

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

**Call to order:** Donnie Lee called the meeting to order at 8:35 a.m.

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

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

**Presentation: City of Well Being – Jessica Ewart:**

They have created a new mission statement: “Shifting culture towards an optimal state of wellbeing.” Their goal is to have Aspen as a destination for wellbeing. Lead with Love event in October during the off season. Early bird tickets are on sale now. Recharge Worksite Wellbeing initiative offers stretching, breathing exercises, mindfulness, healthy eating and massage therapy which currently serves the employees of Pitkin County’s Public Works department and the COA Parks & Recreation dept.

Brain Break is a meditation initiative to encourage office workers to take a break mid=day for nourishing brain function. Desk Relief is a class that meets once a week for 45 minutes which is an all levels yoga and meditation class geared toward employees who spend most of the day working at a desk.

Cristal: What are you doing to correlate with the Aspen Hope Center and suicide prevention?

Rob: Do you see your organization eventually working with small businesses as well in the future?

Yes, we work with multiple levels of businesses. We’ve brought a grant coordinator onto our staff who is helping us find grants for this program as well as private donors who donate annually. We are a non profit.

**Chair’s comments:** Congratulations to Ski Co for a fabulous World Cup Finals event.

**President’s Comments:** Julia and I are going to City Council \$260,000 in supplemental funds that needs to be allocated. Working with finance committee – trying to build ½ million in reserves so we want half of the \$260,000 to go into reserves. Top Chef might be filming in Aspen during the FOOD & WINE Classic, we are allocating some funds to go toward that.

We are moving to the old Power Plant building in October. The upper level of the building is occupied by the Canary Initiative and Asset Management. Working with Maria on lease negotiations.

Strategic Plan Approval: new initiatives: - Membership – Employee Sustainability

DM – Leadership – will be collecting RFP’s to ensure highest ROI’s. They will also be focusing on community outreach.

SE – Looking to integrate more with DM on community events along with more event research.

VC – want to work with the COA to upgrade the Pavilion. With our main location moving we will probably see less visitors at that location so we are trying to upgrade our in town locations to accommodate.

Admin – relocating the office.

Jeanette: what are the metrics going to be to measure the benchmarks of these objectives?

We will be reviewing thi plan annually. It will also be upon the Board and Committees to ensure the plan’s completion.

Warren: Suggest working with the Historical Society to display historical images or information in the lobby.

Motion to approve, unanimously approved.

**Public Affairs Committee:** We will be meeting with County and COA at our next meeting on the 4<sup>th</sup> about how we can better interact with them and set common goals. The survey results will be coming back so we will be looking at those results and the strategic plan. We have an election forum team that will be working on questions for the candidates. If you have any questions, please email them to the PA committee.

**Old Business:** none.

**New Business:** none.

**Director's Comments**

**Andrew Ernemann:** This year started off really strong compared to 2015 and 2016. The Sky Hotel seems to be on track. Base Village really comes up in conversations and it's really positive to see that back on track.

**Bill Tomcich:** Comments will be shared via email.

**Charlie Bantis:** N/A

**Corey Enloe:** absent.

**Cristal Logan:** Ideas Festival is about to sell out this week. We are in the midst of a housing crisis for our interns. We have about 15 interns that come for the summer and there is no housing available. We are collecting all possible leads anyone may have. Julia and I will be meeting with the Arts & Cultural groups to discuss better ways to communicate with our arts and cultural people.

**Dave Ressler:** World Cup Finals was safe and well run! ACA, I would like to point out that integration of our health care services and bringing the costs down for the policy holders. There is legislation on a state level for a hospital provider fee which is paid by the hospitals but it goes into the general funds that in turn get a federal match to pay for Medicaid expansion. The legislation is about moving those fees out of general funds into enterprise. So this legislation is good! We have two new surgeons that started last month, Heather Murphy ENT, Mike Murphy Optomologist. After 33 years, Jenny Dyke will be retiring next week. Health Fairs are returning this year with full lab screens. Jennifer Slaughter will be joining the hospital on April 17<sup>th</sup> in replacement of Jenny. Cristal, we may have some housing available for the summer season.

