

## 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.*