

**ASPEN CHAMBER RESORT ASSOCIATION  
BOARD OF DIRECTORS MEETING MINUTES  
September 29th, 2015**

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

**Attendance:** Present: Donnie Lee, Warren Klug, Debbie Braun, Cristal Logan, Rose Abello, Charlie Bantis, Dan Bonk, Simon Chen, Nina Eisenstat, Lisa LeMay, John Maloy, Maria Morrow, Steve Skadron, Laura Smith, Heather Steenge-Hart, Riley Tippet, Bill Tomcich, Jeanette Darnauer, and Corey Enloe. Staff Present: Julia Theisen, Nicole Heronemus, Jennifer Carney, Erik Klanderud, Dorothy Frommer, Sarah Reynolds, and Amy Roldan. Guests: Candra Canning, Bob. Absent: Adam Fortier, David Perry, Beth Mobilian, Michael Owsley, Tim Perry, John Sarpa, and Kenny Smith.

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

**Disclosure of Conflict of Interest:** none.

**Destination Marketing Presentation:** The Destination Marketing's mission is to attract visitors to the resort. The marketing fund has seen steady growth since its first year, 2000. ACRA will be presenting to City Council November 17th in regards to the marketing budget for 2016. Aspen had the highest occupancy rate for the summer of 2015, compared to 12 other mountain resorts. Current advertising strategy has been to target geographic, demographic and behavioral trends, promote the spring and fall (shoulder seasons), an Arts and Culture Campaign, Weddings Campaign, and mobile website improvement. The website exceeded 100k visitors from June through September. The Arts & Culture campaign also known as "Arts Aspen" has some key strategies which include a new micro site, a digital campaign targeting arts audience and new signage at the visitor's centers directing tourists to artsaspen.com. DM has hosted 18 international media trips with Aspen/Snowmass collaboration this year and have been working closely with representatives in Australia and the UK. Another main focus this year is on enhanced photography which is used on social media platforms such as Pinterest, Instagram, Twitter and Facebook. The marketing team will be looking into working with Russia as they are an increasing group of interest. In the winter, DM supports the Winter XGames, Wintersköl and other events. There will be a change in how DM collects their funds from the City in 2016. Please follow this link for the video presentation <https://www.youtube.com/watch?v=P73bVSOE1bw>.

A motion to approve the DM budget to go to City Council, seconded. Steve Skadron abstained. Motion approved.

**Public Affairs Committee:** The PA committee would like to thank everyone for submitting their letters to the editor and support of the ballot issues 2A, 3A and 5A. Most voters make their decisions at the last minute so now is a good time to submit letters and start conversations before Election Day. It appears that about 25% of voters are still undecided. The Resolution of Support for the ballot issues 2A, 3A and 5A:

*Corey Enloe:* I'd like to see something added about the best use of the space for the Base2 question. On 3A, I would leave out the last sentence of the "the state of Colorado falling short" part.

Motion to approve the Resolution of Support as amended, seconded. Motion approved.

**Marketing Advisory Committee:** Kudos to the DM team and Julia Theisen who is great at with taking feedback from the presentation.

**Member Services Committee:** Last meeting we discussed some upcoming points for the board retreat. Business of the Year proposals have started and the committee discussed how to better structure the process. The committee is excited by the newly created full time membership coordinator position and looks forward to working together.

**Old Business:** The Resolution of Support was printed in the Aspen Daily News.

**New Business:** none.

**Chair's comments:** It is true that not all voters truly understand the ballot issues and what ACRA does. We need to focus on who we are and what our mission is.

**President's comments:** ACRA's Destination Marketing department will be presenting their 2016 budget to City Council on November 17<sup>th</sup>. The board of director's election process has started. There are two open seats available in the Real Estate and Finance category. The Service, Retail, Non-Profit and Lodging are also up for re-election with current incumbents rerunning. ACRA has been given notice of their lease termination effective in 24 months. The Finance Committee meets next week, they will discuss ACRA's relocation and will report back next month. We would like to welcome Amy Roldan as the new DM Admin Assistant and our new Special Events Manager Brittany Zanin who will start in November. We are still looking for a Member Services Coordinator and will be extending an offer this week. With next year being the final year Donnie Lee will hold the Chair seat, we will create a one year strategic plan for 2016. In 2017, we would like to slot Cristal Logan into the Chair seat and will prepare a three year strategic plan to align with her term. Candra Canning of "LiveBrightNow" will be facilitating our Staff Advance tomorrow and attending our Board Retreat next month.

