

**BOARD OF DIRECTORS MEETING
MINUTES
June 30, 2020**

Call to order: Cristal Logan called the meeting to order at 8:40 a.m.

Attendance: Present: Cristal Logan, Debbie Braun, Donnie Lee, Charlie Bantis, Jeff Bay, Rose Abello, Rob Ittner, Sam Barney, Dave Ressler, Nina Eisenstat, Torre, and Bill Tomcich, Alinio Azevedo, Jeanette Darnauer. Absent: Charlie Bantis, John Rigney, Patti Clapper, Andrew Ernemann, Alan Fletcher, John Kinney, Cari Kuhlman, Heather Kemp, Riley Tippet. Staff Present: Kristen Anderson, Eliza Voss, Sarah Reynolds Lasser, Jennifer Albright Carney, Liz Cluley, Jack Orsi,

Chair's Comments: Cristal started the meeting with a welcome to special guest – Sara Ott with the City of Aspen and Caroline Sackariason with the Aspen Times. David Baugh is the new Aspen School district superintendent and thrilled he is joining the board. Driving thru Oklahoma right now but hoping he can make the next board meeting.

We are in the midst of three huge challenges. COVID-19, Financial fall out and systematic racism and police brutality. Our local organizations have done a great job and coming together to put their stand on the issues. The Arts and Culture nonprofit sector are hosting great virtual events right now. ACRA staff continue to be a leader in the community. The Economic impact survey that was done over the past year is about to roll out. They were able to add a series of COVID 19 questions. Ended with the note that a lot of people are coming to our valley. Campgrounds are packed. People want to come live and experience the dream that we have created.

President's comments: ACRA staff opened office on June 1st. We are following business safety plan that was submitted to the County and taking daily temperatures and tracking health. Not all employees are comfortable with coming into the office. Everyone is doing such a great job and we are able to offer flexibility to work from home or the office. Kudos to Jennifer drive in movies event, "Movies at the Meadows". It was a huge success and the amount of work and time that goes into a small event like that is amazing.

Old Business: None

New Business: None

REPORTS:

Marketing Committee Update: Jeff Bay gave a MAC update with the meeting he hosted last week. The meeting went much longer than anticipated and was a positive outcome. They reviewed the visitor trends that we are seeing now – huge presence from the drive market and 2nd homeowners are making their appearance. It has been interesting to see the difference going from 50% occupancy to 100% with more hotels and lodging opening their doors along with a greater presence from airlines. Jeff stated that overall the local business' are not having any issues with guests coming into their stores and

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wearing a mask. The resources and education from ACRA have been tremendous and well received. Minutes from the 6/24 MAC meeting were included with the 6/30 Board Report.

ACRA Ambassador/Street Team, Outfitting and Lodging Update: Sarah Reynolds -Lasser

We have had a great response for employment and able to fill the positions quickly. Looking forward to having a strong positive presence in the downtown core. Educating our visitors by handing out Aspen essentials kit with masks, hand sanitizer and 5 commitments of containment post card. The focus is on the education of the local mask mandate. Working from the Destination management side of our organization and getting people to different trails and sites, not only the Maroon Bells.

Lodging - Condo properties are seeing longer stays. 2nd homeowners are staying a month, rather than one or two weeks. With many companies supporting remote workplace, we are seeing families coming for the entire summer and longer if they know what the fall and school schedule looks like. Depending on the type of lodge, wide range of occupancy. Many of the smaller lodges are pacing on track for July.

Outfitters – fewer small groups, not seeing as many different groups as guests are staying for longer. No corporate business nor usual summer groups such as Governors Association. They don't have the volume they do in a typical summer because the groups are staying for longer periods of time. Not having any issues with compliance. They have shared nothing on the books for the winter. Too many unknowns. They are able to keep their guides working but definitely down in business volume.

Special Event Task Force and Restaurant Update: Jennifer Albright Carney

Over the last several weeks the Special events task force has been busy working on event guidelines –On June 15th the event guidelines went live on Pitkin County website. These guidelines range from arts and culture sector to restaurants hosting private parties. The Board of Health is holding onto the max group size of 50 people. They still believe large groups are high risk for spread of COVID.

On June 26 the board of health approved drive in movie events. Everyone has to remain in their car and max of 50 people at the event. On July 10th, they are hoping to re-evaluate group size and opportunity for people to move outside of their car.

Restaurant – meeting last week, check in for restaurants and lodging. Restaurants are still at 50% occupancy. Retail and restaurants working with the city on outside space. Getting creative with outside seating. City council is looking at implementing midnight curfew for restaurants. Later closing giving the restaurant the option for more turns on tables. Bar seating is still not available, July 10th will bring further discussion on this topic.

Directors' Comments

Bill Tomcich: There has been a lot of change on air service over the last month. Air travel is way up, still down 75% from years before. However, slowly crawling back. Significant schedule changes from United and American adding a lot of capacity back. United has tripled capacity. 2 to 4 flights from Denver, Chicago and San Francisco, nonstop. LAX and Houston – still suspended due to no international travel, build up the Denver flights first before reinstating Houston. American's biggest hub is in Dallas and resuming Chicago flights 7/7. American will be adding extra flights in the next 5 days. Delta is

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suspending service out of Salt Lake to Aspen, hopefully will return in the winter. August forecast is a modest increase from July. Refine the schedule into the fall, 30 days out. No airline has announced winter plans. Full winter schedules still in place. Optimistic and stronger than any of our competitors. Relationship with airlines is strong.

