

**Aspen Chamber Resort Association  
Marketing Advisory Committee Meeting  
Minutes | October 11, 2016 | The Gant**

**In attendance:** Jeff Bay, Andrea Beard, Angie Callen, Beth Mobilian, Bill Tomcich, Christian Knapp, Connie Power, Jeanette Darnauer, Laura Smith, Lisa LeMay, Nancy Lesley, Rose Abello, Virginia McNellis, Lou Hammond, Greg Fitzsimmons, Maureen Poschman,

**ACRA Staff:** Debbie Braun, Julia Theisen, Eliza Voss, Liz Cluley, Sarah Reynolds-Lasser, Amy Roldan,

**Called to Order:** Jeff Bay, Committee Chair, called the meeting to order at 9:05am.

Julia Theisen - MAC will meet again after Thanksgiving to discuss the DM portion of ACRA's 3 year strategic plan. Julia and Team presented marketing and sales results for 2016 (attached to these notes) and proposed budget for 2017.

Jeff Bay – regarding occupancy slide how much of the “grey” market does occupancy rates not account for in terms of percentage in the occupancy reports?

Bill Tomcich - approximately 10%, which accounts for about 700 units inclusive of Snowmass and Aspen. He also explained that the occupancy number reported only represents a sample number of occupancy, really looking at 85% of hotels. Jeff Bay clarified that even though the numbers show an estimate, there might actually be more people than we expect.

Andrea Beard: When can you book the fall campaign? Post Labor Day through end of October for the fall deal.

Rose Abello – regarding research - how do this year's number of surveys compared to 2014? Julia clarified that this year we were on par if not a bit over with 2014 numbers. 3200 vs 3000.

Lisa LeMay - could ACRA send out an update to the retailers when city-wide groups were in town like Snowmass does? Julia - yes we can include that in letter going out to the stakeholders monthly.

Jeff Bay - praised the Destination Marketing group stating that he was incredibly impressed with the initiatives and the growth in the numbers.

Beth Mobilian – Does anything stand out with the visitor research? Julia responded that full report will be released at the end of November so will have more final data at that time. Debbie added that people were not happy about parking rates increasing.

Jeanette Darnauer - asked if the photography budget line included the expense for photography rights? Julia responded with yes, this year it was mostly used up with our photo shoot but this year it will largely include photography rights purchases.

Jeff Bay - how close are actual 2016 expenditures are from what was budgeted. Does DM anticipate any variances or any big anomalies with the 2016 budget? Julia - the variance is mostly with the cash flow as we are receiving lodging tax revenue as it is received – about two months later. Debbie added that the P&L for the department might seem like there is a great variance however this is due to not accounting for the supplemental income. Additionally there is a finance committee that reviews this budget closely on a quarterly basis.

The meeting was called to an end at 10:12am