Maria: Can we get the dates of the health fairs so we can get it in the ACRA newsletter?

**David Perry:** Thank you for all the appreciation of the World Cup Finals. We had tremendous positive feedback from the teams, visitors and locals. Volunteers came here as a vacation for the event. Hopefully we as a community can get the issues with Lift 1A resolved so we can have the event return. We need to work with the airlines on the flight schedules through the end of the ski season.

Election – the reasons we have the ban on that specific candidate are legitimate. If you'd like to know the reasons, please give me a call.

**Erik Klanderud:** N/A

**Heather Kemp:** absent.

**Heather Steenge-Hart:** absent.

**Jeanette Darnauer:** The vibe of World Cup Finals was really great around town. Letter in the paper about the bands....Vintage Trouble....the language was inappropriate for the young child in the crowd for the event.

**Jeff Bay:** absent.

**Jennifer Carney:** N/A

**John Maloy:** absent.

**Julia Theisen:** N/A

**Laura Smith:** absent.

**Lisa LeMay:** The leasing terms at Marolt and Burlingame will make it so that our businesses will lose those rentals. The new lease terms will make it so that it would sit vacant for 4 ½ months, we will now lose out on 6 employees because of those new terms.

**Maria Morrow:** The issues in the paper about the candidates restrictions could be good questions for the election forum.

**Nina Eisenstat:** World Cup is a great event for locals and visitors alike. I look forward to sinking my teeth into the election forum issues.

**Patti Clapper:** Thank you to Ski Co for World Cup Finals in which I volunteered for 3 days of the event. We had a cart that went around town for the library with info. County Commissioners will be at the library from 4-6 pm, we will be talking about the off highway vehicle management plan.

**Riley Tippet:** I'm excited to be working on this new ES Committee about the housing issues and the issues around finding and retaining talented workers. Telluride just started a new program of ambassadors, they have people all over with nametags and vests that are there to help visitors. They involve local businesses to be ambassadors as well. If we can expand our ambassador program like that with the office move, that could be helpful.

**Rob Ittner:** World Cup Finals was a huge success for the restaurants. It will be interesting to see where sales fall for March for the restaurants with the weather patterns. I feel as a Board we should become more aggressive with the housing and healthcare issues.

**Rose Abello:** absent.

**Simon Chen:** The Jerome will start closing down next week to prepare for renovations of the rooms before June 1<sup>st</sup>. Thanked everyone who supported the chicken wing event, a great success in raising funds.

**Steve Skadron:** Thanks again to Ski Co for a successful World Cup Finals event. Gorsuch House – it's been tabled. It gives them time to work through finer details. May 18<sup>th</sup>, 1t9h – building a network of officials to work on climate change issues on a local level. We are working on a network we can activate to push on environmental issues to the state and federal levels. Compactcolorado.com

D.C on behalf of RFTA, met with Gardner and Tipton about transit funding. Trump is introducing significant cutbacks which could impact the future of RFTA. RFTA is projecting to see a 26% increase in ridership over the next 10 years. Ballots will be mailed on April 10<sup>th</sup> for the election. Affordable housing – APCHA is an association; it's not really a City Department. We are drowning under the weight of automobiles in this community. This isn't about eliminating cars from downtown.

I am going to propose extending the Hyman mall by two blocks to the Art Museum. I have a meeting with Eddie Hect tomorrow about it.

The Grand Avenue Bridge will be closed from August to October.

**Susan Bantis:** N/A

**Tim Perry:** We got to see a lot of the behind the scenes of World Cup Finals was incredible.

**Warren Klug:** Congratulations on World Cup Finals again, it was a terrific event. Guests really enjoyed it as well. It has been a good winter although it wasn't the strongest. The season is not over quite yet so remember to still give our visitors your best. Summer is looking very positive. Washington state is proposing a sales tax increase for the transportation.

**Adjournment:** Meeting was adjourned at 10:14 a.m.