

**ASPEN CHAMBER RESORT ASSOCIATION
BOARD OF DIRECTORS MEETING MINUTES
January 30th, 2018**

Call to order: Cristal Logan called the meeting to order at 8:36 a.m.

Attendance: Present: Cristal Logan, Debbie Braun, Warren Klug, Lisa LeMay, Simon Chen, Riley Tippet, Linda Crockett, Charlie Bantis, Patti Clapper, Rose Abello, Heather Steenge-Hart, Heather Kemp, Nina Eisenstat, Andrew Ernemann, Laura Smith, Jeanette Darnauer, John Rigney, Steve Skadron, Bill Tomcich, Maria Morrow, and Rob Ittner. Absent: Donnie Lee, Jeff Bay, John Maloy and Tim Perry. Staff present: Julia Theisen, Susan Bantis, Sarah Reynolds Lasser, Erik Klanderud and Nicole Heronemus.

Approval of prior meeting minutes: The board unanimously approved the November 28th minutes.

Presentation: CORE – Mona Newton:

CORE helps you save energy by offering programs for your business, home and community. For businesses we offer walk-through audits, technical advising, rebates and grants. Programs offered for residents include home energy assessments, advising, rebates and financing. Programs offered for communities include climate action planning, policies, and technical assistance. CORE supports the economy by creating jobs, keeping money in the community and leveraging investments. Renewable energy is thriving in the Roaring Fork Valley in turn providing jobs that support the entire valley and keeps money in the communities. A new campaign for 2018 is to drive more action, showcase locals, and connect the dots. Community events this year include the 5 point film festival sponsorship in January, April and May; Changemaker Challenge, April 12-13 through 27; Live Story Event on June 6; Aspen Saturday Market, June through October; Climate Change Art Exhibition, TBD. We are partnering with organizations to provide energy innovation series on energy efficiency, renewable energy, green building and workforce development. CORE would like to partner more with ACRA by engaging members to save energy and cut carbon footprints. Some partnership opportunities could include newsletters, inserts in outreach campaigns and cosponsoring events for businesses. Convening with the larger property owners in Aspen, we can provide incentives between CORE, the City of Aspen, Black Hills Energy, etc.

Chair's comments: A lot has happened since our November meeting. Congrats to John Rigney, Aspen Ski Co and the whole community for another successful XGames. The exposure we've received for the athletes from Aspen that will compete in the Olympics has been great. Congrats to the ACRA team for the wonderful winter events. We ended the year with great success budget wise and the 2018 budget was approved at the Winterskol luncheon. I think we have a lot to celebrate!

President's Comments: Welcome Sarah Reynolds back from her maternity leave. Last week our staff got together for a staff retreat to reaffirm where we are with our strategic plan. We broke out into focus groups with some questions in regards to special events, visitor and guest services, and how we can improve our pavilion and new location. We will be working with the parks department on signage at the Rio Grande parking garage, our new office, the John Denver Sanctuary, etc.

We've also been doing a lot of convening. Special Events is meeting with FOOD & WINE today and Claire in member services is convening with our recreational members and outdoor guides. The Shop Aspen campaign had great momentum last year and we are revisiting that campaign to see what we can do further to help their businesses. I am meeting with Ann Mullins and Adam Frisch in regards to communications for the upcoming mobility lab. We have removed Erik Klanderud from the CCLC as there were a lot of issues in that group talking negatively about this organization and not giving really any new ideas, so we're done convening with them.

Nominating Committee: Motion to approve the slate of officers and committee chairs, unanimously approved.

Public Affairs Committee: The PA Committee had a productive meeting on January 16th to start the year. The purpose of the meeting was to establish some areas of focus for 2018. Air service, pedestrian malls and mobility, and transportation are three topics that we will be monitoring but not focusing on this year. Some retailers are confused by some of the mobility initiatives for the summer so we will be meeting with some City Council members to see if we can

find a good balance. The Hyman Mall is drawing the most concerns from retailers. Our two large topics for 2018 include the business mix in Aspen and regional issues. We want to know what is going on with each of our constituents and businesses in Aspen by gathering information so we can properly represent our business constituents so we can develop some policies. We are working on a questionnaire about what the future looks like for businesses and will have results to share at the business luncheon in April. The second team is focused on regional issues. They will convene with regional businesses and representatives to open some platforms to work regionally. We are always looking for more committee members so please reach out to join the team if these issues are of interest to you. Rose Abello would be happy to serve on the regional subcommittee.

