

**ASPEN CHAMBER RESORT ASSOCIATION
BOARD OF DIRECTORS MEETING MINUTES
June 28th, 2016**

Call to order: Donnie Lee called the meeting to order at 8:40 a.m.

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

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

Presentation: Health Links, Amanda Wagner

Health Links Colorado™ helps businesses support the health, safety and wellbeing of employees. Health Links advises, certifies and connects businesses to local resources that provide the solutions for creating a healthy work environment. Health Links is an evidence-based program that recognizes small businesses for meeting or exceeding worker health and safety standards with Healthy Business Certification. For small businesses, Health Links provides seed funding and advising support to help build evidence-based worksite wellness and safety programs. By establishing key partnerships across the state and training up businesses and community leaders on the worksite wellness framework, Health Links is empowering businesses to work together to create healthier and safe places to work and live.

The benefits of becoming a Certified Healthy Business include a Healthy Business Report Card to help you measure the effectiveness of your wellness program and a free advising session from their expert team. Certification at the leader level will qualify your business for the annual Governor's award for worksite wellness. The last recipients of the Governor's award for worksite wellness were Aspen Skiing Company.

Find out more at www.healthlinkscolorado.org

Chair's comments: It's been a great month thanks to the Ideas festival and FOOD & WINE Classic. It seems like it will be a positive summer season.

Be informed and make your vote count! There is a lot coming up on the November ballot, please get informed.

President's Comments: I really appreciate Tom Yoder who sent the City and ACRA an email after FOOD & WINE about how great the town looked and how successful FOOD & WINE was. Jessica Garrow the Community Development Director for the City of Aspen will be meeting with our Public Affairs committee on July 12th and will present to the Board at the next meeting.

Public Affairs Committee: We broke into some teams to better address what members care about and create an action plan.

Mobility: The parking program for the downtown core is to create more parking spaces for customers and visitors. The mobility team put together a parking brochure to provide more information on transportation and parking options in town. The Downtowner car is running, please download the app and try it out, it's free! The City has asked us if we think there is more parking in the core since the implementation. The subcommittee is also working on implementing the Defy Ordinary branding with the parking garage. If we can each contribute and modify our commuting behavior it will help our businesses. Please pass along any feedback you're hearing from customers and visitors in regards to the parking and transportation in town.

Employee Housing: There is a real need for input from employers about what you need for affordable housing.

Air Service: It's maybe a little early to start talking too heavily about some of the details and plans for the airport. Maybe this fall we can get a better picture.

Old Business: none.

New Business: none.

Director's Comments

Andrew Ernemann: Similar news on the real estate front; it looks like a great summer. There is a lot of construction going on right now.

Beth Mobilian: absent.

Bill Tomcich: The numbers are really strong for the summer season. Cautiously optimistic that it will continue for the long term. We had record flight numbers for the winter and this summer. The airport has had much improved reliability. Met with 12 airlines, one recurrent theme is the reliability of scheduling.

Charlie Bantis: First Western Trust is holding a grants contest for nonprofits. There are three philanthropic pillars that are supported—women & girls, the arts, and economic development. The response has been tremendous. We're giving away \$7,000. Voting continues through July 7th. I'm happy to send you the link if you want to vote. The two current leaders are the Glenwood Springs Center for the Arts in 2nd place and Aspen Junior Hockey in 1st place. There are 23 diverse nonprofits on the list to vote for.

Corey Enloe: We are implementing wellness programming through the Aspen Club as well. There will be a lot of activity at the club in the next few weeks.

Cristal Logan: We have a huge team pulling off the Ideas Festival comprised of amazing volunteers and staff. We have about 400 hundred speakers this year. There are tickets still available for events throughout the week, go to aspenshowtix.com to purchase. We have live streaming on our website and at the Jerome of some of the talks. We are also airing select talks on Aspen Public Radio and utilizing social media. We had people watching from Europe and other countries. We did a young adult forum for attendees under 21 which had about 300 kids in attendance. Traffic is at an all-time high, thank you to the City for working on improving the congestion. Joe Biden will be coming in on Saturday and we're not sure how the motorcade will affect closures yet.

David Perry: absent.

Heather Steenge-Hart: I used the Downtowner and showed the rest of my team how to download the app and use it. Please encourage your staff and guests to utilize it as well.

Jeanette Darnauer: The ARE Day event was a success. The highlight of the event was from the President of Iceland. This November election is very critical in regards to climate change. We hosted the German FAM trip with ACRA and the Molly Gibson. Some of you may now that our company received the top award in public relations from the Public Affairs Society of America. We competed against multinational corporations and we beat out one of the biggest corporations in America.

