

**ASPEN CHAMBER RESORT ASSOCIATION
BOARD OF DIRECTORS MEETING MINUTES
February 28th, 2017**

Call to order: Warren Klug called the meeting to order at 8:39 a.m.

Attendance: Present: Debbie Braun, Warren Klug, Charlie Bantis, Jeanette Darnauer, Heather Kemp, Rob Ittner, Maria Morrow, Patti Clapper, Rose Abello, David Perry, Steve Skadron, Nina Eisenstat, Jeff Bay, Cristal Logan, and Adam Frisch. Absent: Donnie Lee, Corey Enloe, Riley Tippet, Dave Ressler, Simon Chen, Heather Steenge-Hart, Lisa LeMay, John Maloy, Andrew Ernemann, Laura Smith, Bill Tomcich and Tim Perry. Staff present: Nicole Heronemus, Erik Klanderud and Jennifer Carney.

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

Presentation: Aspen Valley Ski & Snowboard Club

The AVSC's mission is to provide all youth in the greater RFV the opportunity to develop as athletes and as people through winter sports. The AVSC covers all aspects of winter mountain sports including competitive alpine, Nordic, snowboard, freestyle, slope, big mountain and base camp. Personal development and mentorship are among the opportunities provided to the 2,300 children and young adults that are part of the organization. As the largest ski club in the nation and the oldest youth nonprofit in the Roaring Fork Valley, the AVSC has awarded 725 scholarships and has given 400 free equipment sets in its lifetime.

AVSC celebrates our 80th anniversary this year.

The World Cup Finals are coming up on March 15th-19th. We have staff rounding up kids for the ceremonies to support Ski Co.

We are moving forward with increased outreach and targeting of new audiences so we can continue to improve and add to our training facilities, increase our year-round programming and offer new opportunities.

David Perry: Mark's leadership has made our relationship with AVSC better than ever. Thank you.

Chair's comments: It's been a very positive winter, in which we've seen an increase in Australian business this season. Our numbers are up significantly. Thank you to David and Ski Co for your work on the mountain this year. Congrats to DM and Julia for their year-end budget.

President's Comments: After the last Public Affairs meeting following the chain store ordinance brought forth by a group of citizens, we followed up and reached out to other chambers for their input on their experiences with similar ordinances. We shared that feedback with the City's community development staff. The first public hearing for this issue is set for March 6th.

Last year we created a new vision for the ACRA, so this year we worked on creating a new mission statement. The new mission statement is: Attract visitors to the resort, foster a dynamic Aspen experience, and provide valuable member benefits to support a sustainable local economy. The board recognized the difficulty of creating a new mission statement and felt that the new statement encapsulated the work of the ACRA well.

The new 3 year strategic plan is being completed by the ACRA staff. A draft of the plan will be sent out next month before the board meeting so please be prepared to give comments at March's meeting.

Finance Committee: The Chamber has a very strong balance sheet. The Finance Committee agreed to increase the member dues by 4% for 2017.

The committee discussed last year's new payment system with the City, building of the reserves, request for supplemental funds and administrative expenses the Chamber is providing that Destination Marketing should be covering. An administrative allocation fee to the Chamber of \$6,000 per month was approved by the committee and will start in March to cover the HR/Technology support provided by Nicole as well the oversight of the programming and budget done by Debbie. The committee agreed that with the potential of 200k in a supplemental request to the City at the end of March that we should set some aside for the "rainy day" and/or capital needs. Julia is putting together a proposed budget and Debbie will review. DM will be going before City Council at the end of March to reconcile 2016. The airport program, which is a very cut and dry program, again ran smoothly in 2016.

Public Affairs Committee: Last year we developed a model where the group would identify issues that we would want to target for the year to use our resources effectively. We are working on a member survey that is going out today. One issue on our radar this year will include the creating a group to focus on the upcoming election. We also agreed that the member services committee will be taking over the employee sustainability portion of work from the PA committee. We wanted to make sure there was a team to really focus on those employee sustainability issues. Mike Kosdrosky will be meeting with the PA committee at tomorrow's meeting to give an update on affordable housing. The following meeting we will know what we will be focusing on for the year with the results of the member survey. I would like to invite some of our city and county government officials to come to our April meeting. We'll be talking about how we interface with the city and how to collaborate going forward. I want to be sure the PA committee is being more effective and how/what we should be involved in to add value for our officials.

March 2nd we are meeting with luxury retailers and city event staff to see what we can do during events to drive business to the brick & mortar businesses.

Old Business: none.

New Business: none.

Director's Comments

Andrew Ernemann: absent.

Bill Tomcich: March occupancies look very strong through the World Cup Finals on March 19, after which things will quiet down considerably for the remainder of the season in Aspen. But Snowmass has some strong group business that should yield a string finish to the season, which I'm sure Rose can speak to. Looking ahead, June looks incredibly strong in Aspen, so strong in fact that I have shared this data with United Airlines with hopes that they may be able to add some additional summer flight capacity in June. Our summer & fall flight line-up looks great, and I am working on a press release that summarizes all our new and expanded schedules this summer.

Charlie Bantis: Aspen Valley Land Trust celebrates their 50th anniversary this year. Their For Love of Land event at the Jerome tomorrow is sold out.

