



**BOARD OF DIRECTORS MEETING  
MINUTES  
September 29, 2020**

**Call to order:** Cristal Logan called meeting started at 8:30am

**Attendance:** Cristal Logan, Debbie Braun, Charlie Bantis, Jeff Bay, John Rigney, Dave Ressler, Rose Abello, Alinio Azevedo, Sam Barney, Patti Clapper, Jeanette Darnauer, Nina Eisenstat, Andrew Ernemann, Alan Fletcher, David Baugh, Cari Kuhlman, Lisa LeMay, Maria Morrow, Riley Tippet, Bill Tomcich, Mayor Torre, Sara Ott **Absent:** Heather Steenge-Hart, Heather Kemp & Donnie Lee **staff:** Kristen Anderson, Eliza Voss, Jennifer Carney, Sarah Lasser Reynolds, Liz Cluley

**Approval of prior meeting minutes:** minutes are approved

Conflict of interest: no conflict of interest

Cristal Logan started by welcoming David Baugh, superintendent of Aspen School District to our Board of Directors. Cristal congratulated Debbie on her recent award - Colorado Tourism Office Award for Outstanding Individual Contribution September 17<sup>th</sup> at the Governor's Conference. Also, congratulated Rose and the Snowmass Tourism team who submitted our Valley Wide IMBA Gold Center Status and that also received an award.

**Presentation: Gallagher Amendment, Matt Gianneschi**

See attachment for power point.

**Chair's Comments:** Alan Fletcher and Cristal are in touch with arts and cultural nonprofit sector, winter programming. Many of them are looking forward to hosting small in person events when possible. Most are planning on hybrid model events.

**President's Comments:** Debbie thanked John Rigney and Ski Co for coming out with a great Chamber ski pass product. Then Debbie discussed the strategic plan and our new value proposition, brought on by public affairs and the executive team. We needed to understand our value beyond the benefit of a ski pass. Debbie also presented the new ACRA logo.

## Comments -

Cristal – the value of ACRA is unmistakable and more important every day. From COVID 19 to road closures to wildfires. We are uniquely positioned to get out the information to the visitors and community.

Jeannette –

The chamber staff has been tested the value proposition very well in the last 6 months. This is very visible to the community and visitors have seen this.

Debbie thanked the City for hosting the town hall meeting last week and is looking forward to tomorrow's community town hall. ACRA also has met with each of our task forces and re grouped for winter planning. Membership renewals and new memberships are already coming in strong. Everyone is all hands-on deck to assist Kathryn in Membership. Lindsey Fey's last day is tomorrow, Wednesday the 30<sup>th</sup>. Looking forward to learning more about Pitkin County's growth management from Maria.

**Executive Committee Update:** Cristal touched on the highlights of the meeting Please refer to the BOD packet for details. Cristal thanked Debbie and the team at ACRA for all their hard work.

Maria Morrow– Pitkin County is considering some changes to growth management. A lot of concerns brought to my attention what growth management means to business that will be affected and have concerns'. ACRA can provide a platform for businesses that will be negatively affected and have the business owners' voices heard.

**Finance Committee Update:** Charlie started discussing the 401K that is offered to staff as a benefit. Principal is the investment group. Participation % is low due to part time employees. ACRA matches 4% of contribution. Finance committee did meet last month. Chamber at its lowest will have a year cash operating expenses on hand. Special Events budget will move over under the Destination Marketing budget. The events drive visitors to the destination and is a marketing tool. Airport will be merged into the Chamber budget. In the end, Debbie and staff have done a tremendous job during this time and continue to show how valuable the chamber is.

