

MINUTES

Board of Directors Meeting

Date: June 28, 2022

Location: Zoom

Present: Cristal Logan, Debbie Braun, Charlie Bantis, Dave Ressler, Donnie Lee, Patti Clapper, Sam Barney, Nina Eisenstat, Heather Kemp, Michael Goldberg, Lisa LeMay, Maria Morrow, Kathleen Wanatowicz, Andrew Ernemann, Bill Tomcich, Alan Fletcher, Henning Rahm, David Baugh, Mayor Torre Absent: Jeff Bay, John Rigney, Rose Abello, Heather Steenge-Hart, Dan Bartholomew, and Cari Kuhlman Staff: Kathy Eberhardt, Jennifer Albright Carney, Alycin Bektesh, Eliza Voss, Liz Cluley, Sarah Reynolds Lasser, Jessica Hite, Nichole Hellinger and Susan Bantis Guests: Pete Rice, PJ Murray, Denise White, and Trish Aragon

Call to Order

Chair Cristal Logan called the meeting to order at 8:33 a.m.

Approval of May 31st Minutes

Approved

Living Lab Presentation: Pete Rice, Division Manager - City of Aspen, PJ Murray, Project Manager – City of Aspen, Denise White, Communications Director – City of Aspen, and Trish Aragon, City Engineer – City of Aspen.

Kathleen Wanatowicz disclosed that she will be supporting the Living Lab engagement with the city.

Presentation Attached

Director Discussion and Q&A:

Many board members expressed concerns about the 4-hour time limitation per day in the downtown core and all aspects of safety mobility.

Maria Morrow asked what statistics will be used to determine if the experience carries forward to something permanent. The city team responded they are completing several hours a week of in-person data collection. They are observing interactions between motorists and cyclists, motorists and pedestrians, and pedestrians and cyclists to see if changing the parking orientation will help with site lines. The city team will be observing if cars that are pulling in and



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out of parking spaces are not impacted by the bikers on Galena. The city will count the number of interactions they see and watching the intersections to see how those interactions improve in a positive or negative way. The process of collecting data started with pre-lab data and will continue through the lab until the end of September.

Maria Morrow asked how the city will measure the impact to businesses in the core. The city team responded that they would like the individual businesses to contact Pete Rice or PJ to engage on a personal level with each individual owner that could be impacted. They will continue to track the 85% occupancy for parking availability with 15% available parking spots in the core. There is data that the average time for parking in the core is 2:16.

The board pressed for more safety officer's enforcement presence to provide the proper directions and increase safety. Mayor Torre said that staffing challenges continues to be an issue.

Cristal asked the board to convene with their business sectors to experience the living lab on Galena and Cooper and provide feedback. Kathleen will summarize the feedback from the presentation and send out to the board.

Chair Update:

Cristal congratulated ACRA team for a successful Food & Wine festival and a wonderful luncheon. Aspen Ideas festival is in full swing as they hosted Aspen Ideas Health for the first 3 days and will end session one with a multi-hour, celebratory event. They had the honor of hosting President Zelenskyy of Ukraine via zoom. The remaining summer lineup is looking great and there is a new opportunity to buy a pass to access all of their events without having to buy two weeks in advance per each event. Both meetings with the Arts and Culture Nonprofits and ACRA's Nonprofit Leaders Alliance were successful. She announced the kickoff and celebration of the Bayer Center.

President Update:

Debbie joined from Beaver Creek while attending the DMA West Leadership Summit. She thanked the ACRA staff for a wonderful Food & Wine Classic. We received great feedback from everyone and great to see many of the board members out in the tent. Occupancy is starting to slow down. The city is taking over operations for the Fourth of July parade and activities. ACRA will be hosting a hospitality suite for the judges and council at Hotel Jerome, board members are welcome to come after the parade. Only July 18th, there will be a session with council that will discuss Destination Marketing, ACRA's lease and visitor services. There is movement with our powerplant where ACRA's current lease is being held and could leave the current office in limbo as there is a small pause on the armory. City council is expected to pass ordinance 9, 13



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and 14 at second reading on tonight's meeting and seeking public input. Alycin will present a memo delivering the comments and survey results on behalf of our membership.

Finance Committee Update:

Charlie updated the board that the committee had a very productive meeting. Both Chamber and Destination Marketing's numbers are looking great. The Chamber is in the best financial shape he's seen in the last few years. The organization will resume a 3-year review cycle starting in 2022. The committee is in the process of updating the Financial Policies and Procedures.

