

**ASPEN CHAMBER RESORT ASSOCIATION
BOARD OF DIRECTORS MEETING MINUTES
September 26th, 2017**

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

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

Approval of prior meeting minutes: The board unanimously approved the August 29th minutes.

Presentation: Aspen Strong – Christina King

Aspen Strong was created to promote mental hygiene and connect mental health resources. Mental hygiene plays a big role in the overall physical health of individuals. Aspen Strong aims to create language around mental health to be able to connect with others and address their mental needs. We promote mental health screenings that are anonymous, confidential, quick, educational and informative. Aspen Strong's mental health screening is meant to help the population ask questions they haven't thought of before. The Aspen Strong website is aimed to help people find mental health providers such as therapists, acupuncturists, chiropractors and other professionals aside from psychology. There is a community calendar on the website to help people find meetings and other support groups. We measure our success by website views, visits, searches and profile shares made through the Aspen Strong website to providers. This year Aspen Strong has done 919 mental health screenings in the RFV. Depression, alcohol misuse, anxiety, ptsd, adolescent depression, disordered eating, bipolar disorder and substance abuse are among the diagnoses.

Jeff Bay: How do you identify what you provide in comparison to other mental health organizations in the valley? People tend to be reluctant to reach out for mental health help.

Christina: We don't necessarily stand by any one provider; it is our mission to promote all of our mental health resources and connect them to the individuals in need. Aspen Strong is not just for the individuals needing help, it also helps providers find resources for their clients with ease.

There is a mental health fund for the RFV where providers can agree to be a provider at subsidized prices to help individuals and employers who have insurance but might not be able to find in network providers.

Chair's comments: We had a great summer and the fall is rolling right along with strong occupancy as well.

President's Comments: We are moving on October 31st. Maria and Jim True have been continuing to work on the lease for the space. I met with Mitch Osur to talk about the wayfinding signage in town and we have some work to do before the move. We had a great work session with City Council on the Shop Aspen campaign and the art festivals. We will move forward with the Aspen Arts Festival. We will also continue the Shop Aspen promotions and gallery walks into the winter season. We are working with the city manager's office on the new destination marketing contract for the next 5 years. On October 18th, our next board meeting at the Gant which will include a tourism summit to talk about tourism on a statewide level. We've done a lot of convening on behalf of public affairs this past month. We also met with the recreational providers and they would like a more unified voice so we are working with them to find ways to be more organized. I also convened with APCHA as they had a housing summit to talk about employers issues when it comes to housing. I almost feel like they need to do a second one to address small business employers. Thank you to Ski Co for a successful Afternoon Blend where we got to see their new marketing campaign which really inspired us for our events to bring in a sense of community.

Old Business: none.

New Business: none.

Director's Comments

Warren Klug: Our summer has been tremendous and the fall has been pleasantly surprising with occupancy numbers. Winter is coming along nicely so far, bookings are up at this time. Australian business has been up in comparison to last year. I see that ACRA has their new healthy snacks for the staff, great job! The enhancements to the air service has us thrilled.

Steve Skadron: Sign code changes – the use of sandwich boards around town will not be allowed in the future, so we are trying to ease it in as much as possible, this was not a City initiative. We are continuing to be challenged on the City Hall construction project. Mobility lab for next summer will be a 3 month lab during the summer. We are working with the County on it as well and will know more about it towards the beginning of winter. We are shifting the conversation of this 40 year deadlock on the entrance to aspen. We will be dedicating a big portion of the funds for this project to community outreach and education.

Heather: Could you consider a retail delivery service perhaps to help consumers carry their goods so they can keep shopping and walking?

Steve: We're open to that, that's a great suggestion.

Maria: Coordinate some hiking trail shuttles for visitors? The more we can get our visitors not using their cars the better.

Steve: I pitched to Katie at the Aspen Institute a mobility lab in conjunction with transportation and mobility lectures at the Ideas Festival.

Nina Eisenstat: The opinion piece that Mike Kaplan had in the Wall Street Journal was very impactful and well written. I served on the Aspen Institute's transportation and mobility forum and it was very gratifying to see the outcome of our work. You can access the report online.

Cristal Logan: We talked to a lot of people about how we can apply our methodology on the mobility issue. We've talked about bringing experts in to talk about what other communities have done and see what would fit within our community values. 2018 dates for the Ideas Festival will be June 20th-30th. Passes go on sale at the end of October/early November.

Jeff Bay: The next 6 weekends for us are looking exceptionally strong. I encourage the retail and restaurant community to be aware of the occupancy into the first weekend of November. RFTA is seeing record breaking ridership with the GAB project. We've got people accustomed to new habits that they've created because of the project and I think we should keep the conversation going once the project is over. I read in the paper today that council is looking at tighter regulation of grey market listings and they're payment of taxes and other issues and I applaud council for that initiative.

Dave Ressler: The mental health resources in this community are wonderful and the hospital utilizes them greatly for our patients. They help accommodate our patients in unique ways. Mind Springs Health is in the midst of a campaign to double their size in Grand Junction. Thank you to the County for their support of mental health in the valley. Psychosocial environmental conditions contribute to 80% of the cost of health care, so when we talk about the need to reduce the cost of healthcare we can't leave out mental health. We are working with the County on our emergency services; we need new buildings to accommodate our ambulances and emergency response vehicles. The planning process is underway for this and I invite everyone to come look at what we're working on.

