

**ASPEN CHAMBER RESORT ASSOCIATION  
BOARD OF DIRECTORS MEETING MINUTES  
SEPTEMBER 24th, 2019**

**Call to order:** Cristal Logan called the meeting to order at 8:36 a.m.

**Attendance:** Present: Cristal Logan, Donnie Lee, Torre, Dave Ressler, Rose Abello, Heather Kemp, Cari Kuhlman, Nina Eisenstat, Lisa LeMay, Andrew Ernemann, Sam Barney, Jeanette Darnauer, and Bill Tomcich Absent: John Rigney, Jeff Bay, Alinio Azevedo, Patti Clapper, Alan Fletcher, Rob Ittner, John Kinney, Tom Heald, Maria Morrow, Charlie Bantis, Heather Steenge-Hart, and Riley Tippet Staff Present: Debbie Braun, John Davies, Kathryn Dzedzic, Lindsey Fay, and Jennifer Albright Carney Guests Present: Phillip Supino

**Approval of prior meeting minutes:** Approved

**Presentations:**

**City of Aspen Rec Plan – Phillip Supino:** Thank you all for having me here today. We've gone through a long process putting together this particular plan and are hoping to strengthen both the business community and the City of Aspen. The idea of an uphill economy going back to 2014 when the mayor had the idea of the evolution of a rec plan and in 2017 with the economic development plan, which ACRA and stakeholders participated in. We didn't have an overarching vision for our recreation infrastructure, which is where the rec plan comes into play for a physical manifestation for outdoor recreation in a tourist-based economy. This is about be proactive as consumer preferences in outdoor recreation is changing. The traditional ski vacations from 20-25 years ago are no longer current and a common misconception about an uphill economy is that it's all about skiing. It includes all forms of recreation. We're seeing that visitation for other activities aside from skiing are increasing, such as at our trailheads. The rec plan provides the city ways to plan for impacts and management practices. The rec plan is not a trails plan or travel management plan. It's focused on collaboration and conservation of shared recreation goals of a large area that locals and visitors recreate. The plan is online, and the website includes data analysis, maps, and a strong narrative to reinforce how technical analysis relates back. This plan is expected to continue to evolve and is an opportunity for partnership and collaboration. [Tinyurl.com/aspenuphill](http://Tinyurl.com/aspenuphill).

**Chair's Comments:** I think we need to enact a new policy of arriving at 8:15 so that we can begin our meeting promptly at 8:30. We were hoping to welcome Tom Heald, the new acting superintendent for the Aspen School District, but he is not in attendance today. The school board is planning on naming a permanent successor in the spring. The Snowmass mountain biking race was an amazing event on Sunday for high schoolers. Roaring Fork Valley students made us proud. Sarah and I convened with our Arts & Culture partners for our quarterly meeting, and most organizations reported great summers. There were many successes and challenges, such as affordable housing. There is a lot of survey data coming in from the summer and I'm excited to see the data compiled in a report. I'd like to applaud our Committee heads for the great work they've put in. In Maria's absence, I will give the Public Affairs update. We had great attendance and Skippy came in to hear thoughts on questions for APCHA's Board retreat taking place this Friday at the Aspen Institute. This meeting will be open to the public due to the elected officials. We spoke about lumberyard housing and came out with the idea that we would encourage members to attend outreach meetings. It's a complicated piece of real estate due to the airport and highway 82. The Airport Visioning process is ongoing. ACRA and the City of Aspen have surveys out, so please take advantage of making your voices heard.

**President's Comments:** A lot of work going on right now around healthcare, housing, and the airport visioning. At ACRA, we are going into 90 days of planning, with the budget and a strategic plan launching in 2020. Next month our Board meeting will be a retreat on October 29<sup>th</sup> from 8:30 – 12:00 p.m. Candra Canning will be facilitating. We are getting all of our committees together to work on our goals and objectives as an organization. We are hoping the Board of Directors will approve our new strategic plan in January. We are also working on the annual report, due in January as well. There is a Board election coming up, and we are going to be looking at the composition of the Board. When town gets quiet, we go into planning mode. Thank you, Maria, for all of your hard work and involvement on our committees. This is her final year of chairing the Public Affairs Committee. Charlie had complications from surgery and is unable to attend today, but the finance minutes are included in the agenda packet. Highlights are cash savings and transitioning from CoAdvantage to TriNet, a PEO specializing in nonprofits. All departments in the black and chamber dues are coming in strong. Congratulations to Membership, who signed up over 30 new members during the first ski pass deadline. The DM budget also looks strong. There is enough to pay the City of Aspen back, but we're creating a reserve fund. We're ahead of the game and looking to set money aside for a downturn in the economy. Take a look at the Aspen Daily News for an article about how we are looking for our own identity outside the City of Aspen.

