

**ASPEN CHAMBER RESORT ASSOCIATION  
BOARD OF DIRECTORS E-MEETING  
May 26, 2020**

**Call to order:** Cristal Logan called the meeting to order at 8:32 a.m.

**Attendance:** Present: Cristal Logan, Debbie Braun, Donnie Lee, Jeff Bay, Rose Abello, Andrew Ernemann, Rob Ittner, Sam Barney, Dave Ressler, Nina Eisenstat, Cari Kuhlman, John Rigney, Torre, Bill Tomcich, Alinio Azevedo, Jeanette Darnauer, Alan Fletcher, John Kinney, Heather Kemp, Maria Morrow, Heather Steenge-Hart, and Riley Tippet Absent: Riley Tippet, Lisa LeMay, Tom Heald and Charlie Bantis Staff Present: Kristen Anderson, Susan Bantis, Eliza Voss, and Jennifer Albright Carney, Sarah Reynolds Lasser, Kathryn Dziedzic., Jessica Hite, Bridget Crosby, Jack Orsi, Liz Cluley.

**Approval of prior meeting minutes:** Approved

**Chair's Comments**

Cristal started the meeting with the following statement: This town hall is intended to provide updates from different business sectors that are in stages of reopening based on the County Health Orders and Roadmap to Reopening. Pitkin County did receive approval yesterday from the State for their submitted variance request. A few of the presenters will speak to this variance approval and the impacts on the business sectors we will be reopening this week.

Our ACRA members and the community are tuning in on the ACRA Facebook page for a live stream of this meeting and town hall. Questions can be posted to the comments feed on the ACRA Facebook page and staff will answer during the live stream. If it is necessary to research the response staff will post answers later to the comments feed. All the questions and answers will be distributed in a follow up e-newsletter to the ACRA membership with a link back to the recording which will live on the ACRA Facebook page. There will not be live Q&A with the presenters, but instead the questions will be answered via the Facebook page.

**President's Comments:**

Debbie welcomed everyone to the Board Meeting. The board wants to take this opportunity to show everyone what ACRA and the 25 board members have done when COVID hit town and our community had to shut down. Debbie said a friendly reminder to the restaurants and hotels opening this week. It is so important to follow the guidelines and work together so the community can continue to open.

**Town Hall Reopening of Aspen:**

Dave Ressler – Hospital Update

Dave started the update saying what a great job everyone has done. The community's hard work and partnership with one another has really paid off. However, our work is not done. Aspen cannot let its guard down; this virus is very much still alive. It is up to us to continue to open the community and not go backwards. The hospital must remain strong and not in crisis mode. We now have the resources to get everyone tested who is showing signs. Please if someone is showing signs, they need to be tested asap and tracked.

#### Sara Ott – City of Aspen Update

Thanked the audience for coming together. We are making a lot of progress in the last few weeks. City continues to focus on a few key areas. Financial assistance, working with family resource centers and childcare facilities, mental health assistance. Assisting with work Force retention assistance such as APCA housing, opening Marolt seasonal housing available for Pitkin county employees and employers.

#### Patti Clapper – Pitkin County Update

Patti covered the variance Pitkin County received to Safer at Home. We have the flexibility to follow our own road map to reopen. However, if there are 18 cases in one week we must go back. Patti ended with it is essential we work together and adhere to the 5 commitments of containment.

#### Cari Kuhlman - Financial PPP Update

Cari started with explaining the purpose of the PPP. Cari then went into depth on results that we have seen to date of the PPP and the structure of the loan. Then she covered what counts as payroll costs and the required documents. Forgiveness of the PPP Loan and documents required for forgiveness. Cari ended with the rules, regulations and guidelines of the Program are changing frequently. Information outlined in this presentation could be inconsistent with the Paycheck Protection Program due to changes that the Federal Government has made. You should review and follow all Paycheck Protection Program guidelines, rules, regulation, definitions and procedures from the SBA relating to loan forgiveness.

#### Sam Barney – Construction Update

The construction community are seeing a few obstacles to the Pitkin County Guidelines. Getting to work, with the car occupancy restrictions, PPE requirements, cleaning checklists, breaks – no sharing of food and not being able to sit together. Sam said that everything is going well and only verbal warnings to a few job sites in Aspen and one closed site in Snowmass. They have seen relaxation in variance for carpooling and staff are able to leave the job site during the day to grab lunch.

