



ACRA DEFY ORDINARY

ASPEN CHAMBER RESORT ASSOCIATION

DESTINATION MANAGEMENT | MEMBER SERVICES | SPECIAL EVENTS | VISITOR SERVICES

MINUTES

Board of Directors Meeting

Date: July 26, 2022

Location: Limelight Aspen

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

Call to Order

Chair Cristal Logan called the meeting to order at 8:35 a.m.

Approval of June 28th Minutes

Approved

Kathleen asked that living lab summary of feedback be added to July meeting minutes.

Colorado Mountain College - Aspen Campus Presentation: Steve Skadron, Vice President & Campus Dean – CMC Aspen and Carbondale, Assistant Professor; Art, Gallery Director – CMC Presentation attached.

Director Discussion and Q&A:

Lisa LeMay asked if, in addition to opening the housing for the summertime for the music festival, potentially opening it up to the small business that bring in J1's in the wintertime.

Jeff Bay inquired about an opportunity to combine a real work experience in a business with teaching to attract potential students/employees to the valley.

Steve Skadron hopes that the housing provided with the new campus will become a community housing that is part of APCHA. The housing would be for CMC students working in local businesses. It will allow businesses to have students for potentially 2 or 4 years during their



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while they're starting their degree. A goal of the new education model with a target date of summer 2023 is to support what is happening in the area and better serve our communities.

Chair Update – Cristal Logan

Summer is going great. The arts and culture sector is in full bloom with a lot of events every night. Aspen Ideas Fest went well, and it was great to be back in person. Aspen security forum went great, and the community programs have been well attended. People are really appreciating being back in person for these events.

President Update – Debbie Braun

July has been busy. In the beginning of August, Debbie, Jennifer and Eliza have a meeting with the city manager to discuss ACRA's lease, destination management contract, special events and visitor centers services. She hopes to go under a master contract with the City instead of multiple, smaller contracts. Debbie will report back at the end of August with the results.

Directors Comments:

Donnie Lee: Great to see everyone in person versus zoom. Summer is good with June being up as they moved events back to their traditional time frames. With international travel back open, there is a softening in demand for August and September but anticipating a busy winter with strong international bookings.

Torre: There is a survey out for short term rental and taxing question. Will be talking to council about Living Lab considering some changes. He is keeping an eye on the construction on Main Street to see how it's been interrupting traffic once you get into town. There will be ongoing roadwork construction at the entrance into Aspen that has a big impact on our commuters and visitors that use highway 82. The city is putting up traffic counters to understand the dynamic of return and through traffic.

Dan Bartholomew: Starting to do a deep dive in the redevelopment of the airport. Currently going through a request for proposals to have a revamped GA operator in 2023. There will be big changes in the next 2-5 years.

Jeff Bay: Seeing a softening in pace, with June and July ending exceptionally well. The booking window is greatly compressing and seeing more short-term booking. In the long term, will have to start looking at the traditional markets that wasn't available the last couple of years. Jeff thanked the city for providing crosswalk protection for people on main street as the property's construction continues. Construction project at the new Molly Gibson is coming along and on schedule for a September, Q4 opening in 2023. Looks forward to utilizing the resources of CMC when the time comes for staffing.



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David Baugh: Optimistic to open on time with the current construction. There will be another summer construction next year. Hiring has been aggressive and need to fill 9 more positions for the school year but having issues finding housing.

Cari Kuhlman: Retailers are saying that last year was record breaking and down this summer due to the changes in the economy and the stock market. Seeing a little bit of a slowdown and housing deals fall through, yet still extremely busy. Expecting interest rates to continue to rise throughout this year and go back down a bit next year.

Rose Abello: Snowmass is in full swing for the summer with Heritage Fire rounding out July. TOSV is continuing to seek input from the community on short term rentals regulations on if any will be put in place. Council has alerted the county that they want to put in a ballot question for the November election about expanding the use of lodging and marketing taxes. Snowmass is up for the summer versus last year with June being up 35.5%, year over year. Pacing up for July and ahead for August and September. Thursday summer concert series is halfway through the season and very popular this year.

Bill Tomcich: Roaring Fork Express launched service on Friday, July 22, 2022 and plan to be fully operational by winter with scheduled service between Eagle and Denver Airport and the Roaring Fork Valley. The airport has seen very few cancellations and reliability has been exceptional. Will have the strongest schedule for any fall with a downward trend in fares. For this upcoming winter, the airport's overall capacity is dead even from last year.

