

ASPEN

AVON

BASALT

BRECKENRIDGE

CRESTED BUTTE

DENVER

DILLON

DURANGO

EAGLE COUNTY

ESTES PARK

FRASER

FRISCO

GLENWOOD SPRINGS

GRAND LAKE

GUNNISON COUNTY

JACKSON, WY

MINTURN

MT. CRESTED BUTTE

MOUNTAIN VILLAGE

OURAY

PARK CITY, UT

SILVERTHORNE

SILVERTON

SNOWMASS VILLAGE

STEAMBOAT SPRINGS

SUMMIT COUNTY

TELLURIDE

TETON COUNTY, WY

VAIL

WINTER PARK



AGENDA
January 23-24, 2014
Jackson, WY

Thursday, January 23 – Wort Hotel, Goldpiece Room, 50 N. Glenwood St.

6:00 Cash bar and appetizers

6:45 Dinner

Friday, January 24 – Jackson Town Hall, 150 E. Pearl Ave.

7:45 Breakfast

8:00 Call to Order and Introductions, CAST President, Steve Skadron

8:05 Approval of Minutes

8:10 Jackson Welcome and Update

8:30 Mark Barron & Mike Gierau – Town of Jackson
JH Air Program

9:15 Brian Schilling – Town of Jackson
Community Pathways

10:00 Break

10:15 Steve Foster & Melissa Turley - Teton County
Teton County/Jackson Unified Services

11:00 VRBO Panel Discussion
Steve Skadron – Aspen
Virginia Egger – Avon
Tim Gagen - Breckenridge

11:45 Dave Atherton – President/CEO of VRCompliance LLC
Update on VRBO tax compliance program and HomeAway Settlement

12:00 Adjourn



Colorado Association of Ski Towns

October 25, 2013

Basalt

Meeting Minutes

The following were in attendance:

Steve Skadron	Aspen	Jim Peterson	Grand Lake
Virginia Egger	Avon	Bob McLaurin	Jackson, WY
Mike Scanlon	Basalt	Bob Lenz	Jackson, WY
Jacque Whitsitt	Basalt	Larry Pardee	Jackson, WY
Susan Philp	Basalt	Jim Stanford	Jackson, WY
Pam Schilling	Basalt	Jim White	Minturn
John Warner	Breckenridge	Joe Fitzpatrick	Mt. Crested Butte
Tim Gagen	Breckenridge	William Buck	Mt. Crested Butte
Aaron Huckstep	Crested Butte	Jason Glidden	Park City, UT
Todd Crossett	Crested Butte	Jason Haber	Snowmass Village
Joe Wray	Dillon	Markey Butler	Snowmass Village
Kevin Burns	Dillon	Kevin Batchelder	Silverthorne
Keith Montag	Eagle County	Deb Hinsvark	Steamboat Springs
Peggy Smith	Fraser	Dan Gibbs	Summit County
Bill Efting	Frisco	Greg Clifton	Telluride
Gary Wilkinson	Frisco	Kristen Permakoff	Telluride
Jeff Hecksel	Glenwood Springs	Andy Daly	Vail
Leo McKinney	Glenwood Springs	Stan Zemler	Vail
Bill Kane	Design Workshop		
Mike Albert	Design Workshop		

The meeting was called to order by CAST President Steve Skadron at 8:10 am.

Approval of Minutes

There was a motion and a second to approve the August 2013 meeting minutes, which was passed unanimously.

Mike Scanlon - Basalt Manager

Mike Scanlon welcomed the group and showed a short video of local townspeople and Basalt events called "I am Basalt." He also asked people to identify four songs in the video to win prizes from local Basalt businesses.