Jeanette asked for an update on long term plans on the airport. Bill stated there needs to be a community public meeting before the next step happens. The Community needs to be involved in the discussion about the proposal before moving forward. A lot of information has come to light over the last few months.

Lisa LeMay: Retail has had positive feedback. Business is down 20% to 50%. Guests have been positive to the mask law. Rules are consistent, inside, mask on! We have yet to have a customer give us grief. Drive market is huge. Seeing ACRA gift cards.

Jeff Bay: Hotels were able to open 100% occupancy, as of last Friday. 75% occupancy going into the holiday weekend. Going into July, weekends were starting to exceed the 50% occupancy. Mid July 80% occupancy. Seeing good mid-week demand. With work remote, people are able to take advantage of the non-traditional stay pattern. Seeing occupancy numbers that better than expected. ACRA gift cards, value added. Suspended buffet service. Breakfast is hard to find. We need to work with Board of health, to get creative with a grab and go breakfast. Overall guest feedback is exceptionally positive. No issues with masks. Looking forward to the next few months, positive outlook.

Heather Steenge Hart: Heather started with a thank you to Sarah Reynolds-Lasser and Debbie Braun on their lodging help. This has been a huge help to hotels to be able to open safely. Busier than anticipated at the W and St. Regis. July 4th is strong. Pick up is very last minute and even seeing walk ins at the St. Regis. They are calling back 12 more employees starting Saturday. Remede Spa is opened as of July 1st with massages and nails at 50% capacity.

Maria Marrow: Maria Appreciates everyone on the call. Maria sees the hard work and dedication everyone is doing in their sectors. Moving forward and anticipating winter. Maria asked the question What is Ski Co doing for marketing? We need to have clear and educational messaging on what we are doing for safety come winter. The Governor was quick to shut down the ski hills. We need to be proactive to have the the Governor's support.

Dave Ressler: Dave started with a big thank you to everyone for business compliance and creating a safe environment. Reiterated masks protect everyone. We are creating a culture of caring and it is wonderful to see. COVID Testing is picking up and we are about to move to caution stage. Science is not there for antigen testing. Positive case is increasing, 10% threshold, state level. Below 10% means we are testing well, and the community spread is not transmitting. Above that threshold will be an issue. We need to take appropriate measure and continue to follow the 5 commitments of containment. The hospital is doing rapid test for in patient, turn around in a few hours. For those who do not show signs and are asymptomatic, they are also offering testing. The tracing is working and having a positive outcome in thanks to the local donors that have come forward with the funding.

Excited for the new location of the Snowmass clinic – opening July 1st. We will see a Valley Health Alliance announcement in the 30 days, health plan lower health costs to the smaller group marketplace. A lot of news surrounding the Steadman clinic and more news to come in the next few months. Including what service will look like. Trying to avoid duplicating services in the valley.

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Jeanette Darnauer: Great to see how things are going at AVH. The messaging needs to let ppl know masks save everyone. When looking at our competitors and other towns in the valley we are doing well. Have heard Glenwood Springs has mixed messaging.

Torre: Deep breath everyone. The City is hosting a special meeting for this evening to discuss the curfew, supporting and requesting restaurant and retail to mandate masks. Change liquor license to control public health order, suspend any licenses we need to with will be a two-vote process. This weekend will be jammed packed. A lot of drive traffic. Work together to reinforce the messaging. Excited about the ambassador program. Up to all of us to do our part. Not going to be easy, seeing people come from markets with close mask rules. Keep up with 60% isolation.

Sara Ott: Great job at the meadows and ACRA for drive in at the movies. The city Local gift cards to run thru the 10th. Over the holiday weekend we will see a large presence of law enforcement. Last week was the soft launch of the mask campaign next week we will see the hard launch of the campaign. We are still in need of hiking trail mask education.

Rob Ittner: Restaurants were 40% to 50% down in June. Many of the restaurants are still fearful of long-term outlook. Restaurants need help enforcing masks and educating their customers. Issues arise when employees tell guests to wear a mask.

Rose Abello: This has been testament of great teamwork over the different sectors. Snowmass is also seeing longer and last-minute stays and 2nd homeowners in the village. Guest service centers are open, 9 to 4pm at town park station. Snowmass tourism helping incident team. Looking at drive in movies and concerts as well as a shop local program.

Sam Barney: Gave a construction update – City of Aspen building official construction is still occurring. Construction sites have not seen any outbreaks. Only a few individuals have had to quarantine.

Nina Eisenstat: There has been a decrease in personal services – nail salon, event planning. ACRA communications have been excellent. Keep utilizing all channels available. Blown away at Virtual Ideas Festival. Nina had the question to where people can get masks. The City is handing them out. Go to the window, left of the door and an employee will be there handing them out.

Alinio Azevedo: The little Nell has seen last minute pick up. Positive feedback from guests.

Eliza Voss: Eliza echoed Jeff's MAC update. Eliza & Debbie both spoke at the New Travel Conference last week. We continue to push the power of nature, and some of our How To Covid Videos are live. The recreation video is out as well as dining. Lodging and shopping coming soon. Defy ordinary gift cards are out. A lot of questions and learning, home grown program. Really meant to stimulate local community. Maroon Bells bus started on June 28th. H2O Ventures, the 3rd party vendor that runs the reservation system will have a location at Highlands Village. Eliza stated that people are on edge. Citizens are policing citizens and often times it gets contentious. Interesting to note that in a typical summer our wide variety of offerings naturally disperse the visitors, now not many options cause congregating. Thank you to the task forces and this is a marathon not a sprint.

10:30 – meeting is adjourned.