

**COLORADO ASSOCIATION OF SKI TOWNS
MINUTES
JANUARY 27, 2006**

CAST President Paul Strong called the meeting to order. Telluride Mayor John Pryor welcomed the group and outlined the meeting agenda. Introductions were made around the room.

There was a motion, second and unanimous approval of the October 05 minutes. There was a motion, second and unanimous approval to contribute \$1000.00 to Rocky Mountain Climate Change.

Resort Downtown Revitalization—Amy Levek, Telluride

Amy Levek, past mayor of Telluride and professional planner/consultant presented and facilitated discussion on this issue. She handed out several articles she had written on the subject and shared information that she had obtained from several of the resort towns about their successful programs to boost their downtowns. Issues that were touched on or discussed included: *chamber-town relationships, parking, downtown housing, ownership of downtown real estate, buy local programs, municipal loans to downtown businesses, activities/events in the core and internet competition.* Rachel Richards also passed around two studies that Aspen recently completed related to downtown. There is a sustainability report by BBC Research on http://www.aspenpitkin.com/depts/41/eco_sustain.cfm and the Frick and Beer Report/ppt--Aspen Retail Analysis can be obtained by calling the Community Development Department, Joyce on 429-2754.

Benchmarking--Gary Hill, Park City

Gary showed a power point presentation to the members and guests. Many members signed up to hear more about the benchmarking project. If you were not there, but would like a copy of the ppt or would like to participate, please contact Gary at ghill@parkcity.org

Round Table on Resort Town Relationships with Ski Companies—Amy Levek

Amy facilitated a discussion on this issue. It was suggested that the better relationship with the skicos is due to structured and ongoing communications, partnerships and a shared vision. I have included the flip chart minutes at the end of this document.

Innovations Group www.ig.org

Pamela Muse from Innovations Group, a non-profit association of local government members, gave a brief presentation about the organization and what they do. For more info, see the web site above.

The meeting adjourned at noon, as always☺

**RESORT TOWN/SKI AREA RELATIONS
FLIP CHART NOTES FROM TELLURIDE MEETING
JANUARY 27, 2006**

What's Working/Not Working

(Br)

- Collaborative process
- Relations improving
 - * New COO valued community
 - * Better visioning
 - * Change over in leadership
 - * Personalized relationships
 - * Structured communication may overcome past differences

(M)

Increased challenges

- Absentee owner
- Relationship strained
- Leave egos out of the picture
- Vision—more cooperative

(P C)

- Three ski areas
- Serve on boards together that interrelate
- Mutual understanding of vital importance of ski resorts to the economy
- Fam tours together
- Personal relationships and communication
- Constant reminder of focus and what is important

(MB)

- New owner honeymoon
- Lots of capital
- New investments – joint town and ski area
- Owners are present and have direct relationship with community

(B)

- Skico resources not making it into town
- Parking, construction and land use—town not at the table
- More challenges foreseen in the future
- Gap may grow between haves and have nots
- Diverse population/ needs and perceptions
- Expansion of ski area may cause environmental public outcry

- Public/citizenry are the unknown element
- Build trust—bridge to community
- Development pressure

(A)

- TOSV emphasized
- Green environmental policies are good
- Support for non-profits
- Supportive of political issues
- Marketing strong and cooperative

Challenges:

- Mass transit emphasis is diminished recently
- Seasonal employees, legal aliens, seasonality
- New workers don't know the community
- Undermines the community
- Skico diversifying into competitive businesses—creates friction with local businesses

(P-D)

- Opposition to expansion caused better cooperation on housing
- No viable relationship due to geographic distance

(T)

- Absentee owner, not enough contact
- Owners don't attend community/govt meetings
- Political visioning/commonalities imperative
- Business model of ski area changing
- Real estate essentially over skiing
- New owners still coming to grips with changing model

(S)

- Invite to forum that is well attended to outline plans/goals
- Ski owners participation in meetings
- IW operating versus development
- Communication challenges
- Some cooperation
 - *transportation study
 - *master planning
- More involvement in competitive business
- Co doesn't walk it's talk

Perception

- Ski area has high level of resources
- Town takes care of its own
- Skico needs/requests development—doesn't match town or long term vision
- Changing clientele
 - *new marketing needs
 - *cooperative research on demographics that are mutually beneficial
- Skicos are businesses
- Changes in lodging patterns and business planning

(S2)

- Challenged
- Communications poor
- Business reorganization hurting community
- No new investment in ski infrastructure
- Keeping low profile politically
- Trying to portray bright picture but little actually taking place

(G)

- Affordable, family-oriented ski area
- City cooperation—part of visitor information
- Skico asking for help on natural gas issues

Create a productive model

- with the right/best partners
- master plan-visioning
- open and frequent communication
- get buy-in / opportunities to cooperate