Riley Tippet: I'm excited to explore how mental hygiene can be part of my business. I've been talking with a lot of people about what our off season is and it seems that there is not as much of a lull as usual in the off seasons. Wondering if the damages from the hurricanes will cause an influx of people coming here for the winter as their homes are still damaged down south. I think we could see a very strong November and December season with the early snowfall. I think discussing the grey lodging market is important in relation to employee housing issues.

Tim Perry: N/A

Heather Kemp: This seems to be the summer that won't end. Hoping that the reasoning for that is in part to destination marketing's efforts. We've seen a lot of new visitors due to the hurricanes hitting the southern states. I think we're going to see an increase in sales tax due to those visitors. Glenwood's downtown is struggling with the

bridge construction. I feel like there has been less traffic coming into town in the morning because of the construction, but people are coming to Aspen and leaving over the pass.

Linda Crockett: I appreciate the presentation by Aspen Strong, we're always looking for resources for students. We are looking to expand some programs at the Aspen Campus, particularly business curricular. We are looking at what nonprofits, hospitality, allied health and digital media needs are for education. The idea of aging in the workplace has come up a lot in our meetings. We're going to start doing one on one meetings within the community and I want to invite anyone here that would like to speak with us about what your needs might be. Upcoming events include the Veterans Art Show – there now. October 7th – art gallery opening. Governor Hickenlooper has proclaimed that October 2nd is CMC day.

Nicole Heronemus: Please note that next month's meeting is on Wednesday, October 18th. An agenda will be sent in the following 2 weeks for that meeting.

Erik Klanderud: We had 51 new businesses join the Chamber during the super early deadline week bringing the YTD total to 71. We're pacing right on track with last year's numbers. Total membership is at 777 compared to 763 last year. We ended 2016 with 740 members. We did so much advertising for people to come in early which made me really surprised how busy we were on Friday. There seemed to be an immediate response from new members for information on how to get involved. People are wanting to engage beyond the ski passes incentive and are coming to us as a resource.

Jennifer Carney: Wintersköl is right around the corner with our Wintersköl slogan contest. We've extended the deadline to October 9th by 5pm.

Patti Clapper: The Afternoon Blend was a great event. The presentation by Ski Co of their new marketing campaign was amazing. We've raised the final beam on our new building and we are now at 50% completion. Pitkin County Administration and Public Safety is the name of the new building. We are meeting with Garfield County to talk about broadband throughout the valley.

Maria Morrow: One of the things I want to make sure is part of the presentation at the tourism summit meeting are the performance statistics in relation to what the capacity numbers are. I would love to see how we are performing for our businesses in regards to tourism.

Rob Ittner: I was recently in Nantucket, a very similar community to our own, and I chatted with people in my industry while I was there. They are all facing the same problems we are: housing, cost of living increases, etc. I think we should reach out to their chamber to see how they are dealing with those issues as they have a lot of parallels to our own. Locals Giveback Week is this week with 50% off our dinner menu and 30% off for the weekend. Sales tax figures for July we're up 2% YTD this year. I'm up about 12% this year, mainly due to opening for lunch. Restaurants in general are up 3%. July accounted for about 20% of our sales. I find these numbers crucial to learn how to make adjustments in the industry.

Andrew Ernemann: On the residential side it seems to be a very positive year for sales. We're starting to see buyers bump into premium prices. If anything I feel like we may see a slowdown in the market in the future but it's looking good right now. We're seeing more people looking to buy here with the hurricanes and other events happening around the country. We do have a great reputation and vibe that attracts people to live here.

Bill Tomcich: I have more confidence in the destimetrics than I ever had before after listening to all of the statistics being shared here today. To summarize how our summer went, we are looking to be down about .5% compared to last summer. Here in Aspen and Snowmass combined, May was down about 9%. August has reported down about 4%. The last 10 days of August is where we saw the largest decrease in occupancy by about 16%. I would suggest that perhaps the fears of the traffic delays may have had an impact. The entire month of October is looking about 23% ahead in occupancy, 53% ahead in Snowmass Village. There is a 40% increase in flights through October as well as hotel

occupancies. I think the GAB closure is nowhere near as bad as everyone was expecting. Air service is in great shape for the upcoming winter season.

John Maloy: One of our greatest challenges is attracting and retaining staff. The biggest comments we get in exit interviews is in regards to housing and salaries. We have been working with the housing board on our salary schedules. We are looking to break into the Snowmass market for staff housing. We also own property in Woody Creek and we are looking at options to increase our unit inventory there as well. I am a member of the college board of outreach and this Sunday is the 13th annual Colorado western slope college fair. We are very excited to reach out to the families of the western slope and provide them with more opportunity.

Charlie Bantis: There seems to be a ripple effect in the construction community with about 14 million in unpaid bills in the construction industry. The ripples are suppliers not being paid, companies having to make cutbacks in other areas, etc.

Adjournment: Meeting was adjourned at 10:47 a.m.