

**ASPEN CHAMBER RESORT ASSOCIATION
BOARD OF DIRECTORS RETREAT MINUTES
March 31st, 2015
The Aspen Square Hotel**

Attendance: Present: Donnie Lee, Corey Enloe, David Perry, Cristal Logan, Warren Klug, Rose Abello, Charlie Bantis, Simon Chen, Jeanette Darnauer, Beth Mobilian, Maria Morrow, Michael Owsley, Tim Perry, John Sarpa, Steve Skadron, Laura Smith, Heather Steenge-Hart, Riley Tippet, and Bill Tomcich. Absent: Nina Eisenstat, Lisa LeMay, John Maloy, Adam Fortier, Dan Bonk, Kenny Smith. Staff present: Jennifer Carney, Dorothy Frommer, Erik Klanderud, Nicole Heronemus, Julia Theisen, Stephanie Power-Smith, Jessica Hite, Eliza Voss, Ce-Cie Kennedy, Karen Keeley, Julie Hardman, Toni Case, Sarah Reynolds, Liz Cluley.

Welcome: Donnie Lee and Debbie Braun.

Presentation: Department Updates on 2013-15 Accomplishments

1. **Destination Marketing question for the Board:** *How would you define success for Destination Marketing?*

Chair's comments: The discussion was mainly focused on the shoulder seasons. We need to have a balance in visitors and tourism in these times, not necessarily more during our regular seasons. Debbie brought up the idea of bringing in hockey or lacrosse groups for the late and early seasons. Another focus could be on spring break and bringing more students to Aspen. Donnie believes we have set the stage well but wants to see where we're going next. How do we create more momentum behind the great work that's already been done?

2. **Special Events question for the board:** *What types of events would you like to see in Aspen?*

Chair's comments: Many ideas were recommended, some of which were TedTalks, Good Day Australia and the Original Design Conference. Another greatly discussed idea was to create a spring break package or campaign. Focusing on the younger visitors for the shoulder seasons seemed to be a revolving topic.

3. **Visitor Services question for the board:** *What would you recommend to a guest if they only had a couple of hours to spend in Aspen?*

Chair's comments: John Denver Sanctuary, Aces, renting a bike or going to the top of Aspen Mountain were among the suggested things to do in a few hours. A brochure was proposed to list activities by the amount of time required/available for visitors. Another great mention was a chalkboard with the same details as well as a space for visitors to recommend fun things to do or comments. Everyone seemed to really enjoy the idea of the chalkboard.

4. **Membership question for the board:** *How do we as a membership based organization maximize our value and influence?*

Chair's comments: The discussion centered around the need to focus on our influence to maximize our value. We need to know and keep learning what our members believe to be important and keep an eye on future planning.

Review Survey Results: Debbie reviewed the results of the membership survey.

Election Update and variance question: Donnie and Maria spoke about the charter amendment, they asked Steve Skadron to give the board an overview of the Charter amendment. Much discussion took place regarding the pros and cons of the amendment, ultimately the board felt land use issues should be in the code, not the charter. David Perry made a motion to craft information that supports opposition to the charter amendment. It was second; Michael Owsley abstained stating the County had no formal opinion. The motion passed.

Old Business: none

New Business: none

Comment from Lisa LeMay: After a very strong January and February, March was very disappointing. In talking to other retailers, ranging from general to boutique, all seem to be in agreement that we didn't see many of our guests from the North-East that usually keep us busy this month. I have to think they were all tired of snow and changed plans to enjoy beaches this year for family breaks. I'm interested in seeing how the occupancy percentages will end up for March.

Adjournment: 11:45 am