

**ASPEN CHAMBER RESORT ASSOCIATION
BOARD OF DIRECTORS MEETING MINUTES
May 30th, 2017**

Call to order: Donnie Lee called the meeting to order at 8:38 a.m.

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

Approval of prior meeting minutes: The board unanimously approved the April 25th minutes.

Presentation: Valley Settlement; Jon Fox-Rubin

Valley Settlement Project is based primarily in Carbondale and services Glenwood Springs to Basalt. The Valley Settlement Project's mission is to empower immigrant families in the RFV to improve their lives. A nonprofit organization with approximately 35 staff, our goal is to improve children's school readiness and elementary school achievement. Some of our youth programs include family support teams, parent mentor program and the El Busesito program, a free bus daycare program where parents volunteer once a month. Lifelong Learning is an adult program that teaches basic Spanish literacy and assists adults in getting their GED. Health & Wellness teaches authentic cooking classes and basic health and activity to combat diabetes and other health issues. Valley Settlement Project's revenue consists of foundation grants, which is the biggest source of their revenue, government support, and individual donors. The biggest challenge we are facing is depression. Deportations have been affecting the families for quite a while and the fear of deportations is only increasing. We are working on a bilingual peer based anti-depression program.

Call to action: Please share Valley Settlement's story with others, join us on a tour this fall, connect your immigrant employees with us and/or invest with us through volunteering or joining our growing group of financial supporters.

Chair's comments: Thank you to John Kinney for attending today. Summer is off and rolling!

Guest - John Kinney: The environmental assessment for the airport is in the home stretch. We are looking to hear a final decision from the FAA at the end of September. 1.5 acres of wetland needing to be relocated and the creek that goes across the field are the two remaining issues. The design phase will be in 2018 and we are expecting to break ground in 2019. The FAA wants to create more process for the take-off and landing procedures. We will see some slowdowns during peak seasons and events.

President's Comments: Jennifer Carney wants to remind all of you that registration for FOOD & WINE has moved to the Wheeler Opera House. The ACRA team is working diligently on the Shop Aspen campaign with the City of Aspen and our retail membership base. We are putting maps together to hand out at the Saturday Market and will be training our retail members about the events that are ongoing. We are doubling down on the Arts Festival and will work hard to promote them as part of the Shop Aspen campaign. We are trying to let our local retailers know that these events to attract a lot of people to the downtown core to spend money in their businesses. The special events team will also be working on research during these events and how it affects businesses in the core. I want to thank Mitch Osur for being our contact person for this campaign.

Finance Committee: Charlie Bantis gave a short update of the Finance Committee meeting held May 17th. Reviewed the P&L's for each department. The Committee will be keeping a close eye on cash flow for the DM budget. We are preparing to send out an RFP for financial services to all of the member banks in October. Charlie is working on reviewing and drafting changes for the Financial Policies and Procedures to ensure security for the Chamber's funds.

Public Affairs Committee: We spent some time brainstorming with the Employee Sustainability Committee about what we would propose to the City for the next top ten goals. We know from the survey that employee challenges are at the forefront. We have met with Mitch Osur on parking and have come up with some targets for this summer. The City will

be offering free evening and night time parking in the parking garage for the restaurant employees as well as discount residential parking fees. We will be working with the City, our Jr. Ambassadors and visitor center employees to help visitors and locals download the Downtowner app and learn how to use it.

One of our new objectives this year is to improve our citizen and member engagement. A challenge we face is giving a voice to our members to provide feedback and a more sustained approach to communicate their needs and opinions. At our next meeting on June 20th we will be talking about regional housing. We know from our members that our employees are regional with at least 80% of our workforce commuting from down valley. We want to think about our employees on a more regional basis.

Marketing Advisory Committee: We will be meeting tomorrow with Amber King, the Director of U.S. Marketing from the CO Tourism office. Bringing a roadmap of some of the initiatives they are working on this year. We want to make sure all of our initiatives are in alignment. I will have a more thorough report at our next Board meeting.

Employee Sustainability Committee: We've been meeting with the COA to define where we need to focus our energy in regards to employee sustainability. Employee sustainability can be defined as keeping within 5% unemployment and a specific amount of turnover. Our real focus is to attract and retain top talent. We decided that we will be researching and making recommendations for metrics on housing, upward mobility in employment and general costs of living. The committee's next steps will be to review social sustainability measures and metrics and give formal recommendations. *Ann:* The next goal setting session will be fairly soon after June 12th. I recommend to get information to us for goal suggestions soon.

Our deadline as a committee to give suggestions to the COA is this week.

Old Business: none.

New Business: none.

