

**ASPEN CHAMBER RESORT ASSOCIATION  
BOARD OF DIRECTORS MEETING MINUTES  
April 28th, 2015  
The Aspen Square Hotel**

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

**Attendance:** Present: Corey Enloe, Heather Steenge-Hart, John Sarpa, Adam Fortier, Charlie Bantis, Rose Abello, Michael Owsley, David Perry, Cristal Logan, Laura Smith, Lisa LeMay, Bill Tomcich, Simon Chen, Nina Eisenstat, Kenny Smith, Beth Mobilian, Maria Morrow, Tim Perry, Steve Skadron, Jeanette Darneauer, Warren Klug, Donnie Lee, Debbie Braun. Absent: Staff present: Dorothy Frommer, Erik Klanderud, Nicole Heronemus and Julie Hardman. Guests: Derek Johnson, Adam Frisch.

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

**Disclosure of Conflict of interest:** none

**Presentation:** RFMBP summer biking update – Michael Pritchard presented. New and improved trail systems are a focus. More people on the trail equals more healthy people in the community. Aspen/Snowmass has a lot of potential for continued development as a destination for mountain biking. The goal is to transition existing trails. Collaborating with other organizations to improve the experience for mountain bikers and preserve the natural habitats.

QA: Charlie Bantis: Is there one location where a visitor/local can see all of the trails and plans?  
They do have a webpage with links and details for all documents as well as trail condition reports.

Last fall they started Glenwood Springs Concept trail plan to improve existing trails and create new trails. They are now looking at the red mountain area currently. It has a great public access road and single track segments but the start of them are very steep and hard. They are hoping to start the project this summer or fall. Their second part of the plan is South Canyon, they can put as many as 20 miles of trails in this area. They have received funds from the City of GWS and have also hired a professional trail designer to help with the project.

Aspen Snowmass has been awarded the Bronze award from IMBA Ride Center and is on working towards the Silver and Gold for future years. They need to create a local marketing group to advertise and create a written proposal to engage and commit these entities. In order to bring more volunteers for trail building they are doing a bike giveaway this year. They are having the IMBA TCC (Trail Care Crew) coming to GWS and Aspen to present in July. A Regional Trails Summit will also be in GWS in August. They are accepting memberships for \$30 a year to help fund their efforts. They also accept direct donations, foundation grants, business sponsor and local government funding & grants.

QA: Debbie: Can you make donations online?

Mike: Yes, you can donate by PayPal online or with written forms.

**Presentation:** WE Cycle update – Mirta Mallory

Aspen is really growing as a mountain biking community. We are the only small town bike share in North America and going into our third season. With over 56 partners this last year they have been able to grow. They had a 76% growth over 2013 last season. A 40% increase in pass holder ridership. They had 14 stations last year. 85% use WE-cycle in conjunction with RFTA. This year they are launching a Latino outreach program for early workers. 67% use the cycles for one way trips, spontaneous trips, running errands and shopping. They have seen a big growth in people using them for getting to and from work. 1/3 of their pass riders live outside of Aspen. They are now looking forward to a valley system, which will include Basalt, El Jebel, Carbondale and Glenwood Springs. 85% of riders would be more inclined to ride RFTA if one had access to WE-cycle at either end. Julie Hardman has joined the WE-cycle board. The season is May 15th-November 1<sup>st</sup>. This year they are offering ACRA business passes. You can buy 5 for \$200 or 10 for \$350. This is encouraging less traffic as people are using WE-cycle to avoid difficult parking situations. Hoping to partner with ACRA to promote the program.

QA: Do you have a timeline goal for the valley plan?

Mirta: They are in very active conversations to move ahead quickly and get it started within 1-2 years.

QA: Is Snowmass going to be added?

Mirta: Possibly, they are looking into integrating into Snowmass with electric bicycles as well.

QA: Recent upgrade to the Rio Grande trail makes it so much easier to commute throughout the valley.