#### Mitch Osur – Downtown Core Update

Mitch said paid parking in the downtown core will go into effect on June 1<sup>st</sup>. \$2 per hour for off hours and \$4 per hour for peak hours of 11am to 3pm. Residential zones and garage will remain free. The City is looking seriously at expanding outside dining and retail to the sidewalks, parking spots and streets. Hoping to present to council on June 1<sup>st</sup>. There will be a farmer's market, target start date of June 13<sup>th</sup>. However, it will no longer be a spot for social gatherings. Booths will be agriculture and fresh baked goods only. You get what you need and leave. Location will be Hopkins and Hyman. There will be a zoned area where you can call ahead and order your items and then pick them up.

#### Eliza Voss – Tourism Recovery

Eliza went over the phased recovery plan for restorative tourism. The four main goals are community vibrancy, education and communication, visitor experience, and destination promotion. See power point for details of each goal. Budget is \$500,000 split between Community vibrancy with Summersköl/summer activities, and 7908 reasons to spend local, education and communication and how to COVID content creation, visitor experience with Defy Ordinary value-added cards, and destination promotion starting with targeted regional campaign, public relations and group sales.

#### Cristal – Arts and Cultural Update

Cristal introduced a new Discover Arts Aspen Campaign “Breathe the air creativity”. A lot of organizations are going to virtual programming and seeing huge success. Aspen Institute is currently hosting a teen Socrates virtual program and it is going very well. There is still a lot of exciting summer programs to look forward to, history tours at the Hotel Jerome, Jas Aspen Café series, Theater Aspen. Aspen Institute is focusing on outside events and art, architecture and landscaping tours.

#### Bob Schultz – Lodging Update

Bob went over the guidance for phase 2. Bob invited everyone to listen in to the Pitkin County town hall meeting at 3pm. Townhall will have a focus on restaurant and hotel reopening’s. Bob emphasized importance of following the 5 commitments of containment. Restaurant guidelines – tables 8 feet apart. Capacity limited to the ability to meet physical distancing and hygiene requirements. Lodging guidance aligning with Eagle county. Short term lodging is 50% occupancy. For owner rentals, looking at the owners to figure out a system and what is fair to everyone. Owner occupancy will count. Bob is continuing to work with the additional sectors; events, outdoor recreation, outfitters/guides, summer camps and school age programs and childcare facilities.

#### John Kinney – Aspen Airport Update

John and the airport team are working hard to ensure everyone knows that you’re safe, we’re welcome back to aspen. The overall opinion from recent travelers coming into Aspen is the airport is going above and beyond. John is making sure once a guest steps off a plane they know that Aspen is a safe place to travel. For example – variety of signage for social distancing, hand sanitizer, finger guards for touch points. TSA entrance has changed. After you go through TSA, you will also see changes – plexiglass for seating, de clutter areas, hand sanitizers.

#### Bill Tomcich – Airline Update

Bill started with complimenting John with all the efforts out at the airport. All the different airlines are doing their own standards and guidelines and doing a great job. Main goal of the industry is to show the guest that it is safe to travel again and reinstate their confidence in traveling again. Schedules are down to rock bottom. American, Delta and United are all different with routes suspended and skeleton crew and flight schedule. In July we will see new schedules.

#### Natalie Tsevdos – Restaurant Update

Patti already touched on the variance we have been granted. Restaurants will be able to open May 27<sup>th</sup>, when Pitkin County enters Phase 2. Indoor seating will be based on social distancing and 50% capacity, whichever is more restrictive. Looking to expand the outside seating areas, however these guidelines are set for the seating that is in place now. Group size limited to 8 people. Masks are required for employees and when guests are not seated at their table.

#### Jennifer Albright Carney– Special Events Update

Events are unique and vary in scope. Most will likely take additional steps based on specific event need and location. Areas of focus are safety of production team personnel, Staff, Volunteers and attendees, physical distancing measures, enhanced cleaning and disinfecting, measures and on-site management.

#### Sarah Reynolds Lasser – Outfitter Update

The task force is following state guidance to align outfitting regulations with Eagle County and Garfield County. Current size limit of 4 people in a group, plus guide. No shared equipment

and disinfect gear between uses. Video content to demonstrate the “new normal” in outdoor recreation with ACRA “how to” videos.

John Rigney – Aspen Skiing Company

John covered the various opening dates for lodging, restaurants rental and retail. There will be operating changes to ensure safety through employee caution and protection and revised operating protocols while minimizing close contact. For mountain operations – gondolas and chair lift at Elk Camp – will load gondola by family or party, distance markings and revised loading process. Aspen Mountain, construction thru mid-July. Will focus on grab and go food. Outside tables and chairs with increased space. Snowmass, limited lawn activities, grab and go food service. Looking forward to the bike park opening June 21<sup>st</sup>. Camp Aspen Snowmass will open with Reservations/Inventory reduction, lunch plan on hold, hygiene plan for each activity.

**Adjournment:** Meeting adjourned at 10:30am.