



ACRA DEFY ORDINARY

ASPEN CHAMBER RESORT ASSOCIATION

DESTINATION MANAGEMENT | MEMBER SERVICES | SPECIAL EVENTS | VISITOR SERVICES

MINUTES

Board of Directors Meeting

Date: May 31, 2022

Location: Zoom

Present: Cristal Logan, Debbie Braun, Charlie Bantis, John Rigney, Dave Ressler, Donnie Lee, Rose Abello, Patti Clapper, Sam Barney, Nina Eisenstat, Heather Kemp, Michael Goldberg, Lisa LeMay, Maria Morrow, Heather Steenge-Hart, Kathleen Wanatowicz, Dan Bartholomew, Andrew Ernemann, Mayor Torre, Cari Kuhlman, and Bill Tomcich Absent: Jeff Bay, Alan Fletcher, Henning Rahm, David Baugh, Mayor Torre Staff: Kathy Eberhardt, Jennifer Albright Carney, Alycin Bektesh, Eliza Voss, Liz Cluley, Sarah Reynolds Lasser, Jessica Hite, Nichole Hellinger Guests: Matt Skinner, Landon Ogilvie, Matt Cooke

Call to Order

Chair Cristal Logan called the meeting to order at 8:33 a.m.

Approval of April 26th Minutes

Patti Clapper – Clarification that she attended the NWCOG Economic Development District Meeting.

Airport Transportation Update – Matt Skinner, Colorado West – Marketing and Business Development, Landon Ogilvie, Colorado West – Owner and CEO, Matt Cooke, High Mountain Taxi

Presentations attached

Director Discussion and Q&A: Patti Clapper commented that access to the bus only lanes for Taxis is an issue with record of decision. There is the possibility of looking into the expansion of the HOV lane. She will bring up with the commissioners and keep us looped in.

Matt Cooke explained that High Mountain Taxi is considered a Common Carrier, which requires the company to pick up anyone who calls for a ride by the state of Colorado. It's a unique comparison to all other transportation providers other than RFTA.

Presenters were asked about the stability of their work force and availability.



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Matt Cooke answered that stability is their biggest strength. High Mountain Taxi has a consistent base of about 40 drivers that come back year after year with some being season dependent. They tend to see a lot of turn in the other 15% of their driver base, continuously trying to fill. They're doing a lot to entice their drivers by end of season bonuses, sign-on bonuses with caveats that they'll stay on again through the season that will be accelerated by how many days they drive. Night drivers receive double bonuses.

Matt Skinner responded that they're having similar challenges with seasonality. As a company, in the last, have looked at improving overall packages for drivers and working to round out business in the shoulder season. Includes the institution of 401k, increased pay within the scope of destination, diversify jobs for employees in hopes to keep the base of drivers year-round. Making sure they are being broad providing transportation solutions to the areas so they can pull from a larger population base for drivers.

Patti will put Taxis on their list when they start to look at transportation issues in the future.

Next steps for CO WEST proposal will be coming out with pricing and schedules and a plan to present to the community. Looking to launch in July.

Chair Update – Cristal Logan

ACRA hosted a great meeting with our nonprofit sector at large. Cristal and the ACRA marketing team are meeting with the arts and culture nonprofits on Thursday, June 2nd.

President Update – Debbie Braun

Debbie is celebrating her 23rd anniversary with ACRA on June 1st! Visitor center staff is hosting a summer kick off training to educate themselves on offerings this summer. ACRA still has a membership position available. Debbie introduced Kathy Eberhardt, new office manager, to the board. She then deferred her comments to Jennifer and Sarah regarding Food & Wine passes and luncheon.

Jennifer Albright Carney, Food and Wine is quickly approaching. F&W policy and protocols, there is still a health tent. Wrist bands will be required with the pass. The health tent will be located next to the Wheeler Opera House. Anyone using the passes will have to verify they are symptom free of Covid and present proof of vaccination.

