



# ACRA DEFY ORDINARY

ASPEN CHAMBER RESORT ASSOCIATION

DESTINATION MANAGEMENT | MEMBER SERVICES | SPECIAL EVENTS | VISITOR SERVICES

MINUTES

## **Board of Directors Meeting**

**Date: October 25, 2022**

**Zoom**

**Present:** Cristal Logan, Charlie Bantis, Jeff Bay, John Rigney, Dave Ressler, Henning Rahm, Patti Clapper, Sam Barney, Nina Eisenstat, Alan Fletcher, David Baugh, Cari Kuhlman, Michael Goldberg, Dan Bartholomew, Maria Morrow, Kathleen Wanatowicz, and Mayor Torre.

**Absent:** Debbie Braun, Donnie Lee, Rose Abello, Andrew Ernemann, Heather Kemp, Lisa LeMay, Heather Steenge-Hart and Bill Tomcich

**Staff:** Jennifer Albright Carney, Sarah Reynolds Lasser, Nichole Hellinger, Eliza Voss, Alycin Bektesh, Susan Bantis, and Maureen Poschman

**Guests:** Peter Rice, PJ Murray, and Trish Aragon

**Press:** Rick Carroll

### **Call to order C. Logan**

Chair Cristal Logan called the meeting to order at 8:32 a.m.

### **Approval of the September 27th Minutes C. Logan**

Motion by Patti Clapper

Second by Sam Barney

None opposed

### **Disclosure of Conflict of Interest C. Logan**

None

### **Presentation: Peter Rice, PJ Murray, Trish Aragon & Blake Fitch -City of Aspen- Special Parking**

#### **Permits:**

See Presentation Attached

### **Director Discussion Q & A:**

The board had a variety of questions regarding parking permit regulations. They requested that the regulations be made publicly available, ruled that business permits should be limited to residential areas only, discussed if more than one license plate was allowed per permit, and suggested that it go fully digital. They also proposed redirecting guest parking to parking garages and auditing permits to make sure they were being properly used. The board asked the city to collect data to determine the parking need and requested that any changes to the program require two public readings at city council.



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**Chair Update – Cristal Logan:** The Aspen Institute has dropped the COVID vaccination requirement for events, a successful City Lab occurred in Amsterdam and there is anticipation for the upcoming Aspen Ideas registration in March, Ideas Fest early bird registration in November, and Reinhold Messner's appearance in late November. Additionally, there are 4-5 job openings at the Institute.

**ACRA's Managers Comments- Jennifer, Eliza, Sarah and Alycin**

Jennifer Albright-Carney: Cheryl McCulloch has been appointed Executive Administrative Assistant of ACRA, after her years of service to ACRA Airport Guest Services. Kathy Eberhardt is our outgoing Office Manager and will be assisting Cheryl with onboarding. Working to finalize a Master Services Agreement with the City involving destination management, visitor centers, and special events. ACRA offices will be moving to The Armory in 2023 while the City moves forward with their Armory development plan, and we will keep the Board updated on our progress.

Eliza Voss: Aspen has recently been included in the Top 100 Green Destinations, which is the first step to get certified as a globally sustainable Tourism Council. Eliza and Debbie recently attended the World Travel Summit in Lucerne, Switzerland, which aimed to address visitor pressure issues utilizing behavioral science. At the same event, they learnt about Web 3 and Blockchain technology. Eliza recently returned from the CDME course, an international designation for Destination Management, while Jessica Hite just attended her first Colorado Tourism Office Leadership Journey event, and has been accepted into a yearlong program called Destination Endless to perform stakeholder engagement for quarterly feedback from businesses. Lastly, there will be a Tourism Outlook & Afternoon Blend event on November 15th.

Sarah Reynolds-Lasser: Workforce appreciation is underway as \$50 gift cards were given out to 240 employees to use at local restaurants. Guest Services Appreciation month was October 26. Training with Ascendigo will help businesses with the component of wandering elopement.

