

**ASPEN CHAMBER RESORT ASSOCIATION
BOARD OF DIRECTORS MEETING MINUTES
January 27, 2015 - The Aspen Square Hotel**

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

Attendance: Present: Rose Abello, Charlie Bantis, Dan Bonk, Debbie Braun, Simon Chen, Nina Eisenstat, Corey Enloe, Adam Fortier, Warren Klug, Donnie Lee, Lisa LeMay, Cristal Logan, Beth Mobilian, Maria Morrow, David Perry, Tim Perry, John Sarpa, Steve Skadron, Kenny Smith, Laura Smith, Heather Steenge-Hart, Riley Tippet and Bill Tomcich. Absent: Jeanette Darnauer, John Maloy and Michael Owsley. Staff present: Jennifer Carney, Dorothy Frommer, Erik Klanderud, Kelly Pazar and Julia Theisen. Guests from City of Aspen: Trish Aragon, Tyler Christoff, Hailey Guglielmo, April Long

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

Disclosure of Conflict of interest: none

Presentation: City of Aspen Clean Water Initiative – Trish Aragon

Trish Aragon introduced her team. April Long presented.

The Clean Water Initiative (CWI) focuses on improving the unhealthy areas of the Roaring Fork River through Aspen. Studies from 2000-2006 showed a severely degraded river with a declining macroinvertebrate (insect) population. There are three areas of focus for improvement: storm water discharges; riparian habitat; quantity/flows. In 2008 a Stormwater Manager was hired. Accomplishments have already occurred in improving storm water discharges through educating the community and the construction industry, monitoring construction sites, and the creation of the Jenny Adair and Rio Grande Park Wetlands areas. Macroinvertebrate population is the focus, and is hard to measure. Design goal of the wetlands was to remove 92 to 96% of pollutants, and it removed 96% this summer, so it's working perfectly. But we cannot yet connect this to increase of insect population. Aquatic life is the best measure of the health of a river. The future focus will be on the protection and rehabilitation of riparian areas.

Q&A/discussion: Are there controls in place for snowmelt materials? Salt is hardest to remove from stormwater, must weigh the benefits of public safety and the environment. There will be future conversations of salt use and other pollutants. With alternatives, there is not enough data to know if it would be shifting the data to other issues. Looking at 'safest' salt out there. Is it possible for snowmelt square footage to be exempt from REMP fee, as the cost of installing a snowmelt system can be less than the REMP fee? Rain gardens and bio retention areas are used and promoted across the country and are extremely effective in reducing pollutants. Goal for this year is to get the metrics on where we are today compared to 2008.

Presentation: City of Aspen Construction Mitigation – Trish Aragon

A Construction Mitigation Plan (CMP) is a combination of diagrams, documents, drawings, and specifications that clearly define the steps that will be taken to demonstrate how the impacts to the community will be minimized, and how the impacts associated with any construction project will be managed. The CMP was established to provide a consistent policy under which certain physical aspects of construction management will be implemented. The program started 8 years ago based on community needs. Staff is in the process of updating the construction mitigation rules and is seeking input from the public and the business community. This is meant to be a dialog. Please share your comments online at [Open City Hall](#) or email Trish directly at Trish.Aragon@cityofaspen.com. They would like to facilitate development so it protects citizens and tourists. Parking and sidewalks impact businesses. In the next revision they would like to encourage workers to use carpooling and mass transit to reduce parking needs. Biggest citizen complaint is noise. Asking for help from adjacent businesses on impact.

Q&A/discussion: Timeline? Hoping to roll out by April. Area covered by noise rules are city-wide because it is difficult to enforce different rules for different areas. Construction to begin Feb. 1 for the library, Feb. 15 for the library/upper Rio Grande parking plaza. This could have a negative impact on the SAS call center. Does the city mitigate its own projects if it affects others? Yes, they follow their own rules. There will be impacts on business with the biggest impact at excavation. Most of complaints they receive are when excavating and stabilizing. Debbie: What if SAS has to vacate because they have to answer the phone? ACRA is pre-planning making contingency plans if it is too noisy. Tyler said they are trying to have the foresight to mitigate ahead of time. They try to be creative and be a good neighbor. City respects special events (like the Food & Wine Classic) and stops or delays to accommodate. Are there guidelines for the

number of projects at once? This gets into construction pacing which doesn't get much traction. Gets into rights as a property owner. This City does coordinate public projects in its 10-year asset management plan.

Chair's comments: We are off and running with a great season. Welcome to our four new board members. All board members introduced themselves. Had a recent family need to use AVH...Kudos to AVH doing a great job. It is reflective of the awesome environment of excellent tools and facilities the hospital provides its employees. This has an impact on the employee's personal lives as they have a great place to work. We should think about this as we consider the airport and other projects going forward.

Kudos to the Ski Co for maintaining mountain conditions with limited new snow.