Ralf Garrison - DestiMetrics LLC

There has been a significant increase in CAST users of DestiMetrics' data. DestiMetrics is now pushing the data out to make it more effective. Big data is needed for their reports to be statistically valid and they have gotten more participants, which there is a strong representation from CAST members. Market

update - tourism is fragile right now due to national events, i.e. government shutdown, etc. Based on 5-year industry index, baseline 2007, winter is starting to come back. Growth in summer is even greater, but revenue not as great as winter. DestiMetrics tracks confidence, Dow and unemployment. Confidence - under 50 is a depression, above 100 is positive demand. Current estimates are building a case for a positive winter, however, federal government has kicked the can down the road again.

Occupancy rates were up +6% for summer 2013. Rates were up 6% as well. 12.2% up overall for summer 2013. December is looking good for Winter 2013/14 as of 9/30/13. Occupancy always leads us out of a recession. Pricing follows once occupancy comes back. Economy and weather are the two wild cards, but two thumbs up so far. DestiMetrics will be hosting their fall webinar on November 15 at noon which will feature a summer review and winter preview. Their second annual Assembly will be January 31, 2014, again in conjunction with the SIA show.

Jim Birrell - Pro Cycling Challenge

Jim Birrell is managing partner of Medalist Sports which is a vendor to the owners of the Pro Cycling Challenge, the Schaden's, which were the founders of Quiznos and now own Smashburger. In his role as race director for the Pro Cycling Challenge, they provide the "nuts and bolts" for the race from broadcasting, international sales, marketing and communications. Jim showed the group a promotional video for the Pro Cycling Challenge and then took questions. Concerns included the expense to municipalities hosting the event and the diminished ability to find their own sponsors because of exclusive sponsors already in existence. Shawn Hunter is aware of this and is working to be more creative in working with communities. There was also questions as to whether the Pro Cycling Challenge would stay in Colorado or move to another state. Jim said the PCC belongs in Colorado and this is where it will stay for long time. Stages for the upcoming year are almost set and will be published soon.

Melanie Mills - Colorado Ski County USA

Melanie Mills, President and CEO, gave the group an update via phone. Topics she covered were the ski liability bill, ski area water rights, and their concern about marijuana use at ski areas.

Urban Renewal Panel Discussion

Mark Radtke from CML was moderator of the panel discussion which included Virginia Egger from Avon, Deb Hinsvark from Steamboat Springs, Kevin Batchelder from Silverthorne and Andy Daly from Vail. Mark gave a brief background on URA's.

1. Why did you choose urban renewal as a redevelopment tool?

Avon - URA was already established when Virginia came on board. Westin established it.

Steamboat - Used it for on-mountain infrastructure and transportation. City was made the authority.

Silverthorne - New kid on block, last Feb. 2013 rewrote and adapted plan, but don't have any projects yet.

Vail - established Vail Redevelopment Authority to do Lions Head are, Arabelle hotel and condominiums. Brings vitality to the area, new welcome center, new transit center and east and west entrances.

When URA issues debt, it is the debt of the URA and not the town.

2. How does an urban renewal project work as a public/private partnership?

Avon - Have been approached for partnerships by two hotels. Great tool to open conversations.

Steamboat - Long-term inhabitants of gondola area urged to make their own private investments.

Developers have been cooperative.

Silverthorne - Blight study found all required criteria. Hope to find a partner in a private developer.

Vail - URA was focused on large Arabelle project, sales tax has jumped up in that Lions Head area.

Without TIF, couldn't have done it.

3. What is the benefit to the larger community?

Vail - Helped to preserve capital funds to invest in other projects. Helped town to go through renaissance.

Steamboat - Has seen a lot of increase in activity at the mountain base. Downtown is going crazy with night life. Changing the way the city does business; retail has declined on the mountain.

Avon - Avon was founded as bedroom community to Vail, but Westin changed Avon's belief of what it's going to be. New kinds of elements being used, areas getting cleaned up. Areas that are falling apart can be created into beautiful areas.

4. Relationships with other entities?

Avon - School district is big dog but haven't heard from them. Metropolitan district formed around Westin.

Steamboat - Made classic mistake of going to the county.