Sarah Reynolds Lasser, tickets for the food and wine luncheon sold out in 6 hours on Thursday, May 26th. She did hold one ticket for each board member, so please email her at to reserve your ticket. Similar set up from the fall with reduced capacity based on the programming



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throughout the weekend taking place in Hotel Jerome's ballroom. Debbie recognized Sarah's hard work with how great membership is doing because of her dedication.

MAC Update – Eliza Voss

See attached minutes

The board then discussed our targeted visitor profile. Eliza thanked them for their comments and noted suggestions.

Director Comments:

Dave Ressler: Seeing low incidences in COVID in the community although the virus is still here. We have done a phenomenal job with our vaccination rate. Encouraged everyone to maintain vaccination status and our community will fare well. Our relationship with the Steadman Clinic has had a strong community response. Record level orthopedic, world class service. Surgery center is open along with the Steadman facility in Willits.

Patti Clapper: Commend Eliza for an amazing job at the Economic Development District Symposium in Silverthorne. People are impressed with our destination management plan. The board of commissioners will create an advisory committee that will advise the planning and zoning commission and the board of commissioners. Since the elected official's transportation committee meeting, she has been getting emails about getting rid of the high occupancy vehicle lane. Can't get rid of it without opening the record of decision again.

Andrew Erneman: All of the local real estate firms are trying to keep up with everything in the pipeline with short term rentals within up and down the valley. A lot of high value sales, but the market itself has slowed down a lot. The number of sales is down 25-30% from last year. Will be a strong summer based on rentals booked.

Nina Eisenstat: Town was very crowded Memorial Day weekend, stores and trails. Lots of vibrancy and vitality. Signs of a busy summer ahead of us. Service industry members are still experiencing labor shortages and many other challenges for retention.

Charlie Bantis: Reiterated his thoughts on the HOV lane enforcement.

Maria Morrow: Was a member of the Aspen Institute Transportation Forum. Highlighted in the upper valley mobility report, the enforcement of the HOV lane was meant to be integrated with other measures to not be perceived so negative. It would be deployed with encouraging ride sharing to help reduce traffic.



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Dan Bartholomew: The Aspen Airport just completed a \$4.5 million in runway repairs during the two-week closure. Hoping that this will prevent the need for any closure next year. June Airport Advisory Board meeting will focus on greenhouse gas initiatives and carbon footprints.

Heather Kemp: Retail stores and workers are excited. They felt like they had a real off season to be able to refresh and refuel. Anticipating a busy summer starting with F&W as people are planning on more events and get togethers.

Michael Goldberg: Off season was interesting for the restaurant industry. The few restaurants that did stay open experienced a much slower off season than last year. Expecting a strong summer, but still concerned with staffing issues that is a national problem. Will likely see to higher menu prices.

Rose Abello: Joint job fair with Snowmass Tourism and ACRA this Thursday, June 2nd. Twenty-five businesses registered. All people who attend will receive a \$25 gift card. Snowmass kicks off June with Ragnar ride and music at the mall on June 10th. The 30th anniversary of Thursday concert series starts on Thursday, June 16th. Snowmass Rodeo starts Wednesday, June 22nd with limited parking. Gondola opens the 21st and a bike festival on June 25th and 26th.

Sam Barney: See attached construction updates.

Lisa LeMay: This off season was slower than previous years but was refreshing as retail staff was able to have some days off. With gas prices, Memorial Day wasn't as busy. Going into summer, many businesses won't be able to go full hours versus previous years due to staff shortages. Will likely see price increases in retail as well.

John Rigney: Aspen Mountain is up and running. Open only on the weekends and will go full time starting on June 17th. Snowmass bike park, rope course, climbing wall, canopy tour starts June 21st. Great energy around biking and amazing to see growth across trails. Launched a new summer app. The green building at buttermilk is gone but will be a nice setup and a nice renovation for Bumps. We have received final approval to host Alpine World Cup next year, hosting the men's downhill, downhill Super G on March 3rd-5th.

Bill Tomcich: Flights due to ramp up this Friday, June 3rd. American and United move from Spring to full summer flight schedule. Airlines want to be able to operate the schedule they're able to publish for sale. September and October are calling for record flight schedules. Core flight schedules for winter are loaded.

Cristal adjourned the meeting at 10:14 a.m.