We will have a Board retreat in March. We are in the 3rd year of our current strategic plan. We will wrap up this year come up with new plan in the fall with a second retreat. The retreat will be an extended board meeting, a half day, till noon. Pencil in the morning of March 31st.

Congratulations to all on the success of the X-games.

President's comments: Congratulations to Jennifer on the success of Wintersköl and to Erik for the Award Dinner. Awards went to: Busy Beavers Gardening for Business of the Year; Aspen Valley Ski and Snowboard Club for Non-Profit of the Year; Defy Ordinary awards to Jon Peacock, Skippy Mesirow and Maria Morrow; and the Molly Campbell Service Award to Jayne Poss.

Kelly Pazar gave her notice on Monday. She'll be joining Challenge Aspen, in Snowmass Village, where she lives.

Debbie is headed to California for the WACVB board meeting. She returns on Monday.

Let Debbie know if you're interested in serving on one of ACRA's committees.

Jennifer spoke about the Fat Bike Challenge. She and Julie Hardman went to a Fat Bike conference in Jackson Hole and it was a wonderful experience. The industry is experiencing tremendous growth. It is big in the western states, and Aspen a good place for it to grow as well. It's not just for hard core bikers – it can be for families as well. It's a good opportunity to bring a new amenity for winter activities. They learned at the conference that is has been challenging in other communities to work through logistic and permitting processes. It was a very valuable experience. We are hoping to bring the conference to Aspen in a future year.

ACRA will be having construction surrounding the offices. Will know more on 2/15, and might have to temporarily move offices.

Nominating Committee: Per the by-laws the board must approve the At-large seats and the officers for the year.

MOTION: Warren moved that Riley Tippet, Heather Steenge-Hart, and Charlie Bantis be approved at the at-large representatives to the board. Corey Enloe seconded the motion which passed unanimously.

MOTION: Warren moved that the board approve the Officers for the year: Chair, Donnie Lee; Vice Chair, Corey Enloe; Secretary, David Perry; Asst Sec., Cristal Logan; Treasurer, Adam Fortier; Asst Tres., Warren Klug. Charlie Bantis seconded the motion which passed unanimously.

Public Affairs Committee: Maria Morrow thanked Mayor Skadron and Council for the council meeting last night which went so late. The Molly Gibson redevelopment project was approved, and they looked at one of the Hunt Base1 projects. The Sky and Hunt projects will be back in front of Council on 2/9, and Hotel Jerome on 3/9. All have exciting elements to them with flexibility for guests. Hunt Base1 is a fascinating project. The Public Affairs committee said it actually presents an affordable option. Please learn more about it. Hunt is asking for a variance on affordable housing and parking, and coming up with new ideas.

There are new members on the Public Affairs committee. The committee will be talking about projects for this year, revisiting dashboard and metrics.

Mayor Skadron: Would the committee take a position if the development disallowed cars? It's a great challenge, and do we want affordable housing? The conflict is that the city requires developers to have a parking minimum. If the developer can create a new business model with no parking, could this be a tremendous asset to the city? Valet or shuttle system? Unused parking. We could be more creative in using what we have currently. St. Regis? Council would entertain revisiting old regulations. Remote parking for major events works. Any studies from other communities that we can use? Valet parking is used in cities, we could use that as an opportunity. At a recent mayors innovation meeting in DC they discussed climate resiliency and a sharing economy. The mayor of Mt View CA where Google is located talked

about driverless cars which potentially can be used for commuting. [Kelly: a recent news item on driverless cars can be seen here: <http://www.cnbc.com/id/102391903#>.]

MM: Yes, the committee would consider taking the issue up for discussion as it is a highly important issue, a critical issue, important to the future of community.

Member Services Committee: Riley Tippet reported they met to choose the Business and Non-Profit of the year [see President's comments above.] Please congratulate them if you see them. The next meeting in mid-March to review the application processes. They had a lot of applicants this year. With the awards dinner they can take this up to another level. Also moving to quarterly meetings with a consistent schedule and agenda to be as productive as possible.

Old Business: none

New Business: none

Directors' Comments

Adam Fortier: Welcome to new members, he appreciates Charlie coming back. He gets information on the interest rate environment from an economic leader, and they are expecting rates to stay low. He has been attending pre-natal classes at the birthing center at AVH and it is excellent.

Beth Mobilian: Happy to be here. She is hoping to be valuable voice and ears for her constituency.

Bill Tomcich: The holidays were busy, airlines did a great job transporting to and from our airport. There were 6 days of 92% or greater occupancy. January has been a tough month, but December was a good month for snow. January has been better for flight operations. USSA Alpine Masters will be at Buttermilk the first week of February, with 116 competitors signed up for 7 days. There is a sizeable amount of international competitors. F&W will sell out by March. United added flights during peak days. The LA flight will continue during spring off-season.

Charlie Bantis: He is proud to be back on this board. Thanks to Dan for his recent experience at AVH.