**Nominating Committee Update:** 6 seats up for reelection with two-year terms: real estate, lodging, nonprofit, retail, service, and finance. More to come as we move forward with outreach.

**Old Business:** None

**New Business:** None

**Director's Comments:**

**Donnie Lee:** We finished August as a strong month but are seeing a mixed bag for September and October so far. Winter bookings are already strong, however there is definitely a softening in the market.

**Torre:** We had an exciting meeting last night, with our first discussion of banning firearms in city buildings. We had armed attendees and Skippy commented on how he felt impacted. We are now monitoring comments on social media, due to threats and concerns. The climate march on Friday was so far the hardest thing I've dealt with, but it was a great event. There was talk of ACRA in the newspaper and about a potential move to the armory building but won't happen for a couple of years.

**Dave Ressler:** Rose and I spoke about the Snowmass Clinic and how it was open all summer for the first time. Moving into a new space on December 12<sup>th</sup>. There is an election item on November's ballot to extend the mill levy for 10 more years. Typically, we've renewed for 5 years and pushing 10 carries us through a time where we're paying off facilities. Much of what's changing in healthcare will have leveled out by then. Debbie made reference last month to the work we are doing to expand the concept of VHA to include smaller employers. This is similar to Peak Health in Summit County. Debbie has been a very effective leader and spokesperson for this effort.

**Rose Abello:** We are going into our budgeting and planning process for 2020 after wrapping up our busy events season. We have the Golden Leaf half marathon and then we're finished until winter. Participated in a DestiMetrics call and learned that mountain destinations are down 2% YTD. Snowmass is up 4%. We are currently seeking a marketing coordinator.

**Heather Kemp:** We aren't seeing a downturn in retail; everything is positive. We had a great summer and weekends have remained busy. Restaurants were up in July but have been hearing that they're not as busy, and it's hard to gauge why. December floral bookings are up.

**Cari Kuhlman:** We are still in an inverted yield curve. Short term rates are higher than long term but are still the lowest we've seen. Stewart Title is bringing in an economist on Friday morning at The Mountain Chalet to forecast the economy. Seeing a bit of market softening with our business customers, especially contractors and builders. Tom is doing a great job of community engagement with the school district, and we are seeing a lot of changes. There will be strategic planning going on with the school district.

**Nina Eisenstat:** To follow up on the gun issues, I recently hiked Midway and ran into groups of hunters. I realized I don't know where hunting is allowed, and the signage is from last year. Perhaps we could send out information. From the service members I've spoken to, August was very busy with increased business from second homeowners. We have a positive winter outlook pending snow conditions.

**Lisa LeMay:** I forwarded the housing survey to my team and I'm hoping that future surveys get circulated to employees, as they are the ones impacted. Nice to hear about movement in conversations around healthcare. Thank you, Dave, for all of the work. Housing and insurance are our two biggest issues. Summer was very strong, and September has been soft due to Labor Day and the leaves. Denver news weather forecasters are delaying leaf peepers on the front range, so we will probably see them in October.

**Andrew Ernemann:** Aspen market through Q1 was down about 14% but by the end of Q3 the market recovered. Condos and townhomes are selling for around 95% of asking price and homes and lots are around 91%. We're at a point where sellers have strength in the market. Will get information to Dave about last year when realtors put together healthcare.

**Sam Barney:** Gave construction update. Pitkin County is having meetings on waste. The goal by Pitkin County is to divert 25% of waste by weight. Continuing to advance energy code standards. The county has recent submittals for permitting and the city has 200 in queue. Should have numbers by next month's meeting. Seems like the housing size issue slipped off and the new focus is on the energy codes. At yesterday's Public Affairs meeting, it was stated that Builders First Source hopes to continue working with a reduced lumberyard size to offer housing.

**Jeanette Darnauer:** The city wants to know what the public thinks about the lumberyard. Saw more questions than opposition. Public outreach taking place today at 4 p.m. Disappointed that Maria won't be continuing as chair of the Public Affairs Committee, as she has been an amazing leader. The youth climate march was amazing, and I can't believe how many kids were involved. The open house for the ambulance building was great and offered a lot of information.

**Bill Tomcich:** Airport is an area with robust demand. Very impressive compared to prior years and the demand is outpacing the growth. Missed last month's meeting due to a summit in Las Vegas. Gave ASE Visioning update and spoke of reducing emissions and noise. Newer aircraft are cleaner. We need to be adaptable.

**Adjournment:** Meeting was adjourned at 10:21 a.m.