

**ASPEN CHAMBER RESORT ASSOCIATION
BOARD OF DIRECTORS MEETING MINUTES
May 28th, 2019**

Call to order: Cristal Logan called the meeting to order at 8:44 a.m.

Attendance: Present: Cristal Logan, Debbie Braun, Charlie Bantis, John Rigney, Donnie Lee, Rose Abello, Sam Barney, Jeff Bay, Alinio Azevedo, Patti Clapper, Linda Crockett, Jeanette Darnauer, Heather Kemp, Cari Kuhlman, Lisa LeMay, John Maloy, Maria Morrow, Steve Skadron, and Bill Tomcich Absent: Andrew Ernemann, Dave Ressler, Nina Eisenstat, Alan Fletcher, Rob Ittner, John Kinney, Heather Steenge-Hart, and Riley Tippet Staff Present: John Davies, Eliza Voss, Bridget Crosby, Liz Cluley, Susan Bantis, Jennifer Albright, Jessica Hite, Sarah Reynolds, Claire Sacco, and Kathryn Dziedzic Guests Present: Cathy Ritter, Andrea Kuskie, Lisa Saturday, Torre, and the Marketing Advisory Committee

Approval of prior meeting minutes: Approved

Presentations:

Colorado Tourism Office – Cathy Ritter: The numbers in our presentation are 2017 numbers, as 2018 numbers are still being compiled. 2017 was our 8th record breaking year for tourism in Colorado, and we are hoping to have our 9th in 2018. There were nearly 85 million visitors to our state, and we have to get messaging out about taking care of our natural resources. These visitors generated \$1.28 billion in tax revenues. Colorado is very dependent on tourism, as it is the fastest growing source of jobs. Come to Life is our latest national campaign, as people report feeling more alive when visiting. Outdoor focused activities are the highest ranked in popularity, so protecting our resources is crucial. We are working to get out messaging and resources to promote lesser visited areas and to educate visitors on how to respectfully enjoy what Colorado has to offer. We've got numerous resources online for anyone to access and distribute, but we always ask that the 7 principles of the Colo-Ready messaging in place. We've embedded sustainability into our marketing and in the field guides and incorporate messaging at every opportunity. Our Governors Conference was the nation's first zero waste event, and we are going to be celebrating Glenwood Springs on becoming the 7th city in America to run on renewable energy. Aspen was the 1st in Colorado, so we seem to be doing a great job. Please visit us online to explore our resources and work together to educate our many visitors on how to enjoy Colorado responsibly.

Miles Partnership – Andrea Kuskie: We are a full-service media and travel agency, and publisher for CTO. I encourage everyone to check out resources found online. Gave statistics on American travel habits, and it is shown that budgets are one of the biggest factors when planning travel. We've worked with smaller Colorado communities to encourage people to get outside and explore lesser visited areas. Print resources are still widely used for travel; we've found that 76% of visitors are bringing the field guides or materials with them. CTO spends \$8.2 million annually on marketing, reaching millions of people across the country. We have various opportunities on our website for marketing, and we offer free listings for any tourism agency. Our goal is to get people off the website and to being travelers here. Please reach out to Eliza Voss for more information on how to get involved with CTO.

Chair's Comments: Welcome to our MAC members. We are delighted to have Andrea and Cathy presenting today. There is a lot to celebrate with fresh snow and continuation of the ski season. Food & Wine is fast approaching to kick off our summer. Congratulations to Steve Skadron for 3 successful terms as our Mayor, and welcome Torre, who will be taking the helm on June 10th and joining our Board. We also have Alinio Azevedo joining in place of Simon Chen from ASC. We are excited for summer. The arts and culture partners have a great lineup of programming.

President's Comments: ACRA has been working with the parking department to find additional parking for visitors. Potentially partnering with private and public lots and will have an app to determine if the parking garage is full and if so, where to send visitors.

Finance Committee Update: ACRA's Q1 numbers were healthy. Variations due to timing issues, but we are happy with YTD performance. Last fall we went through RFP process to reevaluate our banking services, and we are beginning to yield great benefits. We will be transitioning from American Express to Chase for the ACRA purchasing card. There have been a lot of operational changes increasing cost effectiveness.