Alycin Bektesh: Election forum services. Grass Roots TV: Donnie Lee did a great talk on STR tax

**Finance Committee Update – Charlie Bantis**

The Finance Committee approved the Chamber and DM budgets for the 2023 fiscal year. Charlie Bantis noted that the budgets were created through an environment of difficulty due to the expected recession. Forecasts for revenues had to take this reality into account, requiring some flexibility in the budgets for Chamber and DM activities. Referencing expenses in order to move ACRA to a new home was also discussed. The budgets were presented as included in the BOD packets and differences between the 2022 and 2023 budgets were outlined by Jennifer Albright Carney and Eliza Voss. The motion to approve the budgets was made by Maria Morrow and passed unanimously.

**Public Affairs Committee update – Cristal Logan**

Please see attached minutes



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### **Public Affairs update – Alycin Bektesh**

Recently hosted an open house at the Library to gain feedback for the Galena Living Lab. She is planning to take the feedback and present it as public comment to the City Council. She is also aiming to identify policy from the feedback that can help guide the priorities for 2023 for City & County. Additionally, she is intending to approve a make-up committee in January which will use a focus group to figure out the entrance of Aspen and is open to questions.

### **Nominating Committee update – Jennifer Albright-Carney**

The Nominating Committee has announced their election for the Board of Directors for the 2023-2024 term. There are a total of six open seats available, including one seat each for the Lodging, Professional, Retail, two Service and Restaurant industries. Those interested in running for the Board are encouraged to reach out to Jennifer Albright-Carney as soon as possible, as the deadline to get on the ballot list is November 7th. More information about the election can be found in the ACRA e-news and the Chamber's website.

### **Directors' Remarks:**

Mayor Torre thanked the committee for preparing the budget and informed that it will soon be going to public hearings.

John Rigney reported on the ski pass sales and progress with the resorts, snowmaking and the new lodge opening at Buttermilk.

Nina Eisenstat informed people are gearing up before the winter season.

Alan Fletcher suggested looking at the All State Magazine article on International Diplomacy, Espionage & Music Aspen.

Kathleen Wanatowicz mentioned the 120 page public feedback submitted to city council on Galena Lab.

Dan Bartholemew spoke of the progress at the airport.

Cari Kuhlman discussed the finance numbers for the review meeting.

Henning Rahm discussed the occupancy at Limelight and the Little Nell.

Maria Morrow thanked the city for the early reach out to collaborate and review the parking system.

Michael Goldberg spoke on behalf of the restaurants, some of which will be reducing hours or closed for part of the season.



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Sam Barney: 2022-10-25 ACRA Update

Construction activity continues to be busy in Aspen, Pitkin County, and TOSV

- Highlights (AGC nationwide)
  - Corrections for material costs – steel mill products, lumber & plywood
  - Diesel fuel costs continue to be high
  - Material cost increases for copper & brass mill products & concrete
  - Portland cement shortages/rationing in some areas
  - Continued downward trend of residential starts
  - Nonresidential starts generally trending up – infrastructure mostly up
- New supply chain problems with Mississippi river drought & weather
  - Electric transformers – shortage of them along with other electrical infrastructure supplies, skyrocketing costs, long lead times, situation being blamed on Hurricane Ian
  - Upper mid-west Portland cement supply shortages

City of Aspen

- Code updates 2021 adoption
  - Electrification – coming to this jurisdiction – industry outreach coming soon
    - First reading – pushed to January

Pitkin County

- Growth Management committee meetings ongoing - <https://pitkincounty.com/1456/17345/Growth-Advisory-Committee-Meeting-Record>

Town of Snowmass Village

- Land use code amendments – mostly related to workforce housing, but TOSV is looking at land use code in general. There are several workforce housing projects in design and construction currently from new to rehabilitations

Charlie Bantis commented that the parking situation at 85% is working well, and a local group is focusing on building housing privately and with non-profit involvement, where the only government involvement is for issuing permits.

Jeff Bay expressed his enthusiasm for his re-election to the board of directors, and mentioned that the Molly Gibson is on schedule for completion in Q4 of 2023.

Dave Ressler: There are 13 positions open in Healthcare in the valley.

Cristal Logan adjourned the meeting at 10:16 am