Marketing Advisory Committee: The MAC met in early December to review the 2018 budget and some of the initiatives we will be working on. We will be regrouping at the end of the 1st quarter to revisit our plans for fall. Destination Marketing has a new contract for 5 years with the City. The marketing department is looking for a part time marketing coordinator to join the ACRA team. We should have our final numbers to reconcile 2017 so we can see how the year ended up.

Old Business: none.

New Business: none.

Director's Comments

Warren Klug: Congrats to Debbie and the ACRA staff for successful Winterskol and 12 Days of Aspen events. Thanks and congrats to John Rigney for another spectacular XGames weekend. I'm anxious to hear from the other hotels how their winter season has been so far. The Aspen Square has had a pretty successful winter despite the lack of snow.

Steve Skadron: City Council is currently working on some code amendment cleanups. Tonight we look at affordable housing mitigation for development. Ajax is hosting a second round table in a week. Compact Colorado Communities Symposium was reflective of Aspen's leadership and how our network that we created has become a model statewide and we are being recognized nationally for it. We are driving this change by collaboration not coercion. City and Counties are solving problems and committing to common purposes. City Council is doing a review of all boards and commissions. When CCLC was created we talked about downtown vitality. Thanks to John Rigney for another great XGames.

Simon Chen: What an amazing job town did over the holidays, the guests that were here had an incredible time. Not too many cancellations with the lack of snow because there are so many other things to do.

Heather Steenge-Hart: The St. Regis is having a strong January and February however we are concerned about March. President's weekend is solid as usual. We are usually strong in May and are already sold out for the last 15 days of May.

Jeanette Darnauer: I heard a lot of great things around XGames as well. The efficiency and organization of the event is amazing, congrats to the Aspen Ski Co team. The Aspen Hall of Fame inducted 3 wonderful people this year, Bobby Mason, a full time musician, as well as Lester Crown and Bob & Tee Child for their environmental work. I got to know one of the homeless men in Aspen and I started asking him a lot of questions about how this whole process works. We're all empathetic to them but I learned how serious the situation is here and how a lot of them want to work but have fallen on hard times. I didn't even know that the County has a senior assistance program. The Chapel provides housing for homeless and it averages 20 a night. Thank you to the County for those programs, maybe we could talk about some ideas about what we can do for them.

Rose Abello: Kicked off December with the Snowmass 50th Anniversary Celebration. The lift tickets were oversold so we will be putting together a big closing weekend so people can use the passes that are still open. S'more's program launched this season with more than 10,000 handed out! Snowmass Tourism won the costume parade, hosting a program with Adventure Out. We are donating our winnings back to Aspen Out. Mardi Gras is February 13th. We are

looking at some softness at the end of March so we will be offering a rebate. November lodging tax was up by 67% (\$2,500), marketing tax was up 23% (about \$10,000).

Nina Eisenstat: Congrats again to Warren and Kathy Klug on serving as Wintersköl King and Queen as well as Cristal Logan for accepting the Molly Campbell Service Award. I've been talking with retailers around town during XGames and what I was hearing was that there seemed to be more tourists that weren't here for XGames in town.

Dave Ressler: One thing we don't appreciate enough in this community is the strong partnerships between the city, county, law enforcement and the hospital. We do a good job of being a community that cares. I can't say enough about our officials for what they do. Going into the XGames, Thursday night, we discovered the boilers weren't providing the right quality of steam and something happened to our sterilizers. We have tons of engineers working around the clock to correct those issues. We were ready for anything that might have happened over the weekend, but thankfully it was a quiet event.

Riley Tippet: The S'mores in Snowmass is a great addition. As we look at how little snow we have and fearing the worst for the season, being half way through it now really showcases how much we have to offer as a town and a resort. That's what really makes this area special. When we look at our competing locations, their occupancy is down substantially. So it shows that it goes beyond having good retail and restaurants, it's the community. We saw a huge uptick in beginner and intermediate skiers, so who knows, that could create the next generation of ski visitors. ACRA is smart to relook at their events and constantly evaluate if some events are the right fit and/or bring vitality.

