

## Colorado Association of Ski Towns

August 29, 2014

Durango

### Meeting Minutes

*The following were in attendance:*

Steve Skadron	Aspen	John Howe	Mountain Village
Tim Gagen	Breckenridge	Joe Fitzpatrick	Mt. Crested Butte
John Warner	Breckenridge	David Clayton	Mt. Crested Butte
Keith Brant	Durango	Charles Wood	Nederland
Ron LeBlanc	Durango	Pam Larson	Ouray
Sweetie Marbury	Durango	Patrick Rondinelli	Ouray
Amber Blake	Durango	Andy Beerman	Park City, UT
Gloria Kaasch-Buerger	Durango	Deb Hinsvark	Steamboat Springs
Ariel Wishkovsky	Durango	Sonja Macys	Steamboat Springs
Jeff Durbin	Fraser	Steve Jeffers	Stifel Nicolaus
Peggy Smith	Fraser	Greg Clifton	Telluride
Gary Wilkinson	Frisco	Kristen Permakoff	Telluride
Bill Efting	Frisco	Stan Zemler	Vail
Matthew Birnie	Gunnison Co.	Bob Kunkel	DATO
Anne Corrock	Ketchum, ID	Grace Shephard	DATO
Bob Delves	Mtn. Town Solutions		

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

#### *Approval of Minutes*

There was a motion and a second to approve the June 2014 meeting minutes, which was passed unanimously.

#### *City of Durango*

Durango Mayor, Sweetie Marbury, welcomed the group and gave us an update on the happenings in Durango. City manager, Ron LeBlanc started the presentation on Durango's success through council goal setting talking about streets and trails, parks and recreation, and water and sewer. Amber Blake, the city's Multi Modal Administrator, then talked about their multi modal improvements and the process for their Multi Modal Master Plan which began in 2009. Durango Area Tourism Office director, Bob Kunkel, then wrapped up talking about Durango's marketing and events.

#### *Jeremy Nelson - REgeneration Strategies*

Jeremy Nelson specializes in transportation, land use and urban planning. He talked about the good problems and wicked problems facing Colorado ski towns. Wicked problems falling under issues such as climate change, but good problems being issues such as parking and traffic congestion. He had three principles for managing downtown streets - 1. Can't build your way out of congestion; 2. Be sweet to

pedestrians; 3. All may park, but all must pay. He also talked about attracting real estate and redevelopment to places that resist redevelopment, i.e. vacant lots, and achieving quality development by partnering with the private sector. In today's economy, people want "authentic" and it's important to have people living downtown. Two barriers to working with developers - 1. Access to (affordable) land; 2. Access to gap financing. There are a lot of new technologies to help - 50 new websites using crowdsourcing around real estate development. Kickstarter.com is an example of this. Regarding climate change, his precautionary principle is that towns have a fiduciary responsibility to do what they can to reduce emissions and have a climate action plan.

#### *Nate Fristoe - RRC Associates*

Nate Fristoe presented on the changing demographics in the ski industry. In an overview of the industry, there are roughly 10 million active participants in the U.S. in ski/snowboard sports and the bar hasn't moved significantly - not getting a lot of new people trying the sport. We see about 1 million beginners in any given season and about 83% of those drop out from the sport in the current model. Some significant trends affecting growth are slow growth in building diversity, income inequality, aging of wealth, affordability, climate change and the need to capitalize on summer. Nate also stressed the need for better synergy between the ski resorts and the towns in their marketing efforts.

He also covered the generations starting from those born before 1928 to today's millennials and the differences between them. The 21st century brings the concept of the "emerging adult." Today's millennials are delaying marriage and children and more and more are living alone. How do you market pre-sold season passes to them? Boosting participating is a challenge, especially among females. If the female drops out, then how long before the whole family stops taking ski vacations. Generational and gender difference in participating have the potential to be extremely problematic. Climate change is a reality but poses opportunity in some areas. Mountain towns with strong historical identities and authentic presence are well positioned to appeal to a younger generation.

#### *Updates*

Tim Gagen updated the group on the current goings on with OTC and VRBO. CAST's vendor in the VRBO project, VRCompliance LLC, has withdrawn their efforts while they explore retooling a new strategy, or not. Bob Delves from Mountain Town Solutions talked about his new business and current projects he's working on and that he's getting the best traction at the intersection of government and business.

#### *State Representative Mike McLachlan*

Representative McLachlan represents La Plata County, the 2nd largest county on the Western Slope and the economic driver for SW Colorado - a diverse district and large. Ran against J. Paul Brown and narrowly won. He is a Viet Nam veteran and comes from a family involved in service. He talked about bills that he sponsored and/or supported such as the agri-tourism bill and increasing rural broadband. He sits on the natural resources committee and the judiciary committee. Covered the statewide water plan and transportation issues, especially I-70 congestion, and geothermal bill. The strain on Colorado's resources and transportation will be huge with a population of 10 million predicted by 2050.

*The meeting was adjourned at 12:00pm*