Silverthorne - Fire district share back after debt service is satisfied.

Vail - Lions Head redevelopment of second home area.

Mark informed the group about potential upcoming changes in this year's legislative session.

The meeting was adjourned at 12:00 pm.

January 23-24, Jackson

Thursday Dinner	Friday Meeting
Aspen - Steve Skadron	Aspen - Steve Skadron
Avon - Virginia Egger	Avon - Virginia Egger
Breckenridge - Tim Gagen + 1	Breckenridge - Tim Gagen
Breckenridge - John Warner + 2	Breckenridge - John Warner
Crested Butte - Aaron Huckstep + 1	Crested Butte - Aaron Huckstep
Crested Butte - Todd Crossett	Crested Butte - Todd Crossett
Dillon - Joe Wray	Dillon - Joe Wray
Dillon - Kevin Burns	Dillon - Kevin Burns
Fraser - Peggy Smith + 1	Fraser - Peggy Smith
Frisco - Bill Efting + 1	Frisco - Bill Efting
Frisco - Gary Wilkinson	Frisco - Gary Wilkinson
Grand Lake - Jim Peterson + 1	Grand Lake - Jim Peterson
Gunnison Co. - Art Trezise	Gunnison Co. - Art Trezise
Gunnison Co. - Matthew Birnie	Gunnison Co. - Matthew Birnie
Jackson - Audrey Cohen-Davis	
	Jackson - Brian Schilling
Jackson - Bob Lenz + 1	Jackson - Bob Lenz

January 23-24, Jackson

Thursday Dinner	Friday Meeting
Jackson - Bob McLaurin + 1	Jackson - Bob McLaurin
Jackson - Carl Pelletier	Jackson - Carl Pelletier
Jackson - Don Frank + 1	
Jackson - Larry Pardee	
Jackson - Hailey Morton + 1	Jackson - Hailey Morton
Jackson - Jim Stanford	
Jackson - Kent Meredith	
Jackson - Mark Barron	Jackson - Mark Barron
	Jackson - Mike Gireau
Jackson - Michael Wackerly	
Jackson - Roxanne DeVries Robinson + 1	Jackson - Roxanne DeVries Robinson
Jackson - Zolo Palazzolo + 1	Jackson - Michael Palazzolo
Mt. Crested Butte - Joe Fitzpatrick + 1	Mt. Crested Butte - Joe Fitzpatrick
Mt. Crested Butte - William Buck + 1	Mt. Crested Butte - William Buck
Steamboat Spgs - Deb Hinsvark + 1	Steamboat Spgs - Deb Hinsvark
Steamboat Spgs - Sonja Macys	Steamboat Spgs - Sonja Macys
Steamboat Spgs - Walter Magill	Steamboat Spgs - Walter Magill

January 23-24, Jackson

Thursday Dinner	Friday Meeting
Telluride - Greg Clifton + 1	Telluride - Greg Clifton
Teton Co. - Barb Allen	Teton Co. - Barb Allen
Teton Co. - Ben Ellis	Teton Co. - Ben Ellis
Teton Co. - Steve Foster	Teton Co. - Steve Foster
Teton Co. - Hank Phibbs	Teton Co. - Hank Phibbs
Teton Co. - Melissa Turley	Teton Co. - Melissa Turley
Teton Co. - Paul Vogelheim	Teton Co. - Paul Vogelheim
Vail - Andy Daly	Vail - Andy Daly
Vail - Stan Zemler + 1	Vail - Stan Zemler
Winter Park - Jim Myers + 1	Winter Park - Jim Myers
CAST - Joyce Burford	CAST - Joyce Burford
Jackson Hole Fire/EMS - Willy Watsabaugh	
Jackson Hole - Jerry Blann	
Snow King - Ryan Stanley + 1	
Snow King - Manuel Lopez + 1	
VRCompliance - Dave Atherton	VRCompliance - Dave Atherton
TOTAL - 69	TOTAL - 40