Corey Enloe: The dialog in this meeting is so inspiring and shows we are thoughtful community looking for meaningful solutions. Lodging has been good, with metrics ahead of pace. Shoulder/early June bookings are behind right now. But winter looks good. He will be attending an assembly with Destrimetrics tomorrow at SIA in Denver.

Cristal Logan: It was great to meet with head of EPA. Their events are selling out. April they have the Bloomberg event which will be aired. Ideas Fest 1 is sold out. Fest 2 will sell out. Health Spotlight is sold out. Julia is meeting with non-profit reps this week on marketing.

Dan Bonk: Finishing up phase 2, starting phase 3 in April – to go through Oct of 2016. He brought copies of their strategic plan (see Attachment 1). If you'd like to arrange a tour – please contact Dan. Valley Heath Alliance is moving rapidly. The Western Health Care Alliance of 32 hospitals is putting together a community care organization with Dave Ressler as head.

David Perry: Welcome to the new and returning board members. This is an active and engaged board. X-games was great example of community collaboration of funding partners and the lodging community, which doesn't gouge people with room rates. This allows ESPN to keep coming here. It generates general tourism dollars today and puts us on the map for future generations. It attracts more spectators than the super bowl over 4 days, and the ski area is still open. We have the games through 2019. As for the lack of recent snow and grooming...our conditions and ski-ability are the best right now out of 5 resorts he recently visited. Besides occupancy, we need to look at total room nights sold so we can really see empirically how we are doing.

Heather Steenge-Hart: Thank you, she is honored to be part of the ACRA board.

Jeanette Darnauer: absent

John Maloy: absent

John Sarpa: no comments

Kenny Smith: Aspen community “Spell What” is next week, on 2/5 at the Aspen Meadows. It is a benefit for the Aspen Youth Center and very fun to attend.

Laura Smith: Welcome to the new members. They start the winter season on Thursday with a Met opera broadcast at the Wheeler - Macbeth for \$20. There will be 5 more operas and 3 recitals at Harris Hall. The summer season announcing soon. Contact her if you'd like to attend an event and bring a guest.

Lisa LeMay: January has been an international month, with many visitors from Australia and Brazil. For the next 2 weeks she'll be at the FIS world alpine championships in Vail/Beaver Creek. If you go, visit her at base of Beaver Creek.

Maria Morrow: Please email her if you have ideas on the public affairs issues.

Michael Owsley: absent

Nina Eisenstat: Welcome to new members, all are a great addition to the board. She couldn't attend the Wintersköl dinner but watched it online, and it was great. She was a part of the Molly Gibson team last night at the City Council meeting, and is thrilled the project is approved. It will have 68 affordable lodge rooms, up from 53, with a nice community gathering space, enhanced safety and community benefits.

Riley Tippet: Excited to continue in an at-large seat. Skiing is fantastic. He reminded everyone that even with not much new snow our visitors love the blue skies and snow conditions. He'll be at SIA through the weekend in Denver.

Rose Abello: She is happy to be back and delighted to serve on the board. Last week SMV announced the summer schedule. During Food & Wine SMV will host events including the Grand Cochon. On July 4th Wanderlust is coming back, and a Mudderella in August. A Scottish festival will be the 1st weekend of August.

Simon Chen: no comments

Steve Skadron: At the Mayors Innovation Project in DC, the most valuable part can be the conversations between presentations. The mayor of Minnesota is coming to Aspen, another is a fellow of the Aspen Institute. It is a credit to this community how far Aspen reaches. Council has a reputation of being difficult to work with, but it really has to do with the application process. If apps fit the criteria they can pass in one meeting, as the Molly Gibson project did. This is an important message for the board and Public Affairs committee as they choose to support various things. The board supported the original version of Sky, but it has been sent back for changes. We need to be in lock step with each other. He is philosophically aligned with those behind charter amendment but opposed to it in the bigger picture. It's the city's most important document and the wrong place for development issues. The people should use public debate and civil discourse – the democratic process. Bert has started a petition to tie council hands from considering any variance by an applicant. If council permitted a variance it would go to a public vote. It's being billed as Keep Aspen, Aspen and is anti-development. Regarding City board appointments – they have recently appointed a bunch of people for committees and he is excited to see the next gen demographic so interested in being involved in the community.

Tim Perry: He gets to talk to planners, and asked if we have talked to Mark Hunt about his future projects. Debbie said that he did present to Public Affairs, and we'll get it on the docket for a future board meeting.

Warren Klug: Thanks to staff for Wintersköl, the dinner format was nice - thanks to Heather at the St. Regis for the dinner. And thanks to Ski Co for successful X-games, the grooming and opening early for Australia day.

Adjournment: 10:46 a.m.

STRATEGIC SUCCESS FACTORS 2015

OUR MISSION
To deliver extraordinary healthcare in an environment of excellence, compassion, and trust.

OUR VISION
To be the leader in fostering our community as the healthiest in the nation.

