

**Aspen Chamber Resort Association  
Marketing Advisory Committee Meeting  
Minutes – March 12, 2015  
The Gant – Molly Campbell Conference Center**

**In attendance:** Corey Enloe, Donnie Lee, Andrea Beard, Christine Benedetti, Carlie Umbarger, Christian Knapp, RJ Gallagher, Jeanette Darnauer, Maureen Poschman, Melissa Wisenbaker, Rose Abello

**ACRA Staff:** Debbie Braun, Julia Theisen, Jessica Hite.

**Call to order:** Corey called meeting to order at 9:05AM

Julia Theisen presented the current initiatives as well the preliminary supplemental budget. The full presentation is available upon request.

**Presentation Included:**

**2015 Advertising  
2015 Supplemental Advertising  
New Initiatives  
Group Sales Initiatives  
Public Relations  
Social Media  
Preliminary Supplemental Budget**

**Discussion:**

Secret Season – Buy 2, get 3 plus \$50 recreation voucher

- Debbie questioned why there is not a voucher for arts in addition to recreation.
- Julia clarified there is no arts programming that time of year but will promote any events/arts that are taking place along with outdoor recreation and hotel promotion.
- Maureen mentioned the free arts activities such as the Aspen art Museum and the Red Brick that will be promoted.
- Rose mentioned that Snowmass Mammoth Fest is taking place during that time (June 12-14)
- Campaign to focus on Denver/front Range using The Denver Post.
- Corey said they had a large influx from Grand Junction around this time, but that may no longer happen with oil money decreasing
- RJ agreed in pushing Grand Junction as many people are reaching retirement age. They are deal seekers but worth shoulder season push.
- Promotion is for travel Mid-May to mid-June although some hotels that are participating are not open that entire time.

#### Fall Campaign

- Planning a Mid-week promotion TBD
- Donnie: Fall off season is becoming shorter with weekends staying busy through October.
- Empty nesters and DINK push for mid-week visitors.
- We would like to brand the Secret Season and the Fall Campaign and continue with the same brands each year.

#### Wedding Campaign

- Carlie questioned the timing of wedding campaign, mentioning people get engaged over the holidays.
- Julia clarified we will run the campaign roughly from November-February, quoting the research BCF sent on engagement times.
- Correction: 43% of engagements happen between November and January, not April as Julia mentioned.

#### Aspen Sessions

- Carlie mentioned Guadalupe who started Faces of Aspen as a possible resource.
- Hopefully we can start with 10 videos this spring/summer, budget depending. BCF will shoot the concept this spring then we will hire locally to create the rest this summer.

#### Millennial Pass

- Campaign geared for 29 and younger
- Promote to both locals and visitors.
- Maureen suggested adding gondola to the free yoga on top of Aspen
- Christian questioned the name being a "pass" since it is not a physical pass – we will rethink name of campaign
- Campaign will include deals as well as promoting things that are already free such as the lawn outside of the music tent.
- Carlie mentioned she has a connection with Kaitlin Windle who started the Aspen Collective Society which allows tickets to big events such as the Boogies Buddy Bash and Art Crush more affordable for younger people. See if we can collaborate with her on the promotion.
- Maureen described a site for millennials to meet other millennials while traveling.
- RJ pointed out how organized Millennials are in town with groups such as NextGen and Young Professionals.

#### Micro-site

- Julia estimated it will definitely launch summer but approximately 6 weeks.

#### CrowdRiff

- Uses geo-targeting as well as hashtag campaigns
- Possible future collaboration with partners by pulling their hashtags as well.
- With concern from Corey, Julia explained that it pulls info real time but everything has to be approved before it shows on our site. We filter the images.
- Maureen elaborated on the social media engagement. When we use someone's image they get a message telling them so, which makes them more likely to engage with us.
- Maureen added further user engagement plans - an Aspen sign at the Airport and at the visitor center to encourage people to take their pictures and post on social media.
- This has been used successfully by other destinations such as Franklin, TN, see link for example: <http://stories.visitwilliamson.com/stream/popular>

#### Social Media

- ACRA Facebook fans are mostly organic, other than small monthly spend mostly on photography.
- New focus on Twitter now that Google is adding top tweets on the search
- Testing Snapchat

#### Questions?

- Corey: likes that we are generating new content. Asked if we track the return on what we spent at the end of the year.
- Julia mentioned we report on that information in the fall. She used examples such as BCF tracking website clicks and engagement.
- Corey: now that we have more budget and are no longer working towards growing the budget, we should track for highest return. He questioned SAS booking tracking. Julia clarified that we do track it but that is only one outlet for bookings.
- Carlie was hoping we could use the funds of the laser show towards an environmental cause instead. Julia and Debbie clarified that we have a contract that requires ACRA DM to use the funds towards marketing and events. When the fireworks are cancelled visitors and locals are disappointed and this is a way to add vitality to the weekend and will "Defy Ordinary".
- Debbie mentioned her and Julia are working towards DMAI (Destination Marketing Association International) certification next week.