Corey Enloe: absent.

Cristal Logan: The Aspen Ideas Festival is about to sell out. We had great turnouts at all of our winter events. The last two weeks we had 11 events in 11 days. The community forum for transportation and mobility has been making great progress. The task force focuses on what we can do here locally to address transportation issues. You are all invited to join us for a community forum on transportation and mobility event at Doerr-Hosier on March 9th at 5:30.

David Perry: Two weeks until the World Cup Finals! Thank you to the lodging community who plays a big part in supporting this event. Local sponsors and approximately 600 volunteers have really stepped up to help. This event will provide 100 million daily media impressions. Wagner Park is going to be party central with a stage for music and activities. I recommend watching the event from the top of the mountain.

Erik Klanderud: N/A

Heather Kemp: Of course we were very busy this month. We went through about 3,000 roses on Valentine's Day. I've heard a lot of complaints from the retailers that November was bad but I think World Cup will help the retailers this month. I would like to get involved with the chain store issue and give some realistic feedback.

Heather Steenge-Hart: absent.

Jeanette Darnauer: Would it be wise for us to consider adding a statement to recognize the value of the contributions of immigrants in this area?

Jeff Bay: I will be missing next month's meeting due to attending the Mountain Travel Symposium. We've had a busy winter so far. Thank you David for the shout out to the lodging community in regards to the World Cup. "A Day Without Immigrants" was an event that took place on February 16th. Our lodge embraced this event and all of our staff pitched in with the extra work it left us with. I think that's something that deserves more discussion in the community and I think it's more of a business issue than a social issue. Maybe this topic is something for Public Affairs to keep an eye on? What is Aspen's position on immigration?

Steve: Here is what I wrote in a letter to the editor in regards to immigration and being a sanctuary city:

As congress and the administration appear to ramp-up deportations:

"I can tell you that personally and as a City, Aspen has never and will never stop people on the streets and make arrests based on race, religion, skin color, political beliefs, citizenship, or ethnicity. While Aspen is not a designated sanctuary City, our values and principles have always led us and I assure you the Aspen Police will not engage in any type of law enforcement that involved federal immigration law.

Again, thanks for your concern. We share it and Aspen is and will remain a safe place with kindness and inclusion remaining as some of our top values."

Maria: Can we get Steve's letter in the Business Radar?

There is a Shining Stars Foundation event at Buttermilk this weekend and which continues into next week.

I heard somewhere that the City will be purchasing electric vehicles which will assist in giving citizens an opportunity to bulk buy.

Adam: Reach out to Valley Settlement Project to collaborate with immigration issues.

Jennifer Carney: N/A

John Maloy: absent.

Julia Theisen: absent.

Laura Smith: absent.

Lisa LeMay: absent.

Maria Morrow: N/A

Nina Eisenstat: I am hearing great buzz about President's Day weekend and excitement for World Cup. Debbie I want to reiterate your concerns about the vehicle access to the old power plant building.

Patti Clapper: I looked into the issue for hotel shuttles being able to use the bus lanes and have asked the County to look into it. We put out info for our staff to register to volunteer for the World Cup Finals.

Riley Tippet: absent.

Rob Ittner: I talked with Debbie about doing outreach to the restaurant memberships directly. I'm hoping to put out a survey and collect input from them about what their desires and challenges are. The increase in payroll expenses because of the tax tip credit wage increase is really affecting restaurants.

Debbie: We are on the tail end of meeting with the luxury retailers so I think the restaurants are next to convene with.

Rose Abello: Combined occupancy for President's Day weekend increased by approximately 20% over last year. This will be our 35th Mardi Gras celebration. Elk Camp is having a big party and there will be a little parade from Elk Camp to the mall this year.

The Town of Snowmass Village is going through a planning process and we've received a lot of community input. If anybody has a thought and wants to join, there is a meeting at 5:30 tonight at the rec center.

Our winter tax was up about 1.1% and summer tax was up by 6.5%. Summer lodging tax was up 13%.

The firehouse is being relocated to the Rodeo grounds while they build the new firehouse. We have a very busy March and April ahead of us as we have the disabled veterans coming in March instead of April. The National Ski Patrol is coming for a week in March for their meeting. Next December is the 50th anniversary of the Snowmass ski area.

Simon Chen: absent.

Steve Skadron: Council had a lengthy meeting last night. This is the most significant change in the Land Use Code since the 1970's.

The chain store regulations have posed a bit of a challenge for us as we went over the formalities of the regulation. The notion of the rent prices dropping right away by adopting this legislation is not true. Please come to the public hearing next Monday if you'd like to give input.

Some of the cosmetic companies are causing problems by trying to give out samples in the mall and in public places which is affecting other retail businesses. They can stand in their doorway but they cannot go out into the mall.

The police station construction is moving forward. We have a work session next week to discuss how we will heat the new building.

We're looking at providing a civic space in the new City Hall building. I think this is a project that the community can embrace.

Hotel Aspen had asked Council to approve additional height variances which we did approve.

In regards to the Gorsuch House, we are getting someplace. There's no active discussion to stop the project.

Susan Bantis: absent.

Tim Perry: absent.

Adjournment: Meeting was adjourned at 10:35 a.m.