



ACRA DEFY ORDINARY

ASPEN CHAMBER RESORT ASSOCIATION

DESTINATION MANAGEMENT | MEMBER SERVICES | SPECIAL EVENTS | VISITOR SERVICES

MINUTES

Board of Directors Meeting

Date: September 27, 2022

Zoom

Present: Cristal Logan, Debbie Braun, Charlie Bantis, Rose Abello, Patti Clapper, Andrew Ernemann, Cari Kuhlman, Bill Tomcich, Kathleen Wanatowicz, Lisa LeMay, David Baugh, Dave Ressler, Henning Rahm, Maria Morrow, Sam Barney, Alan Fletcher, Heather Kemp, and Michael Goldberg.

Absent: Donnie Lee, Jeff Bay, Nina Eisenstat, Heather Steenge-Hart, Mayor Torre, John Rigney, and Dan Bartholomew.

Staff: Jennifer Albright Carney, Jessica Hite, Bridget Crosby, Sarah Lasser, Eliza Voss and Alycin Bektesh.

Guests: Phillip Supino, Emmy Garrigus

Press: Megan Tackett

Call to order C. Logan

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

Approval of the August 30th Minutes C. Logan

Motion by Michael Goldberg

Second by Lisa LeMay

None opposed

Disclosure of Conflict of Interest C. Logan

None

ADMP Update and Capacity Comfort Calendar E. Voss -

Presentation attached

Director Discussion:

Cristal Logan asked about capturing occupancy data of when second homeowners are in town, Eliza responded that the industry, as a whole, is working to find more reliable data in that realm.

Michael Goldberg inquired when the calendar will be used and requested more advertising support for restaurants that stay open during the off season. Eliza responded that it would



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fluctuate with real time data. Charlie Bantis asked what ACRA will use to assess if the calendar is working. ACRA will be using contract analysis to connect with locals and visitors for a new sentiment KPI.

November Elections I. Grueter

Presentation attached

Director Discussion:

Patti Clapper noted that early voting will not happen the Monday before the election and election day at the courthouse, but those services are only available at the Jewish Community Center.

Chair's Comments C. Logan

The Aspen Institute, City of Aspen, State of Colorado are hosting the UN Mountain Partnership. Public events are available. Arts and Culture quarterly meeting is coming up. The nonprofits Arts Groups will be reconvening in October. Budget season beginning in October and will be the majority of the council's work for the month.

President's Comments D. Braun

Debbie invited Phillip Supino, Community Development Director to provide any updates from the city. The website for the short-term rental program has been built and he provided a link to the information on that website in the meeting chat.

Debbie thanked Eliza for her presentation and thanked the board of directors in bringing their perspective to those efforts. The BOD nominating committee has been reconstituted and those board members whose term is up have been contacted. The election is the middle of November.

ACRA is still hiring two positions. Debbie will start her sabbatical in the middle of October and back in the middle of November.

Public Affairs team is gearing up for the election. The GrassrootsTV show has been revived for an election forum. Alycin Bektesh asked the board to submit questions for upcoming candidate forums and offer suggestions for guests for any ballot measure discussions.

Finance Committee Update C. Bantis

See attached minutes

Director Comments:

Patti Clapper: Short term rental meeting update from staff on how many licensing applications have been received thus far. Gearing up for the election with the two candidates.



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Andrew Ernemann: Real estate statistics, Aspen real estate market started out strong the first half of the year and has been gradually tapering since. YTD in Aspen for just residential, number in sales are down about 40% and Snowmass Village down about 50%. Average price per square foot for all residential transactions in Aspen is about \$2900/foot and average sales price is just over \$10 million. Pricing power is still in our market, sellers are getting on average 97.5% of their asking price.

Heather Kemp: Asked if we could come together as ACRA and check in with the city of Aspen regarding the 26% over budget in sales tax revenue to possibly activate a gift card program to support restaurants and local businesses with potential valid dates of October 15-November 15. Also, very excited to see the November to early December push in marketing.

