



**ACRA BOARD OF DIRECTORS
MEETING MINUTES
June 29th, 2021**

Call to order: Cristal logan called the meeting to order at 8:30 a.m.

Attendance: Present: Cristal Logan, Debbie Braun, Charlie Bantis, Jeff Bay, John Rigney, Donnie Lee, Rose Abello, Henning Rahm, Patti Clapper, Sam Barney, Nina Eisenstat, Alan Fletcher, Heather Kemp, Cari Kuhlman, Michael Goldberg, Rich Englehart, Lisa LeMay, Maria Morrow, Bill Tomcich, Dan Bartholomew & Mayor Torre **Absent:** Riley Tippet, Heather Steenge-Hart, David Baugh, Andrew Ernemann, & Dave Ressler **Special Guests:** Destination Think - Emily Neville, Abby Rennicke, Mia Guist, and William Bakker / NCCOG – Brian Pool **Press:** David Kruase & Matthew Bennett **Staff:** Kristen Anderson, Eliza Voss, Alycin Becktesh, Jessica Hite, Sarah Reynolds Lasser, & Jennifer Albright Carney

Approval of prior meeting minutes: April 27th meeting minutes were approved.

Cristal introduced and welcomed our two speakers, Brian Pool with NCCOG and William Bakker with Destination Think.

Regional Assessment of Child Care Industry: Brian Pool gave in-depth look at the assessment which can be found here - <http://nwccog.org/wp-content/uploads/2021/02/2021-ECE-Report-Web-View-FINAL.pdf>

Destination Think: Eliza Voss and Jeff Bay welcomed William Bakker and his team with Destination Think. Q&A can be found here - <https://aspenchamber.org/membership/your-chamber-info/mission-vision-guidelines/destination-management>

Chair Comments: The Aspen Institute is currently hosting Aspen Ideas festival in person and virtual and going very well. Kicking off summer public lectures in the next week, mix of in person and virtual. Keeping COVID top of mind and providing a safe environment for all. Summer kick-off at the Music tent was a huge success and celebrated the essential workers from Aspen to Parachute.

President Comments: Debbie thanked Rich for stepping in with the board and being such a valuable member to the board. Debbie let the board that ACRA is fully staffed, latest addition is

Melany Muro, Special Events Coordinator who is assisting Jennifer with summer events along with Carter Cheo DM summer intern. This is now the perfect timing for a staff retreat, co facilitated with Candra Canning, Live Bright Now. We are giving back an office to the city, contract for services is up for renewal in late 2021. Office space lease is up in 2022. Staff is taking a step back and taking a new look at the Crisis Communication Plan and lunch and learns as part of the new staff onboarding.

City Update: Sara Ott congratulated Eliza and Debbie on hiring Destination Think, Sara has worked with them in the past. They are fantastic. Childcare sales tax collects generate around 2 million per year for Kids First. One of the City's main goal for the coming year is providing more childcare. Working with Colorado Mountain College to provide more infant care and starting the conversation regarding a childcare center at Burlingame. The City Council will have their goal retreat in late July.

Finance Committee Report: Debbie gave overview of finance meeting. Overall Chamber is very strong with the PPP money and have applied for forgiveness and have assisted with hiring staff. We reviewed the first quarter P&Ls and membership is off to a strong start. Destination Marketing does owe the city back the loan and the first payment is due at the end of the year. See packet for meeting minutes.

MAC Update: Jeff gave overview of MAC meeting, the committee discussed business levels and we are looking at an expectational busy summer and winter is still an unknown. Group business is coming back. See packet for meeting minutes.

Arts and Culture Committee update: Cristal reviewed the committee meeting. Cristal, Sarah, Alan and Eliza brought together the marketing reps and CEO's of local arts non-profit and for-profit companies together and discussed how ACRA can support them with collaborate marketing and PR. Common theme of anniversaries and big events this summer. Full scale economic impact study showed the significant finding of how strong the art and culture sector is for the local economy. We have been invited to present the study to City Council in July.

Director Comments:

Torre: really looking forward to the 4th of July weekend, different focus this year and it will be a great experience and interacting around town. Our visitors are happy to be here and have a great attitude. Please read the Mountain migration study in the packet, it involves everyone.

Patti Clapper: Council finalized the By-laws. Council continues to work quickly and updates Pitkin County Alerts with local road closures and traffic issues. Concerned about the Delta variant, Mesa County is a hotspot.

Alan Fletcher: AMFS, during the first 3 days of ticket sales, saw more sales then the usual first 4 months of ticket sales. Live music will be offered every day of the summer.

Lisa LeMay: Downtown is extremely busy, and most stores are above 2019 sales. Labor is also an issue. Excited about the 4th of July weekend and looking forward to the stationary parade. 6r

Michael Goldberg: Post covid euphoria is here. Restaurants are especially seeing staffing pains, a few are either closing early or taking a day off, due to staffing. Last night was the first Belly-Up show since March 2020, sold out. 75% were out of state. They are still requesting vaccination validation and plan to do so for a while. Happy to see over 90% of guests are vaccinated.

Rose Abello: Snowmass summer events are up and running. As everyone else, staffing is also an issue. Occupancy in July is up in the 90%.

