

**ASPEN CHAMBER RESORT ASSOCIATION  
BOARD OF DIRECTORS MEETING MINUTES  
July 31st, 2018**

**Call to order:** Cristal Logan called the meeting to order at 8:39 a.m.

**Attendance:** Present: Cristal Logan, Debbie Braun, Charlie Bantis, Dave Ressler, Warren Klug, Jeff Bay, Simon Chen, Linda Crockett, Jeanette Darnauer, Nina Eisenstat, Andrew Ernemann, Rob Ittner, Lisa LeMay, Maria Morrow, Tim Perry, and Bill Tomcich. Absent: Donnie Lee, Riley Tippet, John Rigney, Rose Abello, Patti Clapper, Heather Steenge-Hart, Heather Kemp, John Maloy, Steve Skadron, and Laura Smith. Staff Present: John Davies, Jennifer Carney, Claire Sacco, Max Tennant, Susan Bantis, and Sarah Reynolds.

**Approval of prior meeting minutes:** Approved

**Presentations:**

**Aspen Next Generation Advisory Commission – Christine Benedetti:** NextGen is an advisory commission to City Council and our mission is to advance the policy interests of the 18-40 year old demographic that live or work in the Aspen area. Housing issues is a focus of ours as it is the number one issue in the Roaring Fork Valley. We are here to present a pilot program for this winter season. We cannot build our way out of our housing issues so we need to utilize what housing we currently have. There are a lot of people living in affordable housing units that at one time had children and they have since moved out leaving an inventory of empty rooms in homes. Yes, it is already possible to rent out extra rooms, but it's a practice that is not being done by many. We want to find a way to incentivize these people to rent out the spare rooms they have. This would not be forcing retirees out of their homes. We've been working with Aspen Skiing Company as they are the town's largest employer and are still in discussion with them about these issues. We come to you today to see if there are any businesses or organizations interested in our pilot program as we are seeking 4-5 families to participate and learn more. For more information, please get in touch with us through Debbie Braun.

**Colorado Office of Economic Development and International Trade – Meridith Marshall:** I am here representing the Governor's Office of Economic Development and International Trade to walk through a SWOT analysis. This is an activity that will determine your community's Strengths, Weaknesses, Opportunities and Threats. Aspen is known for having a one pillar economy fully based on tourism. This can be threatening and is why the Roaring Fork Valley as a whole is participating in a SWOT analysis. There will be a meeting this fall for the region to come together and discuss. My role is to remain neutral and I have no agenda for the community to focus on. We will talk about our top priorities and how they connect with the region. What is important now? What is important to work on together as a region? This activity is a 20-30 year projection. We will walk away from today with 2-3 ideas to take to the regional meeting. Referencing the Public Affairs minutes, the strengths we highlighted were:

**Wealth, airport, high level of sophistication and culture** (cultural diversity), **highly educated population, lifestyle, open space** (trails and outdoor amenities), **public transportation, schools, safety, hospital, quality of life, physical health of population, walkability, engaged citizenship, world class skiing / tourism economy, brand strength, employee housing stock** (always want more but we are ahead of the game), and **community** (additionally the way that wealth is used to support the community. Foresight years ago to structure the economy so that property and development taxes on the wealthy support community programs.).

Group walked through SWOT analysis and further defined or edited various strengths, weaknesses, opportunities and threats. After voting on all of the ideas discussed, a final decision was made to take two issues to the regional meeting this fall. At that time, all of the communities will present their issues and decide which to focus on together. The two issues to discuss are the workforce and regional tourism.

**Chair's comments:** That was a very fruitful conversation and we felt it was very important to use our Board meeting time to discuss the issues. Thank you everyone for participating in the conversation.

**Executive Committee:** The Executive Committee met on July 17<sup>th</sup> and we followed up on the conversation about re-sodding Wagner Park and Food & Wine's contribution to that cost. At this point, we still need to do a lot of fact finding about the issue. Instead of blaming Food & Wine for causing an issue the City of Aspen is having to fix, we need to look at the big picture. The park has only been re-sodded the last two years so this is not an issue that goes back years, and Food & Wine is not the only group using the park. We are open to discussing the issue further with the City, but at this time there is no real conversation or issue to focus on. We discussed ACRA's plan for replacing Julia Theisen. There are no immediate plans to hire a replacement, as Sarah Reynolds and Eliza Voss are carrying the Destination Marketing team forward until further notice. Candra Canning is coming to do an internal coaching with the ACRA staff in October. At that point, further decisions may be made regarding the Destination Marketing department. July was an interesting month due to the Lake Christine Fire and related airport closures. ACRA became a leader in getting messaging out to citizens and visitors. Thank you to Susan Bantis and the airport guest services team for answering the countless phone calls and giving travelers important information. There was a meeting of arts & culture non-profit CEO's and they discussed feeling that the arts are underappreciated by the City of Aspen, seeing how they are a large economic driver in Aspen. ACRA has been very supportive of the arts & culture, and there is a lot of information and messaging on their website.

**New Business:** none.

**Director's Comments:** Due to the SWOT analysis and in depth discussion taking most of our time, there were not any separate comments made by the Directors.

**Adjournment:** Meeting was adjourned at 10:32 a.m.