, a 15 year window clerk at the Aspen Post Office, and Bonnie Liebmann who works at the Treehouse. They both mentioned in their quotes that their outstanding guest service reflects the love and good fortune they have to live and work in this community.

Our "FACES" name and program seems to be getting more and more popular with other organizations. A Denver newspaper highlighted the "FACE of Lodo" – featuring a mailman who loves his job because of connecting with people. In our local papers, we now have the "FACE of Roaring Fork Leadership" and Joshua & Co. features photos and professional backgrounds of their agents with the headline - "I am the Face."

In January the airport Ambassadors connected with 8,000 people either over the phone or in person. From a list of suggestions to improve guest service at the terminal, one idea concerning Frontier has been adopted and it's already made a huge, positive change with the passengers. Both SkyWest and Frontier asked us to take on a new responsibility which we're doing and it's made life easier for the passengers and also the gate attendants in the departure area. We're also working with the TSA agents to get "Lost & Found" items in the secured departure area back to the passengers before they board the plane.

On February 24<sup>th</sup>, I'll give a presentation at a meeting of all Aspen City Department Heads on the new version of the How to Booklet and the STAR employee recognition and reward program.

**Sales and Marketing:** At the February 10<sup>th</sup> meeting, City Council approved maintaining the Destination Marketing budget at \$615,000 for 2009. Summer marketing strategies are being finalized and will be reviewed at the Marketing Advisory meeting on March 3<sup>rd</sup>. The rack brochure and summer vacation planner are now finalized, with the rack brochure in market end of February and vacation planner in market end of March. The new database has gone live and the new website launch is planned for March 23<sup>rd</sup>.

**Aspen Groups:** Aspen Groups is working with the City of Aspen to place rooms for the city's 2009 special events. JoAnna will attend the Colorado Meetings Events Magazine's Best –Of Award Ceremony. The ACRA & Aspen Groups has been nominated for awards in two categories. JoAnna will also attend the Meetings Industry Council of Colorado conference in Denver, as well as the Destination Colorado Reception in Minnesota this March.

**Operations:** We are working with an online merchant to set up a new account to process credit card transactions on our new website, which will be launched next month. We are moving forward with the 2009 ACRA board election. Dates for the election schedule along with the open board seats will be advertised in the newspapers. In the next couple weeks we will start preparing for the 2009/2010 chamber budget. First drafts of the budget will be completed in early March.