Alan Fletcher: It's a quiet time currently for the music festival. At this time, they have completed their planning for next summer. It will be an exciting summer with the themes for the summer, nature and the environment.

Cari Kuhlman: The finance committee has been working hard on the budgeting for 2023 and several other projects.

Bill Tomcich: Was able to sit in on a session at the Governors Tourism Conference at Denver International Airport. Key take away was that DIA is now the 3rd busiest airport in the world and Aspen is connected to all 5 of the world's busiest airports; Atlanta, DFW, Chicago, LAX and Denver. Our services have never been better.

Kathleen Wanatowicz: High quality services is the differentiator to Aspen businesses. Galena/Cooper living lab is now over. They will change the parking back to angled parking as a directive from City Council. The Paepcke transit hub is moving along with a groundbreaking party in November.

Charlie Bantis: Small business owners that have 5 or more employees must have a retirement plan for their employees. It is called the Colorado Secured Savings Program and will be effective January 1, 2023.

Lisa LeMay: Everyone is ecstatic that the Galena/Cooper is moving forward and transitioning back to normal. Everyone is appreciative and grateful to Alycin & Kathleen for communicating and being an open door to the businesses affected.

David Baugh: The school districts are up and running, full steam while being fully staffed.



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Maria Morrow: Asked Eliza if it might be worthwhile to ask some of our constituents to see who actually has to be open year-round with an outreach. Is there an opportunity to look at the resources with the US Forest programming for permitting in visiting Maroon Bells. Are people taking advantage of the resources provided to the community and visitors.

Eliza answered that the Maroon Bells shuttles are filled and accommodating 150-200 visitors without reservations daily.

David Ressler: Valley Health Alliance is excited that for the 3rd consecutive year, the VHA is able to keep premiums lower for individuals in our community and helping smaller employers. The next health fair with lab screenings will be in Aspen from November 10th-12th and in Basalt on November 13th. Currently in the final days of implementation of the gold standard of electronic records called Epic. Patients of AVH will see benefits and improvements in being able to communicate and provide info in real time. There will be an app linked called "my chart".

Rose Abello: Snowmass is wrapping up events for the season with a great balloon festival and wine festival. Finishing out the fall season with a lot of conferences and associations.

Michael Goldberg: Starting to see some significant differences on sales results between restaurants in the last month. Will gather information from those are staying open versus closing during the off season.

Sam Barney:

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

- Highlights (AGC nationwide)
- No inflation alert for August
- Valuation of starts is up year over year (inflation)
- Housing starts on a downward trend (interest rates, inflation)
- Supply chain bottlenecks, ongoing – port congestion & labor relations, production & transport issues from heat & drought in China
- Real estate drop off likely to have an effect soon

City of Aspen

- Code updates
 - Electrification – coming to this jurisdiction
 - First reading – November 29th
 - Second reading – December 13th
 - Did not see anything on existing buildings, substantial envelope improvement. Net Zero without a passive house envelope isn't the way to go.



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- Staff is looking at more frequent code updates in the future, less than 6 years between. Code adoptions are a lot of work.

Pitkin County

- Growth Management committee meetings ongoing

Town of Snowmass Village

- Lots of construction activity along Wood Road

COVID

- High efficiency low cost – use in your office spaces, box fan, consider UV light sources, general increase of air filtration criteria
- Corsi Rosenthal - [Corsi Rosenthal Box](#)
- Monitor your IAQ
- [Aranet IAQ Sensor](#)
- [Temptop](#)
- Talk with your HVAC service provider about MERV-13 filters and adding UV light to your duct work, there are standalone UV lights as well, keep your system maintained
- Sanitation trends -
<https://cdphe.maps.arcgis.com/apps/dashboards/d79cf93c3938470ca4bcc4823328946b>

Henning Rahm: via Cristal, his hotels finishing up the strongest wedding season in their history. Hotel closures: Little Nell, November 7-22, Limelight Aspen from October 30-November 22 and Limelight Snowmass, October 25-November 22.

Cristal adjourned the meeting at 10:43 a.m.