Jeff Bay: Hosted a FAM from Germany with ACRA and Jeanette Darnauer. The Downtowner is fantastic, I would suggest having a desktop version instead of just the mobile version so concierges can request rides for visitors. Guests are impressed with the transportation options such as We Cycle, the Downtowner and RFTA. We had guests from Breckenridge say that we are way ahead of the curve when it comes to transportation. The Grand Avenue bridge is closing July 18th until Thursday, so be prepared.

John Maloy: absent.

Kenny Smith: Going into our summer trunk show schedule of world famous jewelry designers.

Laura Smith: We're not seeing the busyness everyone else is seeing. The holidays are looking a little better however.

Lisa LeMay: From a retail standpoint, we have three more weeks of being super busy. I've been encouraging employees and other businesses to enjoy the free stuff in town. Get your staff out to enjoy some of the free things in town.

Maria Morrow: I'll push along Riley's concerns to our Public Affairs Employee Sustainability subcommittee.

Michael Owsley: absent.

Nina Eisenstat: FOOD & WINE was fantastic as well as Jazz Aspen's first weekend. Visitors are so excited to be here and want to know as much as they can about Aspen. There is a real opportunity to spread the word through them. Social media is a great opportunity for exposure with events.

Riley Tippet: Received a letter from Devlin Insurance letting me know that United Health and Rocky Mountain Health are leaving the valley and Anthem is the only insurance staying. Anthem is changing from PPO to HMO and the rates are going up by 27%. If we don't have the talent and employees we need nothing else matters. People are having a hard time being able to live here and are being pushed out. What keeps me up at night is the question of am I going to be able to get the best talent going into the winter season to provide the best customer service, will they be able to raise a family here, etc. We need to be sure we're creating the best opportunity for people to come live and work here.

Rose Abello: I used the Downtowner during FOOD & WINE, it was convenient and great. We have three concerts this weekend. The roundabout construction in Snowmass will be suspended for the 4th of July weekend.

Simon Chen: absent.

Steve Skadron: Regarding healthcare, the City and County are aware of it. The Board of Colorado Ski Towns has this issue on their agenda for their next meeting. The French healthcare system is universal, financed by the government and is one of the best healthcare systems in the world.

The Downtowner car is part of the drive less program and is an experiment with a \$90,000 proposition. The money is coming from the increased parking rates in the core. In the first three weeks, the data shows that the rate increases are working. People are changing their habits. In the core, parking occupancy has dropped by about 15%. I would like to know from the hotels in town how many car trips are being replaced because of the Downtowner. We had 384 people sign up for the drive less program and the City is giving out RFTA value cards, WE-Cycle memberships and free tune-ups for bicycles.

Wagner Park is going to be open this week because of the remarkable work by the Parks Department.

The Prospector Hotel is included in the small lodge incentive preservation program that the City put in place. It is a package of incentives to help these hotels not get bulldozed but keep them as they are.

Thank you to Debbie and the entire ACRA team for a great FOOD & WINE Classic.

If you don't plan on attending the Ideas Festival, go to the website and look at the lineup of the speakers. The crush of talent coming to speak is remarkable.

We have an unlimited supply of desirability here in Aspen.

I've recently been to Taiwan and Hong Kong and had a great opportunity to deliver a message about Aspen's carbon footprint and greenhouse gas offsets. We are recognized on a National level for these successes.

There are two big work sessions coming up regarding the City Hall Project.

Terry Collins: There is a lot going on at the hospital. Housing is a big problem for us which has made it difficult to recruit employees. Construction is on time and in budget. The hospital business is on budget for the first 5 months. We are bringing in new physicians including a foot and ankle specialist, a hip surgery specialist and shoulder specialist. We are primarily trying to build our orthopedic practice. AVH has been listed on the 100 great hospitals in America in which we were the only critical access hospital on the list. We do a third party pricing study every year and our pricing on average is lower by a significant amount than other hospitals in this region and we're on par with Front Range hospitals. Get in touch with legislature and the insurance companies directly about the health care cost increases.

Tim Perry: absent.

Warren Klug: Thank you to the ACRA team for FOOD & WINE, it was a great time. Thank you to the Aspen Institute for the Ideas Festival which is a great kick off for the 4th of July. Our hotels are doing well for the summer season. We had a record June at the Aspen Square. It's great to see how busy we are. Looking ahead to winter, perhaps some challenges on the horizon, we'll see how the Brexit situation might affect us.

Adjournment: Meeting was adjourned at 10:30 a.m.