Maria Morrow: The professional sector is showing signs of retraction but are doing okay because of projects that are in the pipeline. Aspen businesses are reliant on people's short-term decision and people are pulling back and not investing their money.

Lisa LeMay: There is an outreach to every business in the downtown core to get a poll about how all businesses truly feel about the Living Lab to be presented to City Council. Businesses are down from last year but looks great compared to 2019.

Nina Eisenstat: Services are very busy with some speculation of what the future will look like. Things still feel very robust and active. Continued challenges with hiring, retention, competitive salaries, benefits, housing and cost of living. The arts this summer has been incredible throughout Aspen Snowmass and visitors have been blown away.

Kathleen Wanatowicz: Agrees with Maria for the service sector with some deals falling through or pull back on large scale infrastructure projects. Currently have gathered 81 pages of public written dictated comments from a variety of diverse voices of Aspen.



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Alan Fletcher: Pass sales were up at the beginning of the season, but now the use of passes are down; people have paid to go to the concerts but are not going. Single ticket sales are down 15-20% down. Also seeing a compressed booking window with the day of sales becoming the norm. Aspen Music Festival and School has made several commitments to diversity with 75% of all programs will feature, as performer or composer, people of color.

Michael Goldberg: Restaurants are seeing an influx again, more so than the beginning of summer. Restaurants are becoming competitive with other restaurants with increasing wages for staff. Menu prices are still high, but visitors don't seem to care and keep coming back. On the music side, it has been a record summer. The number of shows has been paired down, but the quality and returns on each show with almost sell out results.

Andrew Ernemann: Overall, the Aspen real estate market has been shifting away from the outstanding pace set in 2021, the number of residential sales is tracking down about 35% compared to last year but prices have continued to rise so sales dollar volume is up 5-10% compared to last year. Listing inventory is down about 30% compared to last year at this time, these are historically low inventory levels, but it does look like the Aspen market has turned the corner with inventory starting to rise once again just over the past few months. There is a lot of information to digest with the new short-term rental regulations for Pitkin County and the City of Aspen, as well as the new land use code changes adopted by the City. Communication is paramount and the more that is provided from the top levels of our local governments the better.

Sam Barney: Construction activity continues to be busy in Aspen, Pitkin County and TOSV. Will continue to pay attention to market trends since construction typically follows real estate sales. Many materials continue to increase, especially diesel which affects almost everything. However, rising costs are not rising as fast as previous months except for drywall and associated products. There appears to be a national trend of slowing construction and the continuation of supply chain challenges. City of Aspen still searching for new CBO and COA appears to be down another permit coordinator. Temporary moratorium on residential construction and STR's ends on August 8th and the new code takes effect after moratorium ends. <https://aspen.gov/1384/Residential-Building-Vacation-Rentals>. Pitkin county's growth management committee has been selected and work begins mid August.

Cristal adjourned the meeting at 10:05 a.m.



GALENA COOPER LIVING LAB



ACRA Board Meeting Presentation Feedback Summary | June 28, 2022

The Galena Cooper Lab team presented to the ACRA board a summary of parking changes and the implementation elements including outreach and collection methods. Members of the ACRA board provided the following feedback and input:

- Board members would like to see how the effectiveness of the Lab and parking changes will be observed and would like the team to return to present findings and feedback
- One recommendation for the city to observe and quantify whether there is increased traffic circulation in the core as a result of the change to Galena
- Safety is a concern and should be measured
- Request for the City to rescind the rule that allows bikers to bike through stop signs in the core. [Answered.]
- Concerned about the effectiveness of 4-hour parking limitations in the core and discussion regarding the 4-hour time limit in the core as one that might be punitive to businesses and employees in the core
- Concerns about the convenience and access for employees to park closer to work
- One board member would like to see better compliance to current safety rules
- Comments concerning that input from listening sessions and outreach was not reflected in the changes
- Suggestion for better enforcement of pedestrians using the crosswalks
- General comment regarding people in the downtown core are unpredictable and are not paying attention while driving, walking or biking
- Comment regarding the bike lane direction to counter-flow of traffic
- Torre supported the efforts as a policy direction of city council
- More outreach is needed to understand the direct correlation between business and the changes taking place this summer with the Lab
- ACRA will help the team to connect with businesses in this area