**School Ballot Issues:** David Baugh introduced Cynthia Chase and John Galambos, chairs of the election committee. Cynthia and John gave a brief overview of 2A, 2B & 4A. please visit the below link for more information;

<https://www.aspenk12.net/site/Default.aspx?PageType=3&DomainID=1313&PageID=4896&ViewID=6446ce88-d30c-497e-9316-3f8874b3e108&FlexDataID=10066>

## **Director comments:**

**Mayor Torre:** Promoted the next town hall for 5pm on Wednesday the 30<sup>th</sup>. Torre is optimistic and excited for fall and winter. The city is preparing for winter. The community needs to work together and make sure we have a safe and successful winter.

**Patti Clapper:** The county is in the beginning stages of discussing growth management. Next Tuesday, there is a meeting to look at COVID testing and if there needs to be an appointed person overseeing testing.

**John Rigney:** Chamber ski passes are out and will go on sale on the 7<sup>th</sup> of October. Working on other ticket offerings, pricing will be out in late October. Summer operations on the mountains ends this coming weekend.

**Dave Ressler:** AVH has conducted 606 COVID tests in the last week, 27 of those tests came back positive. This putting us right under the 5% community spread that we do not want to be at. The Coronameter has moved from comfortable to mid cautious stage. We are still seeing the positive effects of the community efforts; however, we can't let down our guard. Winter is right around the corner and we must be ready. There is exciting work being done between Pitkin County and our major local institutions and putting asymptotic screening in place.

**David Baugh:** Spoke about the timeline and procedures they are working on to get middle school back to in person learning in October and the steps thereafter. Goal is to get 100% open and stay open.

**Jeff Bay:** Jeff attended CHLA at the Broadmoor yesterday. It was a great event and very well executed. September occupancy is looking positive for hotels. Colorado is ranked 3<sup>rd</sup> of rebounding from COVID. Jeff is starting to see growth over Thanksgiving and if we have an early snow fall, the start winter could look good.

**Nina Eisenstat:** Excited for David to join, great addition to the community. Nina is hearing a lot of questions on how fall and winter will look like. Is there any thought on rapid testing at the airport? There have been some comments on restaurants that are complying and restaurants that are not.

**Sam Barney:** Construction continues to be busy. Pitkin county is starting to implement waste programs. Sam's company is focusing and getting more involved in Growth Management. Property owners really need to pay attention. This will affect everyone and is an important issue.

**Rose Abello:** Snowmass is busy as well. Fall occupancy is looking great. Rose and team are prepping for winter, holding stakeholder meetings like Aspen's town hall meetings. Also working on transit and parking issues. More people will want to drive this winter, where do they park? Groups this winter are still planning on coming, on a reduced size and hybrid model. Ads for winter are in the press now. Rose believes that Snowmass will have more residents in the village this winter.

**Cari Kuhlman:** Thank you to Debbie for being on top of finances. Welcome to David Baugh. He has his work cut out for him with the middle school going back. Attended the town hall meetings. Looking forward to seeing how winter plays out.

**Bill Tomcich:** Flights are coming back strong. 11% down from last year in October. Winter – American airlines is filling in for Delta’s absence. American will start soft in the fall and winter has added daily flights from major hubs. United – continue service from traditional winter hubs. Airlines will continue to finalize schedules 35 to 40 days out.

**Lisa LeMay:** Town hall meeting was very productive, great to have ACRA part of the meeting, really shows value. Downtown is still busy. A lot of retailers are close to or surpassing last summers’ business.

**Charlie Bantis:** Finance – a very business summer. All our new residents are driving local mortgage activity thru the roof. If you need an appraisal, you are waiting months. Asset management is also been busy.

From personal experience, Charlie has learned that Maine does not want visitors. Aspen has handled it the best out of resort communities. Charlie hopes we will always be welcoming to visitors. Ending on a positive note – Aspenweather.com is predicating more snow than normal.

**Maria Morrow:** Discussed why the issue of controlling growth management is so important. If you own property in the county. If you want to go above 3,000sq ft, you would have to compete in growth management or apply for a TDR which can be difficult. Construction impact is one of the main focuses. Reduce house size to reduce construction waste. A balanced discussion with business would be welcomed.

10:30 am – meeting adjourned.