**Presentation:** Aspen/Pitkin County Housing Authority – Mike Kosdrosky

Extending invitation to work with ACRA to work on study of guidelines for affordable work force housing over the next few years. They would really like to work with the business community to get an idea of where the program was and where it is going. This study has been prompted by the City's top ten goals this year. About 45% of workers in Aspen are in affordable housing right now. This program is vital but is not sustainable at this time. 25% of our total affordable workforce housing will be occupied by retirees.

QA: Lisa: Wants to express a concern to see the housing authority put more priority on seasonal housing to import employees. It is hard to hire people and is causing business's to suffer.

Mike: Here today to receive this feedback and work with us on these issues. This is an economic development program essentially. We cannot continue to operate the same way and achieve the same results. They welcome meetings to discuss the concerns and issues with business owners.

Charlie: Really encouraging Mike to sit down with the school district. Reach out to John Maloy.

Mike: Hasn't considered yet, but will reach out to John.

QA: Jeanette: Any thoughts about affordable commercial housing?

Mike: No, it is another separate issue.

QA: Beth: Is there any collaboration with other towns down valley?

Mike: He wants there to be. It's an opportunity we need to seize. He has a meeting with Eagle county's housing director this coming Thursday.

Has there been any other demographics shifts affecting the housing?

There has been a shift in baby boomers and retirees, although it is hard to address it head on. There is going to be a lot of balancing for policy makers over the years to address the issue. We need to get creative and look at the cost of how to open the inventory for workers and also accommodate the retirees.

QA: Cristal: What is the timeline to list rentals online?

Mike: No specific plans, although a major issue to address.

QA: Laura: How do you access and quantify the workforce that will be housed by this program?

Mike: Hopefully with the help of ACRA, they will be able to access it.

QA: Debbie: When was the last time the accessing of qualifications was done?

Mike: Estimating 1999-2000. Have moved away from AMI, maybe they need to get back to that standard. They are going to be doing a full review of the guidelines.

QA: Kenny: How big is your staff?

Mike: 13 staff, 3 property managers, 4 maintenance and 3 high level team members.

**Chair's comments:** Thanks everyone for the board retreat. Thanks to Maria and Debbie and Public Affairs for taking direction with the issues committee. Happy to be part of a fact based, non emotional organization. It was the right thing to do to take a position on Referendum 1 and it is important to stay the course.

**President's comments:** It has been fun and exciting being part of the issues committee. She just returned from MTS and Whistler. Whistler Chamber of Commerce and Queensland Australia are very interested in speaking with her regarding our business model, our sister city relationship and marketing of our community.

**Public Affairs Committee:** Thank you to Debbie, Erik and Nicole for all of the hard work on the issues committee. Thank you to Charlie, David and Corey for speaking with the public on Aspen Mountain closing day. Our message is difficult but we need to keep going. Our polling showed that our members are equally divided. Believes we have helped educate but still need to continue to execute. Please go into the voter list on Google docs and reach out to people you know. If you are undecided, why would you amend our constitution? Please write letters to the editor if able. We have 7 days left until election.

**Debbie:** CALL TO ACTION: We have 90 supporters on our list; please help us reach 100 or more! Please also like and share the AspenVoteKnow facebook page.

**Derek Johnson:** Trying to do a radio show at the end of this week. Please send out emails regarding why to Vote NO on Referendum 1. Hot buttons people can focus on; change the land use code not the charter, city council and the mayor do not believe the referendum is the right direction, the community is in violent agreement that there is too much growth, the size of the land use code and application is too much for voters to understand. We do need more donations for the issue committee as well. Today is the last day to accept donations.