Rich Englehart: Rich will be transitioning off the board. Rich thanked Debbie and Cristal for their involvement in the airport and community.

Dan Bartholomew: Dan introduced himself and happy to be a part of the board. The airport is looking at another runway project in August, however the airport will not have to close. The airport is seeing record parking numbers. Private airport terminal is seeing drop and go. pilots drop off their passengers, then must fly to another airport to park the jet.

Maria Morrow: A lot of businesses are having issues with labor; hiring qualified employees, employee retention, and the new working remote / hybrid model. Wondering if ACRA can play a role to assist members. Really looking forward to Destination Think and it is a community project.

Bill Tomcich: Big announcement from United Airlines today. New aircraft "United Next" with 270 new aircrafts. Adding a lot of flights out of the Denver hub and will benefit Aspen greatly. Robust flight schedules well into the fall. Airlines have released their preliminary winter schedule and it continues to be strong. Delta would like to return and figuring out how.

Heather Kemp: Everyone is extremely busy. Aspen attracts high-end visitors, and they are spending money. Retail believes to be busy until the end of September.

SamBarney: Construction activity continues to be healthy in Aspen, Pitkin County, and TOSV.

- Seeing commodity corrections occurring which may affect construction materials in the future.
- Wood commodity appears to be settling out, supply beginning to align with demand but now it is fire season again.
- Copper and steel commodity are still in a demand exceeding supply situation. Copper in piping and sheet format are high cost and in high demand. Copper commodity price has come down in the last month but is still very high related to historic average. Steel in many common shapes simply is not always readily available.

- Resin supply – due to winter storm damage in Texas and a key building component of many building materials is not back online with pre-damage production. This is still causing cost escalations and material shortages of engineered wood products, insulation, and PVC products
- Many materials have long lead times and limited availability – plan accordingly.
- Same labor challenges as other sectors. Lots of movement as well.
- Due to number of applications – City of Aspen and Pitkin County have long wait times for complex permitting.
- City of Aspen
 - Growth Management Quota System – on Council Work Session agenda for July 12th
 - Discussing single family and duplex affordable housing mitigation requirements for new development and redevelopment
 - Discussing recent analysis of City’s Multifamily replacement requirements
 - Specifically on SF/Duplex = Council has asked for analysis on the impact of the credit for existing floor area and the exemption of sub-grade area on mitigation requirements
 - On multi-family – “it has become clear (to COA staff) that the combination of density limitations and the replacement requirements create scenarios (particularly in the current real estate market) that make most redevelopment projects nearly impossible. We will be asking for direction on several possible changes to help facilitate redevelopment/improvements to our multi-family stock.”
 - Fee in Lieu (per FTE – full time employee) updates went into effect on 6/11/2021. Full re-calculation every 5 years. Fee in lieu has gone up 7%, 9%, 11%, 22%, 33%
 - Category 1: up \$26,671
 - New: \$408,054
 - Old: \$381,383
 - Category 2: up \$33,876
 - New: \$376,475
 - Old: \$342,599
 - Category 3: up \$39,144
 - New: \$345,694
 - Old: \$306,550
 - Category 4: up \$64,192
 - New: \$302,879
 - Old: \$238,687
 - Category 5: up \$82,085
 - New: \$250,375
 - Old: \$168,290

- Pitkin County
 - Construction & Demolition Debris Recovery Program – in effect since October 26th of 2020
 - Appears to be diverting waste from the landfill, 25% diversion minimum required – tracking at 56% recovery rate since startup
 - Deposits are expensive, requires management for paperwork – Green Halo application dashboard
 - <http://pitkincounty.wastetracking.com/>

Henning Rahm: Henning let the board know that he is now the area General Manager of Limelight, managing Aspen and Snowmass. Limelight Aspen is experiencing construction issues that Sam touched on. Henning is seeing staff shortage at the Limelight Snowmass and construction labor shortage at Limelight Aspen.

Nina Eistenstat: The service category is booming. Great demand for services and everyone is predicting they will be busy until mid-fall. Will there even be an off-season before winter? Most are seeing the same labor shortage and supply chain issues as everyone else. Topic of discussion is the ability to hire qualified employees, have the time to train them and offer a compensation package to keep the talent.

Jeff Bay: Jeff said that town is 120 hotel rooms short due to renovations, perhaps this happened in hindsight and if we can imagine who busy town could be those renovations were not happening. Everyone needs to remind themselves to get out of our personal mindset and bubble and welcome visitors.

John Rigney: Summer in Snowmass is off to a great start. It was an interesting experiment to have Buttermilk Summit Express lift open for the month of June, great energy at the top of the mountain. Silver Queen gondola opens this week.

Dave Ressler: I again appreciate her representation on behalf of the ACRA members, and AVH is still seeing a couple to a few patients per day with COVID-like symptoms, but 1-2 per week positive tests. We thank our community for embracing vaccinations and contributing to a low incidence of the virus, which has put our community in a strong position moving into a busy summer season. And don't forget to wear your helmets! We are seeing head injuries related to bike crashes that could have been avoided with a helmet.

Meeting adjourned: Cristal adjourned meeting at 10:45am.