Land Acknowledgement: Eliza Voss

See attached memo

Alan Fletcher added that in his staff's research the Ute called themselves the Nuche.

Director Comments:

Pattie Clapper: Pitkin County website has been updated to include direct weblinks to City of Aspen, Town of Snowmass Village, Town of Basalt as well as the weblinks to ACRA, Go Snowmass and Basalt Chamber. Pitkin County passed on their fourth reading on short term rentals ordinance, being effective in September. Special meeting will take place late Fall, before the end of the year in Redstone. Food & Wine was awesome and was great fun for everyone. Ribbon cutting for the roundabout is on Friday, July 1st at 12pm.

Mayor Torre: Big meeting for the city on June 28th about residential and short-term rental items. Aspen has been busy with the start of Food & Wine, Aspen Ideas and Belly Up is filled night after night with great shows. Downtown feels great right now and attitudes and spirits are up.

Nina Eisenstat: Happy that the roundabout project went very smoothly. Summer season has kicked off with wonderful energy and shaping up to be a great summer. Still hearing from the industry service groups about concerns about labor and retention but seem to be adjusting with the staff they do have.

Andrew Ernemann: Short term rental side of real estate is a hot topic throughout the valley. The market is tapering in activity across the board and is down by 20-30% compared to number of transactions last year. In the spirit of lifting each other up; Kudos to Debbie and the ACRA staff for wonderful Food & Wine Classic. He hopes the board knows how lucky the organization is to have Charlie at the helm of the finance committee, and recognized Patti regarding the short-term rental regulations and incorporating what the community wanted to see.



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Kathleen Wanatowicz: Really enjoying being a new board member and observing Aspen, Snowmass and Pitkin County through this new lens. Waiting to see how the interest rate increases will play out for professional services and private clients in the service sector. Reiterated how great the Food & Wine event was.

Bill Tomcich: From the May board meeting, CO West is set to launch soon with the new name, Roaring Fork Express. They are working diligently on the website and booking engines. A formal announcement will be made with the final details. With travel in high demand, flight prices are increasing but a pilot shortage still exist. United and American Airlines have reduced their fare structures into Aspen.

Alan Fletcher: Opens Thursday, June 30th with their first concert and all is looking terrific. Still utilizing the free covid testing down at City Hall and has been very beneficial for students, summer staff, faculty, guest artists. There was planned housing for students to have quarantine units. With the free testing ending soon, they will start using rapid tests but has concerns of accuracy. Complimented the management plan for the construction of the roundabout.

Sam Barney: Material costs and availability still an issue with rising interest rate having an impact nationwide. Driver availability is expected to increase that will help with the logistics. Supply chain disruptions and transportation costs are high because of diesel. Rates of increases are starting to slow down for material costs. There is starting to be availability issues in concrete and should expect to see a material increase soon. New significant material increase that was just announced is for flat glass up to 40% due to supply chain issues. Rooftop air conditioning units are seeing increases of 20-50% to meet new efficiency requirements. Thank you, ACRA, for a great Food & Wine event.

Dave Ressler: Complimented Eliza and Cristal with the land acknowledgement. Thanked Alan Fletcher for his continued efforts to protect his patrons and performers. The community's positivity rate is at 14% for the tests that are reported at a rate of 282/100,000. There continues to be other variants. The community should continue with practical measures. Seeing a significant amount of activity at offsites locations, Snowmass Clinic and After Hours in Basalt. The last scheduled blood drive is Tuesday, July 5th from 10:30am-3pm at the hospital in the blood mobile. There is a blood shortage nationwide, please spread the word.

Henning Rahm: Strong month of June with heavy exposure during Food & Wine for Limelight Aspen. There is a decline compared to last year and Snowmass is taking a bigger hit than Aspen. From a staffing perspective, many hotels are about 80% staffed.



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Michael Goldberg: There is a consensus that revenues are up. Restaurants are comparing revenues for 2022 to 2021 or 2019, but both as a whole are showing increases in revenue. June this year versus last year, saw decent revenue increases. Menu prices are continuing to go up with the increase of cost. Staffing issues in the more skilled jobs have subsided as an immediate issue and finding housing for key people is still difficult. Restaurants are excited for this summer season, but cautious.

Lisa LeMay: Retail is expecting to be down 15-25% down due to various factors of rising travel costs and labor issues.

Cristal adjourned the meeting at 10:18 a.m.