

**ASPEN CHAMBER RESORT ASSOCIATION  
BOARD OF DIRECTORS MEETING MINUTES  
February 23, 2021**

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

**Attendance:** **Present:** Cristal Logan, Debbie Braun, Charlie Bantis, Jeff Bay, John Rigney, Dave Ressler, Donnie Lee, Henning Rahm, Patti Clapper, Sam Barney, Nina Eisenstat, Andrew Ernemann, Alan Fletcher, David Baugh, Heather Kemp, Cari Kuhlman, Michael Goldberg, Rich Englehart, Lisa LeMay, Maria Morrow, Heather Steenge-Hart, Riley Tippet, Bill Tomcich, Torre **Staff Present** Kristen Anderson, Jennifer Albright Carney, Sarah Reynolds Lasser, Eliza Voss **Guest Speaker:** Angilina Taylor, Aspen Strong **Absent:** Rose Abello

**Approval of prior meeting minutes:** Approved

**Aspen Strong, Why Mental Health Matters Presentation:**

<https://drive.google.com/file/d/1dtCdjSTAgkIj-ifW-2XcPyJLGSv8D6Ph/view?usp=sharing>

**Chair's Comments:** Cristal, Eliza and Sarah met with the local non-profit leaders in the valley and discussed what their plans are for summer are and how ACRA can be of assistance. Cristal is happy to hear many organizations are looking forward to in person events this summer. The Aspen Institute hopes to have in-person events in late summer, until then they will continue to offer virtual programming. The Institute has had requests to continue virtual programs after pandemic.

**President's Comments:** Debbie has recently joined the vaccine policy group on the local level. At the VHA March board meeting, the focus will be on marketing strategies and how the Chambers can work together to promote great offerings. ACRA is starting to re-build our team. Starting with the Membership team, we have sent two offer letters, Program Assistant and Membership Manager. Looking forward to welcoming them in March.

**Traveler affidavit:** Debbie presented an overview of the Traveler affidavit. Over the last week ACRA reached out to our lodging, restaurant and retail members about the effect of the Traveler Affidavit program (TAP) in hopes of providing the Board of Health information from the "front lines." The board had a lively debate on what the best course of action would be, and it was decided to make two requests of the TAP program

- First, that we align the program with the CDC recommendations for travel, and not go out on our own with the TAP requirements. The ACRA board is ok with keeping the some of the TAP but change the language from "require a test" to "recommend a test" (per CDC guidelines.)

- Second, the ACRA board is also requesting the name of the program – Traveler Affidavit Program be updated to the **Traveler Awareness Program**. The lodging community will still push out all the appropriate information regarding the 5 areas of containment and continue to be a local leader in best practices to keep our guests and employees safe. The word Affidavit takes on too much of a “legal” connotation and awareness is the best way to describe the program.

The ACRA board is looking forward to the work of balancing health and economy over the next year. We believe by updating this program, the Board of Health is sending a clear message that we are shifting focus from crisis to recovery.

**5 Star Program:** Jennifer discussed the current status of the 5 Star Program. The program received approval from CDPHE, contingent on metric eligibility, on January 29<sup>th</sup> and began accepting applications on January 28<sup>th</sup>. Applications are currently being accepted and processed from the following sectors: restaurants, gyms and fitness centers, and personal services only as they face restrictive capacity limits in each dial level. Restaurants are the first industry eligible for inspections and certifications.

The 5 Star Program has aligned with the new State Dial 2.0 metric changes, effective February 6<sup>th</sup>. For Pitkin County to open 5 Star businesses at a less restrictive level, Pitkin County must have:

- A one-week incidence in the appropriate dial level (Orange: 500 per 100,000 or lower, Yellow: 300 or lower, Blue: 100 or lower) for all of the past 7 days.
- A one-week percent positivity in the appropriate dial level (Orange: 10% or lower, Yellow: 7.5% or lower, Blue: 5% or lower) for all of the past 7 days.
- Under 90% of regional ICU beds in use, and days of stable or declining hospitalizations in the past two weeks in the appropriate dial level (Orange: 7 or fewer days, Yellow: 8 or more days, Blue: 12 or more days)

Pitkin County metrics are available on the [CDPHE COVID – 19 5 Star Qualification Report Card for Pitkin County](#), the report indicates a “Pass” or “Fail” in each metric. All 3 metrics must receive a “Pass” for certified businesses to operate at the less restrictive level.

