

**ASPEN CHAMBER RESORT ASSOCIATION
BOARD OF DIRECTORS MEETING MINUTES
April 26th, 2016**

Call to order: Donnie Lee called the meeting to order at 8:36 a.m.

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

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

Presentation: Create Mentorship Aspen – Mike Jahn:

Create Mentorship Aspen pair's young professionals and entrepreneurs with accomplished business professionals in the Aspen community. Their main goal is to form mutually beneficial relationships, promote success and a higher level work force that will ultimately strengthen the community. Create Mentorship Aspen is always in need of mentors that are willing to help guide mentees, volunteers or interns for professional services they might need, participation at events, referrals and support. If you would like to get involved as either a mentor or mentee, please visit www.aspenmentorship.org to learn how.

Chair's comments: The summer season looks like it's off to a great start and we're using the downtime to finish projects and improvements.

President's comments: Getting ready for the summer events. FOOD & WINE is sold out! Destination Marketing has been powering through inspiration guides and updates. Sales is traveling to bring in weddings and meetings in the off seasons. The Public Affairs Committee is working to convene in small groups to work on multiple issues and reconvene as a whole once a month. The Chamber might launch our own drive less campaign for the summer. The Public Affairs Committee will give you more of an update next month once everyone is back from vacation. Susan Bantis has accepted the position to take over the Airport Director of Guest Services.

Old Business: none.

New Business: none.

Directors' Comments

Andrew Ernemann: The real estate marketing through the end of March is off by 40% and inventory is up 20% compared to last year. This year will probably be below the pace of last year.

Beth Mobilian: absent.

Bill Tomcich: I attended the Mountain Travel Symposium. One very interesting trend I learned while I was there was that business seemed to follow the snow and currency exchange rates this year. We're looking more at how we compare to Canada's business. We are seeing the best numbers now than what we've seen in the last 5 years. One particular driver for the increase in summer occupancy could be the increased direct flights coming into Aspen. Gave airport flight update.

Charlie Bantis: Thank you to Dorothy for all of your years of service for the Chamber. The pamphlet that the Destination Marketing team has put together is fantastic. First Western Trust will finally start building out the office space at the new Jerome professional building. We're hoping to move into that space in early July.

Corey Enloe: The Aspen Club is open at the temporary Main Street location. Travelling and researching for the wellness programs.

Cristal Logan: absent.

David Perry: absent.

Erik Klanderud: Excited to introduce Claire Sacco as my new full time coordinator. She has been a pleasure to work with and a great help to the membership department.

Heather Steenge-Hart: absent.

Jeanette Darnauer: absent.

Jeff Bay: We're having an interesting off season. There is a big downturn in youth sports teams coming to Aspen.

John Maloy: We are still searching for an elementary principal. We are using a national search firm and have 20 applicants currently showing interest. We had a Board member resign recently, so if you know anyone that is interested in that open seat, please refer them to us. We have had conversations with the City of Aspen and Snowmass to help financially support the schools for the future.

John Kinney: Gave an airport update. We had an extensive presentation with the BOCC a few weeks ago. We asked the community, what do you want to see studied in the EA?

Kenny Smith: N/A

Laura Smith: We are finishing our campus at the Aspen Music Festival and School. We will be moving into the new offices on May 31st. A grand opening for the community will be on July 11th. We are bringing Pittsburgh Symphony Orchestra for a post season event on Aug 23rd-25th.

Lisa LeMay: absent.

Maria Morrow: absent.

Michael Owsley: We are extremely busy. We're moving offices around. It seems that the problem people have is the evolution and change in the town. Aspen is still just as delightful today as it was when I came here in 1964.

Nina Eisenstat: absent.

Riley Tippett: Welcome to Claire as well, she is a great asset to the membership department. Thank you to Dorothy for having been a big part in helping Aspen to thrive. I think we're going to start seeing trends that millennials have started begin to spread to other demographics. We've already seen it with business following the snowfall and exchange rates. It will be interesting to see how it plays out.

Rose Abello: Our summer is looking really strong, we're up to 35% in some periods over last year. We are looking for a new Director of Group Sales. Please forward anyone you think would be a good fit for the position. We will be having 12 free concerts this year in Snowmass in which they are not all on Thursdays! New event this year is Heritage Fire during FOOD & WINE on June 16th. They will have a friends & family 30% discount rate for this event.

Simon Chen: absent.

Steve Skadron: One of City Council's goals is focused around traffic and congestion in town, and the Drive Less campaign. We want to reduce parking occupancy in town to 90% from 100%. The Drive Less initiative will help

encourage people to use other modes of transportation. Tonight at City Council we're talking about zoning history. This is the third of seven executive sessions on this issue. We are participating in the Aspen Energy Challenge community wide and are currently in 2nd place. Please visit aspenenergychallenge.com to learn more and do your part. Gente caution on how we promote our town and events. I think our challenge isn't to pursue more but to find the right balance.

Extended a special thank you to Dorothy for her years of service with the Chamber.

Terry Collins: Business this year has been weird. We are proceeding ahead with the construction; by Thanksgiving we will have a new emergency department and operating room. We are in the midst of a Board election with two seats open and seven candidates. May 3rd is the last day for voting. AVH received 18 national awards over the last year for both healthcare quality, patient satisfaction and financial stability.

Tim Perry: We're working on posters, banners and signs for summer events. People are starting to call earlier than normal for them. Thank you to Steve, after attending the emergency moratorium City Council meeting I am on more on board than I was previously.

Warren Klug: Enjoyed being part of the Mountain Travel Symposium. This is our fix up season to finish projects before the summer. It looks like a strong summer with reservations so far. Thank you to Dorothy for all of the good things you've done for our community and the Chamber.

Adjournment: Meeting was adjourned at 10:38 a.m.