

**ASPEN CHAMBER RESORT ASSOCIATION
BOARD OF DIRECTORS MEETING MINUTES
March 29th, 2016**

Call to order: Donnie Lee called the meeting to order at 8:37 a.m.

Attendance: Present: Debbie Braun, Warren Klug, Charlie Bantis, Rose Abello, Riley Tippet, Donnie Lee, Corey Enloe, Jeff Bay, Michael Owsley, Terry Collins, Cristal Logan, Kenny Smith, David Perry, Jeanette Darnauer, Steve Skadron, Nina Eisenstat, Bill Tomcich, Maria Morrow. Absent: Lisa LeMay, John Maloy, Simon Chen, Heather Steenge-Hart, Andrew Ernemann, Laura Smith and Tim Perry. Staff present: Sarah Reynolds, Nicole Heronemus, Erik Klanderud, Julia Theisen, Jennifer Carney, Dorothy Frommer.

Approval of prior meeting minutes: The board unanimously approved the February minutes.

The Aspen Club: The Aspen Club will be closing on Friday for their renovation and will be moving to a temporary location at 430 W. Main Street. They have partnered with many different facilities through Aspen and Snowmass for their current members to use in the interim of the closure. A series of retreats will be held for the Younger Next Year program with Chris Crowley throughout April, June and September. New programs this year include the Aspen Club Sports Summit and the Professional Performance Program (ACP3). The ACP3 uses the latest evidence based protocols to design and implement custom corporate wellness programs which help reduce absenteeism and promote presenteeism by targeting three primary areas: move, eat, and breathe.

One of the new features of the renovation at The Aspen Club will include an outdoor pool. There will be twenty new private club residences, twelve 2-bedroom employee housing units and townhomes along the river. The locker rooms will be fully renovated along with a steam room and sauna, Jacuzzi and cold plunge. The square footage of the club is being increased with over 10,000 square feet of space for the fitness floor, sports performance area, cardio deck, spinning and power tap. An increase in programming will be assisted by a total of five studios for yoga, group fitness, cycling, Olympic lifting area and kinesis. The Café will provide more wholesome dining options and the ability to host small meetings. The townhomes and the main part of the club will be complete by spring 2017. Full completion is expected to be complete in the fall of 2017 to early 2018.

Chair's comments: I keep telling my employees, we're not done yet! We still have a few weeks of skiing left for the season and it was a good winter.

President's comments: While in Scottsdale Arizona last week, I heard a lot of talk about the parking problems they are experiencing. Our friends from Queenstown New Zealand are arriving for their city tour tomorrow. City Council met in an executive session last week regarding ACRA's relocation. They are interested in us moving forward with the Main Street Millennium building for the Visitor Center. The building has a new owner so we will potentially be negotiating with the new buyer for the lease of the space. The remainder of operations would relocate to the office space above Peaches.

Warren: Have you received any new feedback concerning the new paid parking plan?

Erik: We haven't received much negative feedback via phone calls or the advocacy survey.

Public Affairs Committee: The Committee is splitting up into different subcommittees to address these advocacy issues: public relations, air service, employee sustainability, mobility/traffic/parking, and land use code. We will be meeting again on April 5th to continue our discussion on these issues as a whole and implement a program of work for each committee.

Member Services Committee: We are in the midst of reconstituting the committee and have set up our meetings for the rest of the year. We will be working alongside the PA Committee on some of their advocacy issues this year. With Erik now on the PA committee we will have a sort of liaison between the two committees. Having Claire on the Member Services Committee is a great addition.

Marketing Advisory Committee: This first meeting was an opportunity to get to know each other and look over the work from the previous year. We reviewed the goals and initiatives for 2016 and rolled into some brainstorming for new ideas for 2016 and beyond. We are partnering with RFTA and the Forest Service to get feedback from our visitors during the summer season. We are brainstorming ways to reduce the impact of the Grand Avenue Bridge project in GWS. Our next meeting will be in May before Memorial Day.

Old Business: none.

New Business: none.

Directors' Comments

Andrew Ernemann: absent.

Beth Mobilian: We will be closing Saturday for the off season. The biggest struggle we've had this season was finding employees for the kitchen. I'm not sure what the solutions could be.

Bill Tomcich: The canyon closure definitely had a big impact on bookings. However, bookings seem to have picked up with the recent snowfall. Bookings have never followed snowfall more closely, and I think this is a trend that will continue with the technology and collective ski passes.
Gave airport/flight update.

Charlie Bantis: N/A

Corey Enloe: There is interest out there for wellness tourism.

Cristal Logan: It's great having Terry Collins here who has done a terrific job as CFO at the AVH. We have just selected two co-chairs for our Aspen Talks. We are focusing on transportation and mobility.

David Perry: Closing schedule – Buttermilk on April 3rd and Bacon Appreciation Day; Highlands and Snowmass on April 10th; Aspen Mountain on April 17th. We are considering whether it will be worthwhile to extend a couple of weekends for Highlands. We need the time between April 17th and Memorial Weekend to do maintenance on Aspen Mountain's Gondola for the summer season. Park City, Utah continues to aim in on us as a direct competitor to international locations.

Heather Steenge-Hart: absent.

Jeanette Darnauer: N/A

Jeff Bay: Was in Jackson Hole last week and learned that Aspen is a more robust city with our shopping, activities, etc. There are 3 minimum wage bills being introduced by the CO Restaurant Association. The traction bill that was reintroduced for the second time received a 45-18 support and will not pass.

John Maloy: absent.

Kenny Smith: I don't mind parking fees being raised because the most important thing for me as a retail business owner is our customers having a place to park. We need to look into a robust valet program for the city year round.

Laura Smith: absent.

Lisa LeMay: absent.

Maria Morrow: N/A

Michael Owsley: N/A

Nina Eisenstat: Welcome Terry, I think you are a great addition to our Board. Town was more crowded than ever last week despite the report of lower numbers for the month. Thank you to Julia for the work on the Marketing Advisory Committee and smart budgeting.

Riley Tippet: Despite the reports of low numbers for March, it seemed to be busy.

Rose Abello: If and when you receive updates from CDOT about closures, please respond asking them to provide alternative route information. It looks like Snowmass will finish on average for this winter season. The Spring Fling closing weekend is on April 9th. We have a new advertising agency, Vladimir Jones.

Simon Chen: absent.

Steve Skadron: The parking project was designed to reduce congestion by increasing the use of the parking garage and the intercept lot. The intercept lot will have 20 more paved spaces added. The City is also funding an off street parking study. The Burlingame busses have been expanded and so far it is looking like the ridership will justify the expansion. The City is introducing a new program to have electric golf cart type vehicles come pick you up and take you around town through using an app.

Terry Collins: We have the highest number of openings at the hospital than ever before and it's mainly due to the affordable housing. We have a Board election coming up in May; there are 7 candidates for two positions. AVH is still searching for a permanent CEO.

Tim Perry: absent.

Warren Klug: Parking is a huge issue for lodges. Is this an issue that the Chamber should take part in? The lodging group had a meeting this month and we discussed the bridge closure. We also discussed city registration of vacation rentals. It is an issue of people renting and not paying taxes and making sure there is a level playing field. We are encouraging the city to do more on this issue. March was strong to begin with and did slow down at the end.

Adjournment: Meeting was adjourned at 10:35 a.m.