As of February 13<sup>th</sup>, Pitkin County moved to Level Yellow on the state dial. 5 Star certified businesses in counties in Level Yellow may not operate at Level Blue restrictions until Colorado has vaccinated 70% of individuals ages 70 and older.

## **Director Comments:**

**Riley Tippet:** Thanks for pushing on this and working to find that middle ground of reasonable safety and everyone surviving. Much appreciated.

**Lisa LeMay:** Lisa shared the retailer's experiences and opinion on the Traveler Affidavit. The 72-hour testing requirement needs to be removed.

**Rich Englehart:** Pitkin County is in the process of hiring an Airport Director, hopeful of April start date. It was discussed about the mask mandate when flying, there is confusion from passengers on when they have to wear a mask.

**Torre:** Election is March 2nd! Thank you to ACRA for hosting the Election Forum. The council is focusing on summer business and restaurant right of way. Torre is seeing more of a regular workload, such as meetings regarding the environment and housing.

**Heather Kemp:** Heather has traveled recently, and every destination has different COVID restrictions. Personally, has never been asked for any proof of negative test. People want to go back to normal. There is pent up demand for luxury and travel.

**Nina Eisenstat:** Nina has heard a lot of discussion and anticipation on what late spring and summer will look like. Looking forward to seeing preliminary information regarding the Saturday market, 4<sup>th</sup> of July, indoor dining, Jazz Aspen and other Aspen's annual events.

**Alan Fletcher:** Alan and his team are planning for in-person live music this summer. Most of the concerts will be at the music tent. They hope to partner with local restaurant to offer pre-packaged meals for viewers. The music associates are excited to introduce their Concert truck, a mobile stage to bring music throughout the valley.

**Dave Ressler:** We have done a fantastic job, recently containing the virus. Dave reported that no one admitted at the hospital with covid in the past two weeks. Looking at the next phase for vaccinations this week. Hopeful to get everyone vaccinated by end of July. There is still a lot of doubt and misinformation about the vaccine, we need to keep encouraging people to get the vaccine, as it is very effective. Dave updated us on the Valley Health Alliance – there are three thousand enrollees in the individual plan. The open enrollment period has been extended until mid-May. Small group, not much of a change.

**John Rigney:** There is no surprise that the mountain operations are slower than previous years. However, the snow conditions are great, and Buttermilk is hosting the free style competition. John and his team are beginning to work on summer planning.

**Bill Tomcich:** March flights are strong and American and United are adding flights to their summer schedule. There is no doubt there is travel desire, Bill continues to see the mountain destinations with the least restrictions have the travelers.

**Maria Morrow:** Great to see the marketing push for VHA. It is exciting to hear of Aspen Music School summer in person programming. Maria would like to see a push on advertising the vaccine. Our community needs to learn how to live safely with this virus.

**Cari Kuhlman:** Small Business are still struggling. There is still a lot of PPP money left. Looking forward to summer and especially FOOD & WINE!

**Jeff Bay:** At the hotels jeff managers, looking at booking pace from last year, they are already seeing a decline in occupancy for this coming summer. People have hesitancy on booking summer trips to Aspen, due to our current restrictions.

**Henning Rahm:** Henning introduced himself and told us about himself. He is excited and honored to be a part of the Board of Directors.

**Charlie Bantis:** Charlie shared with the Board a few months ago his experience with an affidavit in another state and decided to go elsewhere. There is no reason to think, as shown by data discussed today, that the same isn't working here in Aspen. Charlie absolutely supports Maria's suggestion about advertising the vaccine.

**Michael Goldberg:** Restaurants are very happy to be open. A lot of mixed reviews on 5-star program. Michael mentioned potential conflict for the food truck program with existing established restaurants. The restaurant community is questioning the timing of the roll out of vaccines to their employees.

**Sam Barney:** Construction is still strong. Pitkin County is putting together a climate action group fall of 2021. The county is also working on changing of its lighting program.

**Patti Clapper:** The BOCC conducted their first in person retreat since March 2020. COVID Recovery was the main topic and what the new normal will look like. Growth management is cautiously slowly moving forward and will involve public input.

**Adjournment:** Meeting was adjourned at 10:46 a.m.