Lisa LeMay: We definitely have seen a strong December and January versus our other locations in Vail and Beaver Creek. We aren't losing the traffic as much because people don't want to have to cancel their flights and hotel stays just because of less snow. The downtown core has been really strong and the retailers I've talked to have been pleasantly surprised with the business this winter regardless of snow levels. The ski and snow apparel retailers are probably taking the biggest hit because of the weather. I have been getting emails and phone calls regarding the shift gears mobility lab and the loss of parking downtown. We are definitely going to have a big push from the core retailers and businesses. The biggest questions is where does ACRA stand on these issues. The downtown is a great initiative to learn from. What can we do to keep a balance downtown to address safety and green initiatives as well as respecting our clients who visit who aren't bicycle savvy? The biggest thing we can encourage people to do is to become involved.

Laura Smith: I'd like to focus on new business. The hotels in the downtown core are booked every weekend so I've been trying to think about where one finds a target market for growth. We will be announcing our season next Tuesday. Tickets will be on sale as well, the theme this year is Paris City of Lights.

John Rigney: The Aspen Ski Co has one more year under contract for XGames. The Snowmass 50th Anniversary event was full of visitors that hadn't been here before, so congrats to Snowmass. I think we've done the best we can with the lack of snow this year and will continue to do so. We've launched some new promotions. The last 2 weekends really promoted this resort which were filled with sun, snow and vitality. I'm going to try to get my hands on the actual shows for people to watch of the XGames. The broadcast really evolved to include stories of not only the athletes but the community as well. The XGames is truly a community wide effort. Our new company launched its new name, Altera. I toured Limelight in Snowmass last week, it's going to be great when it opens. We have 6 Olympians in this valley and we will be honoring them tomorrow at Gondola Plaza at 3:30pm.

Maria Morrow: N/A

Patti Clapper: N/A

Bill Tomcich: Occupancy numbers are strong, December turned out to be a lot less dead than people feared. A lot of the occupancy was in line with the 50th Anniversary in Snowmass and the holidays. Occupancy during the holidays was among the strongest it's ever been. January and February are still holding their own till about the 10th of March. I haven't seen any evidence of a slowdown because of the lack of snow. The airlines have been doing a great job. Air traffic congestion has been the biggest problem this season, not weather.

Andrew Ernemann: 2017 ended strong on the real estate front for Aspen. Overall prices were up 10-15% depending on location. Numbers were on par with 2015. If you would like more info I will be giving a presentation at the Aspen Business Luncheon tomorrow. Showings have been incredibly strong through the holidays and into January. I think it speaks to how well rounded the activities in town are. The St. Regis had great programming for kids, it really felt like a community hub.

Rob Ittner: Restaurants have been fairly optimistic. The concern is for February as we still have challenging snow conditions. The challenges in December were before Christmas week. Some of the communications I've had with some of the restaurateurs is that there is a lot of transition with restaurants. The Cooking School of Aspen has been very busy with family and small group events because of the weather.

Heather Kemp: N/A

Linda Crockett: We got an energy navigator in 2013, and have done a lot of work over the years to decrease the energy use at CMC. Students really want art appreciation and American government added to the curriculum. We are trying to compress these classes for the student athletes in the off seasons. We had a gallery opening last week called Open Book, which is still available to visit. We are in the process of expanding our residential campus and extending our programs. It will be interesting to see how the new Board views these expansions. Erik Weihenmayer, author of the book "No Barriers" will be coming out to speak at the GWS Campus on March 23rd at 7pm.

Charlie Bantis: Met with David Perry last week in Denver, he's doing well and he sends his regards to this group. When that survey for business mix comes out, please fill it out yourself as well as check with your constituents. I can confidently say that the finance community has a real stake in mobility and access in the downtown core. I visited Jackson Hole this season, even with more snow there than we had here, the skiing was not as good as Aspen. They also don't have a lot of off mountain activities, again Aspen excels with activities other than skiing.

Adjournment: Meeting was adjourned at 10:52 a.m.