

## Colorado Association of Ski Towns

August 27, 2010

Aspen

### Meeting Minutes

*The following were in attendance:*

William Buck	Mt. Crested Butte	Rob Waterman	Blue River
Joe Fitzpatrick	Mt. Crested Butte	Stan Zemler	Vail
Kevin Batchelder	Silverthorne	Dick Cleveland	Vail
Jeff Durbin	Fraser	Vickie Mattox	Stifel Nicolaus
Jim White	Minturn	Jonathan Greenspan	Mtn. Village
Deb Hinsvark	Steamboat Springs	Christopher Cox	Mtn. Village
Drew Nelson	Winter Park	Mark Achen	CCCMA/ICMA
Jason Wells	Silverton	Michael Penny	Frisco
Bob Lenz	Jackson, WY	Bill Pelham	Frisco
Larry Brooks	Avon	Gary Wilkinson	Frisco
Michael Kovacs	Park City, UT	Matt Sugar	Senator Udall's Office
Bret Howser	Park City, UT	Leah Williams	Crested Butte
Sam Mamet	CML	Susan Parker	Crested Butte
Steve Barwick	Aspen	Tim Gagen	Breckenridge
Steve Skadron	Aspen	John Warner	Breckenridge
Mick Ireland	Aspen	Russ Forrest	Snowmass Village
Pam Caskie	NWCCOG	John Wilkinson	Snowmass Village
Stephen Saunders	RMCO	Bill Boineau	Snowmass Village
Nick Teverbaugh	Honorary Member		

*The meeting was called to order by President William Buck at 8:15 am.*

#### *Approval of Minutes*

There was a motion and a second to approve the June 2010 meeting minutes, which was passed unanimously.

#### *New Members*

There was a motion and a second to accept the membership of Blue River. The motion passed unanimously.

There was a motion and a second to accept Nick Teverbaugh and William Crank as CAST honorary members. The motion passed unanimously.

### *Aspen Update*

Aspen mayor, Mick Ireland, presented a powerpoint on Aspen's economy and changing demographics. Overall change in age groups residing within the city - younger people can't afford to live there, and families are moving to more affordable communities. Only a minority of residents depend on local employment for a living. City is working on a local stimulus program - if residents have great ideas or an idea for an event, the city may help them financially.

### *Downtown Colorado Inc.*

Vicki Mattox, along with Fraser town manager Jeff Durbin and Minturn town manager Jim White, led a discussion about the benefits of working with Downtown Colorado Inc. on their Community Revitalization Program. Both Fraser and Minturn participated in the program. The cost of the program is \$6,000, with the state paying half if your town qualifies. Consists of an intensive two-day program with a team of experts.

### *Pam Caskie – Executive Director, NWCCOG*

Wants the organization to focus on economic development, and attain that status, although know they would be competitive with other organizations. This district has a lot of tourism focus. Small businesses are key - with maintenance of retail and entertainment centers being key. Wants to maintain services for aging and senior citizens and work with all counties to maintain those services and keep them financially viable, i.e. elevators and weatherization programs.

### *Stephen Saunders, Rocky Mountain Climate Organization*

DOLA grant was suspended due to state budget issues. Members of the RMCO steering committee met with Tom Plant of the GEO. The meeting went well and the RMCO wants to carry on a good relationship with the next governor's administration. Stephen also presented a powerpoint on their idea of a Save Our Snow program for Colorado. Colorado's snow is crucial to the state's economy, as well as its water supply. He wants to put together a committee to come up with ideas of the how the Save Our Snow program and messaging would work. The CAST board and members suggested that this be more than a marketing and pr message - needs to have "actionable" steps for communities to participate.

### *Matt Sugar - Senator Mark Udall's office*

PACE program - some have received grants (Eagle and Pitkin for example), but still working on issues. Still trying to push through the ski bill. Also working on an insect and disease bill which will deal with the beetle kill. Has received bipartisan support. Collective bargaining bill went by the wayside.

### *Sam Mamet - Colorado Municipal League*

Sam and staff have been traveling the state in a series of dinner meetings and joint workshops to talk about 101, 60 and 61. Have reached about 1,000 local officials. Sam encourages elected officials to think like citizens, and localize and personalize their approach to talking to people about opposing 101, 60 and 61. The opposition to these ballot measures have raised about \$6 million - about \$5 million will go to media. TV campaign will roll out after Labor Day. Yard signs will also be available.

Believes that 61 is the most significant of the three (debt financing) with regard to negative impact. CML will host a webinar in September and will be producing small pamphlets with bullet points as to why these measures should be opposed. Will distribute among communities to hand out.

Do's and don'ts according to Fair Campaign Act. Elected officials can and should speak out. Staff should not unless off the clock and on their own time. Agencies, municipalities and organizations can pass resolutions of opposition. He suggests not putting anything in newsletters. Personal contact is best.

### *Proposition 101, Amendments 60 and 61*

CAST President, William Buck, presented the Colorado Association of Ski Towns Resolution No. 2010-08-27 - Statement of Resolution Opposing Amendments 60, 61 and Proposition 101 - to the membership. There was a motion and second to adopt the resolution. The motion passed unanimously.

### *CAST Roundtable Discussion and Updates*

Tim Gagen updated the group on the progress of the short-term rental (VRBO) project. The first strategy of an engagement letter written to the major VRBO websites from CAST, CML and Department of Revenue didn't work - received no response. The second strategy of engaging a vendor to work on behalf of CAST communities is moving forward and the VRBO committee has selected Eye Street Solutions, a company whose proposal of identifying VRBO's is software based.

We are in the process of finalizing their proposal and setting a date for a kick-off meeting with the Eye Street and CAST members.

The group discussed the funding request from the Rocky Mountain Climate Organization. Should we fund the RMCO in general, or tag the money for a more focused project? The Save Our Snow message resonated more with the membership and sounds more focused. We will look at the "deliverables" next year with the SOS program, as the deliverables are more tangible. The membership wants a program that will collect us around a common goal - like the plastic bag challenge did.

There was a motion and second to fund \$7,500 to the RMCO's Save Our Snow program. The membership also asked for quarterly reports on the program.

Michael Kovacs and Bret Howser from Park City, Utah, updated the group on their benchmarking program. The goal of the program is to improve existing services, processes, and procedures by learning from our peers and studying their best practices.

William Buck informed the group that the NEPA process concerning the Snodgrass area expansion is still in review and is very complicated and bureaucratic.

The next meeting will be held in Avon on October 28-29

*The meeting was adjourned at 12:05 pm.*