### Directors' Comments

**Rose Abello:** Our numbers were up by about 13.4% this summer. Reported information from a meeting in Glenwood Springs regarding the Grand Avenue bridge closure starting after Labor Day of 2017.

**Charlie Bantis:** The marble base site is up for sale with a \$550,000 purchase price. Aspen Valley Land Trust is working on grants to purchase it, however they still need about \$150,000 in matching funds. First Western Trust now has a functional office space above Peach's.

**Dan Bonk:** The mill levy is a key issue for the hospital. The install of a new medical record system next year will save time and effort when pulling medical records for patients. The hospital is recruiting more doctors and specialists next year. Aspen Valley Hospital received the "Guardian of Quality" award. Construction at the hospital is on schedule.

**Simon Chen:** The Little Nell will be doing local events this season including bringing the hottest curry restaurant from Denver to Aspen, "Biju's Little Curry Shop", which was on the "Diners, Drive-In's and Dives TV show, on December 11<sup>th</sup>.

**Jeanette Darnauer:** Thank you to Julia and the DM team for your leadership and smart marketing. The Aspen and Snowmass rotary clubs are hosting the opera singers again on Thursday, November 5<sup>th</sup> and November 6<sup>th</sup>. They are free performances so no tickets required.

**Nina Eisenstat:** Julia and the DM team did a great job on the presentation. Hoping the winter El Nino season will be good for marketing efforts.

**Adam Fortier:** Absent.

**Warren Klug:** Thank you Julia and the DM team for your hard work on the presentation and budget. The town is full for about 5-6 weeks a year and it takes marketing support to fill the slower periods.

**Lisa LeMay:** Aspen is very politically tense right now but we can still get more letters to the editor to the papers this week. Please also visit the Base2 website which is very informative.

**Cristal Logan:** I think Maria's letter to the editor was great. The Ideas Fest tickets go on sale November 19<sup>th</sup>. Kudos to Julia and the DM team. The Arts Aspen website is wonderful.

**John Maloy:** We are nine weeks into the school year. Feeling like we are having a great start to the year with new hires which has had a great impact in the culture of the schools. Thank you to everyone for the concentrated effort on 3A for the election.

**Beth Mobilian:** Submitted her report via email and provided flyers for an event being held for awareness of adolescent anorexia.

**Maria Morrow:** Thank you Debbie and Erik for the great Grassroots TV shows. There is one more information session for Base2 from 4 p.m. - 6 p.m. at the Red Onion. In the Public Affairs Committee we've been talking about the idea that there are leadership schools across the country to train and engage and will discuss during strategic planning.

**Michael Owsley:** Absent.

**David Perry:** Absent.

**Tim Perry:** Absent.

**John Sarpa:** Absent.

**Steve Skadron:** The NW Council Small Business Development Center is establishing an advisory group for economic development of the Western Slope. Would anyone be interested in joining this group? They want Aspen's perspective by having someone from the business sector who is generally involved with economic development. Please email me if interested. Hosted sister city visits from Whistler and Abetone, they are very engaged and were interested in our economic program. An Indonesian group is interested in coming to tour Aspen. Visited Estes Park last week and they are experiencing a lot of the same problems we are in Aspen such as parking and traffic. Today is the final budget wrap up meeting for the City Council. There was a great excerpt in the paper recently about the City Hall ballot issue. Let's get an electronic version of that out to everyone.

**Kenny Smith:** Absent.

**Heather Steenge-Hart:** Pacing ahead for March.

**Riley Tippet:** Attended the Climate Reality Leadership training to learn how to be better presenters and leaders. At that training, Aspen was recognized as one of the few cities that is 100% renewable.

**Bill Tomcich:** The transient inventory study showed a drop of 112 (or 7.5%) pillows since 2012. An update on the air service was given with the possibility of expanding flight schedules. December in Aspen looks really good accredited to the Early Escape Package. The software upgrade is complete, still have a couple of Aspen properties that are waiting to be added but the booking looks great. The number of last minute and big group bookings increased since the new software upgrade.

Meeting adjourned at 10:34 a.m.