Old Business: None

New Business: None

Director's Comments:

Donnie Lee: Summer business is looking solid, but we still have availability for Food & Wine.

Steve Skadron: Welcome Torre. City Council is slow right now and in transition. There are no work sessions scheduled until June 10th, when transition takes place. One issue moving forward is the City offices. Thankful to have served on this Board for the last 6 years. This Board is a vital voice to the community. We are down to two candidates for the Communications Direction Position. The City Manager position will likely be hired in the fall due to the process.

Jeff Bay: We're seeing mixed results for summer bookings. Once there is an improvement in the weather, business should pick up. We're being impacted by challenges from last year and weather. Unsure of the impact Snowmass is having, as they have a lot of availability in the market.

Maria Morrow: Appreciated the presentations, as the messaging has been a focus of the Public Affairs Committee. We've had discussions around parking, as it is a focus not only for visitors, but for locals too. I attended the housing meeting and it was interesting to hear that people are happy with their commutes, as they are choosing where to reside for various reasons. We hope to increase early engagement and community support with the new communications director at the City. Torre, we hope that you'll use this Board as a resource to get in touch with the right people.

Lisa LeMay: Looking forward to summer and Independence Pass opening. The pass being closed impacts our visitor counts. We have to make the most of everyone here. It's a very good sign hearing the positive outlook from hotels.

Heather Kemp: Thinking about the CTO presentation, it would be great to see the City of Aspen ban plastic shopping bags, as there are still some retailers using them. The cost of free market housing continues to rise, but wages are not, so I'm hopeful to see what the City is doing in regard to employee rental housing.

John Maloy: We're approaching June and the school year is winding down. It is senior week for our 133 seniors, who will graduate this Saturday at the Benedict Music Tent. Thank you to ACRA and the City for supporting the school district.

Patti Clapper: It's been quiet at the County offices, but we need to work with ACRA to make sure people are getting event permits in time. We are going to look at opportunities to try and streamline the process for permitting, as there has been some difficulty.

Bill Tomcich: This winter was tremendous for the air service industry. Gave industry update and mentioned record breaking numbers for Aspen's airport. Flights are being added from Dallas and Phoenix. Not yet halfway through the airport vision process, but there is a lot of valuable information online. We need to bring sustainability into the conversation with the vision process, as most of our travelers arrive by plane, and we need to find ways to allow in more efficient aircraft.

Alinio Azevedo: Excited to join this Board of Directors. Moved here two years ago from Miami to work with the newly renamed Little Nell Hotel Group. We had a terrific winter and summer is forecast to look strong.

Cari Kuhlman: Thank you Debbie and John for all of the work that went into the restructuring of ACRA's financial services. This organization is being run as a business, which isn't always the case with nonprofits. Gave banking update and mentioned an inverted yield curve, which typically indicates a recession.

Jeanette Darnauer: Welcome to Torre and Alinio. I attended the meet and greet for the City of Aspen Communication candidates, who seem like very strong contenders. Also attended the meeting for the greater Roaring Fork housing research. A lot of the statistics were known, but it solidified the needs. Information is available on the APCHA website. There is a meeting tonight for the reapproval of a project near Crown Mountain Park, which was originally approved in 2015 but was put on hold by Eagle County.

Charlie Bantis: Welcome to our new Directors. Gave finance update. People seem to be nervous about the economy despite strong numbers. Travel plans have decreased, which may mean people may spend one night less, but they will still come. We are seeing money shifting into investments with lower amounts of volatility.

Rose Abello: We have a lot coming up at Snowmass, and our early season look at summer is slightly behind for Food & Wine. Our season kicks off June 7-8th. We have a playlist on Spotify where you can download top songs from the free concerts. Ride the Rockies is coming on the 11th and we have the first rodeo on the 12th. There are going to be a lot of activities taking place on the mall this summer, as well.

Torre: Very excited to join this Board as the Mayor elect of Aspen.

Sam Barney: Gave industry update. Q1 numbers are down compared to 2018, and it's interesting to hear about the financial updates, as they tie in for reasoning of soft numbers. Construction waste is an area with opportunity to increase sustainability in the industry

Adjournment: Meeting was adjourned at 10:40 a.m.