Director's Comments

Ann Mullins: Meeting with Dave Myler on the housing discussion. What the interface with APCHA would be is the biggest point of discussion. They have put out an RFP to get a database and gather information on housing. Community engagement – the COA will keep looking into ways to reach out. There will be another session of the Citizen's Academy this year. The Downtowner is on the agenda to discuss at tonight's Council Session. We want to make sure that we're not taking business away from the other transportation companies in town.

Debbie: Could we discuss the look of the in town shuttles to be branded like the Downtowner?

Wildfire disaster act – federal government will pay for wildfire mitigation instead of the forest service. We are encouraging senators to support the economic importance of recreational areas.

Andrew Ernemann: N/A

Bill Tomcich: absent.

Charlie Bantis: N/A

Corey Enloe: The Aspen Club construction is going very well. 240 construction workers on site at one time last week. We are projecting that by December 15th we will have our first part of the construction open. Our grand opening will be June of 2018.

Cristal Logan: We have confirmed our final speaker for the Ideas Festival so our agenda's will go to print. I encourage everyone to download our transit app which includes We-Cycle and our RFTA buses. I met with an individual who noted that there is an increase in people that are visiting Lift UP because they are having a difficult time in the off seasons. Our CEO is still on the Board of United Airlines, so hopefully we can have an update from him on how we can mitigate the issues with the airport update.

Dave Ressler: I really applaud Riley and Maria in their approach for regional housing conversations. AHCA – this discussion about Medicaid coverage possibly being pulled back is very important and will have a big impact. We could have thousands of people in this valley that could lose coverage of Medicaid.

David Perry: N/A

Erik Klanderud: N/A

Heather Kemp: The companies that supply our businesses will find a way to deliver to Aspen but we do need to talk with them about different routes or hours to do the deliveries during the Grand Avenue Bridge closure. Retail is pretty quiet right now but I think the Shop Aspen campaign will be really good. Lisa LeMay and I will be partnering up to reach out to more of our retail members. The City will be hiring a compliance officer to attend the Saturday Markets and pop ups.

Heather Steenge-Hart: absent.

Jeanette Darnauer: absent.

Jeff Bay: Our summer is looking exceptionally strong and we are already working on our marketing plan for next year. We want to focus on long term sustainability and a sense of value compared to our competitive destinations.

Jennifer Carney: absent.

John Maloy: We have had the challenge of housing for our staff for a number of years. I am looking for ways to collaborate with other businesses to work on the housing issues. We have a lot of data that we can provide. Thank you to ACRA and this board for your continued support of our schools. We have been reducing our expenses over the last few years. Our school year is coming to a close in the next two weeks. I would like to invite everyone to graduation this Saturday at the Benedict Music Tent at 1 p.m.

Julia Theisen: N/A

Laura Smith: N/A

Lisa LeMay: N/A

Maria Morrow: N/A

Nina Eisenstat: I'm hearing a lot of optimism for the summer. I would be interested in more details about the Shop Aspen campaign so I can communicate to our members what we're doing. I had a member ask me about the Hyman street project, what the plans are and if there will be an opportunity for the community to weigh in.

Ann: That idea is still in the idea phase. It has not come to Council yet. It's still too early to discuss it.

Patti Clapper: absent.

Riley Tippet: I am very concerned about the traffic going over Independence Pass, especially for the road cyclists. Is there a way to get messaging out to alert drivers of the pedestrian and cyclist traffic?

Maria: Mitch Osur does want us to put together a task force to educate people on the expectations of what we can control with traffic. Business people do need to be planning for the GAB project this fall. This issue is on the PA Committee's to do list.

Ann: Steve has discussed flexible construction hours and working with the hotels.

Rob Ittner: absent.

Rose Abello: We're going to see a little dip in property availability as well. We are gearing up for our June event season. The Wagner Trail is open on June 9th and 10th. June 10th - Craft beer rendezvous, Hot Buttered Rum concert, Porsche club car show in base village. June 15th – Free concert series: See-I. Heritage Fire on June 17th. ARE Day event dates are June 19th – 24th. Snowmass bike park pass holder week dates are June 23rd-29th. Snowmass demo days date are the 24th and 25th.

Simon Chen: absent.

Steve Skadron: absent.

Susan Bantis: N/A

Tim Perry: What we're hearing is really a vortex view of reality, everyone thinks this summer is going to be the busiest ever. One thing we are seeing a lot in the construction business is that the COA and the County have moved to paperless submittals and will require a full set of color drawings on projects. Aspen Repro has invested in equipment to manage this type of printing that will be needed by the construction companies. There is a lot of concern from the construction companies that this will raise the costs of building.

Warren Klug: Thanks to the Ski Co for the Memorial weekend skiing. We had several employees and guests that took advantage. The rest of the summer looks like it will be a wonderful busy season. In terms of finances, losing the Sky Hotel will affect those lodging tax revenues.

Adjournment: Meeting was adjourned at 10:56 a.m.