**Old Business:** none

**New Business:** none

### **Directors' Comments**

**Adam Fortier:** N/A

**Beth Mobilian:** Happy off season.

**Bill Tomcich:** July looks strong for occupancy, June is down even with Food & Wine. Aspen is down and Snowmass is up. About 2/3 of June's bookings are complete, but not a bad thing. SAS is in the middle of a software conversion that is long overdue. They have had a series of supplier training sessions the last few weeks. The feedback is a lot of excitement for the software conversion. Focus is also on air traffic. Some of the key metrics being tracked are storm cycles and the overall reliability of the Aspen Airport. The reliability of the airport this winter season was at 96%. The April numbers will not be as strong due to late spring snow storms. United Airlines now has contact information for 80% of their passengers in order to provide better customer service. United Airlines has committed to next seasons flight schedules.

**Charlie Bantis:** A good point for Referendum 1: Would you amend the US constitution for highway right of ways?

**Corey Enloe:** Occupancy was down 2% in March, rates are up 7% so revenue will be up for the Sky Hotel. If Referendum 1 was in place 2 years ago, the Sky Hotel project process never would have started.

**Cristal Logan:** Thank you to everyone working on the Referendum committee and Mike Kosdrosky for presenting.

**Dan Bonk:** Absent.

**David Perry:** There are a lot of mountain bike destination travelers now and we can compete strongly for this business. We need to develop a brand for being a mountain bike destination. Summer projects include investing in a beautification plan on Aspen Mountain with some landscaping and walkways; approval to build a new lift in Snowmass (replacing the high alpine lift); next summer to invest in Gwynn's restaurant; a master plan with the forest service for summer activities around the elk camp club, more bike trails, zip lines, mountain coaster, etc.

**Dwayne Romero:** Absent.

**Heather Steenge-Hart:** St. Regis Aspen is closed for maintenance currently and getting ready for a busy summer.

**Jeanette Darnauer:** Great to see that Mike Kosdrosky was here and looks forward to helping with their board. We have an obligation to work with the Housing Authority.

**John Maloy:** N/A

**John Sarpa:** Real estate is on a tear! Sold 303 million, average price is going up by \$600,000. The average cost for homes in Aspen is 5 million to 7 million dollars. He will be writing a letter to the editor about the loss of creative process.

**Kenny Smith:** Thank you PA committee for all your hard work on Referendum 1.

**Laura Smith:** N/A

**Lisa LeMay:** Thank you to everyone working on the Referendum committee. Face time is critical when talking to people.

**Maria Morrow:** Please go out and reach out to at least 10 or more voters regarding Referendum 1!

**Michael Owsley:** It is important to have elections and leadership. Leadership has made Aspen what it is and Aspen changes annually. The county is meshed in a lot of activities and will be happy to answer any questions. The airport is an ongoing, long term project.

**Nina Eisenstat:** Thank you to everyone working on the Referendum committee.

**Riley Tippet:** Absent.

**Rose Abello:** Great numbers in February for Snowmass Tourism. Looking forward to a great summer season. They have an event every weekend until end of September. Mammoth Fest has a great lineup. Two events during Food & Wine as well; there is local pricing through the end of this month.

**Simon Chen:** N/A

**Steve Skadron:** The big issue at the council table is around the affordable housing issue. It's going to take many meetings and many months. Steve will be giving the commencement speech at CMC graduation in Glenwood Springs. Their graduates of business are gaining recognition statewide. The election is May 5<sup>th</sup>, there will be two locations to vote this year including City Hall. The Travel Channel is here and they filmed an inside look at Aspen. They went skiing on Aspen Mountain with Chris Klug. They also spent time with Gina at the historical society and rode around town on fat bikes. The video just came out, so check it out on their website. Going on May 10<sup>th</sup> to become a sister city. Perhaps we can change or have control over the downtown economic status. La Sportiva is interested in coming to Aspen.

**Tim Perry:** People who are against the Referendum seem to be fairly educated. He has been talking to a lot of clients and educating them on Referendum 1.

**Warren Klug:** As we finalize our numbers at The Aspen Square for the end of the season, many international guests are saying that they've heard that we have had no snow this year. Keep our impressions positive. Our summer phones are ringing, lots of space to sell still. Renovations are underway at The Aspen Square.

**Adjournment:** 10:46 a.m.