

Colorado Association of Ski Towns

August 31, 2012

Minturn

Meeting Minutes

The following were in attendance:

Steve Skadron	Aspen	Bill Efting	Frisco
Tim Gagen	Breckenridge	Gary Wilkinson	Frisco
John Warner	Breckenridge	Mike Bestor	Golden
Aaron Huckstep	Crested Butte	Matthew Birnie	Gunnison County
Susan Parker	Crested Butte	Bob Lenz	Jackson, WY
Kevin Burns	Dillon	Jim White	Minturn
Joe Wray	Dillon	Hawkeye Flaherty	Minturn
Ron LeBlanc	Durango	Joe Fitzpatrick	Mt. Crested Butte
Peter Runyon	Eagle County	William Buck	Mt. Crested Butte
Jon Stavney	Eagle County	John Ferguson	Ouray
Frank Lancaster	Estes Park	Jason Wells	Silverton
Jeff Durbin	Fraser	Jon Roberts	Steamboat Springs
Peggy Smith	Fraser	Steve Jeffers	Stifel Nicolaus
Greg Clifton	Telluride	Vicki Mattox	Stifel Nicolaus
Kristen Permakoff	Telluride	Steve Foster	Teton County
Stu Fraser	Telluride	Jim Myers	Winter Park
Andy Daly	Vail	Katie Riemenschneider	Winter Park
Stan Zemler	Vail	Matt Sugar	Senator Udall's Office

The meeting was called to order by President Stuart Fraser at 8:15 am.

Approval of Minutes

There was a motion and a second to approve the June 2012 meeting minutes, which was passed unanimously.

CAST Bylaws

The bylaws indicate that CAST was organized pursuant to intergovernmental laws and nonprofit laws. CAST needs to be one or the other but not both, so an amendment to the bylaws was presented to change CAST's status to solely a nonprofit organization. There was a motion and second to amend the CAST Bylaws accordingly, which was passed unanimously.

Hawkeye Flaherty and Jim White

Minturn Mayor Hawkeye Flaherty welcomed the group and kicked off the meeting with trivia questions about Minturn. Jim White gave a presentation on Minturn's recent projects and achievements, including street repairs, the success of the Minturn Market and their great summer events.

Mark Kane and Melissa Sherburne - SE Group

Mark and Melissa gave a presentation on “Multi-Season Recreation Planning (MSRP): Opportunities Beyond Skiing in Mountain Communities.” They define MSRP as *an evaluation process of activities, facilities and programs that are oriented towards recreational/tourism users on a multi-seasonal basis.* Does not just include summer – but a more holistic evaluation of year-round recreational/tourism opportunities. Starts broadly then narrows through a screening process. Ultimately it becomes a market-driven, pro-forma based analysis. New multi-season initiatives are skewing towards recreational “attractions” – gravity rides and activities or programs. For some ski resorts it is an attempt to broadening their non-winter base – mountain biking, hiking, etc. The Ski Area Recreational Opportunity Enhancement Act of 2011 enables a broader array of recreational uses of NFS lands, however, policies are still being finalized to determine specific criteria for “summer uses.” The opportunity exists for a cooperative planning effort between municipalities and resorts to forge alliance on recreational infrastructure that appeals to both local need and tourism – greater communication is key

Tony Hernandez - DOLA

DOLA’s Division of Local Government (DLG) delivers technical and financial assistance and demographic analysis to local governments and communities facilitating access to a variety of resources to achieve sustainable community development. DLG provides technical assistance through eight Regional Managers, the Local Government Services unit and Demography unit and Administers state- and federally-funded programs.

The purpose of the Energy and Mineral Impact Assistance Program is to assist political subdivisions socially and/or economically impacted by the development, processing, or energy conversion of minerals and mineral fuels. Using June 2012 forecast, \$75.5 million available for energy impact grants by July 2013, pending legislative actions and actual revenues. There will be three cycles of \$20 million - December 1, April 1 and August 1. Energy Impact Grant Funds use for public facility, roads, sewer, water, public safety and smaller projects. Of all the criteria in the evaluation process, “Readiness To Go” is very important.

Pro Cycling Challenge Panel Discussion

We had five CAST member panelists who were hosts to the 2012 Pro Cycling Challenge: Ron LeBlanc, Durango; Greg Clifton, Telluride; Tim Gagen, Breckenridge; Steve Skadron, Aspen; and Aaron Huckstep, Crested Butte. CAST President Stu Fraser was the moderator and asked the panelists a series of questions. Durango was the overall start town this year and the expectations are high for a start town in terms of space, hotel rooms, staff and budget. Commitment level is high and some businesses were disgruntled. Other towns experience the same level of commitment, and the outlay of expenses varied from town to town. Some towns such as Crested Butte, were forced to find ways to make money. It is difficult to line up sponsors and get any decent exposure, as the organizers come in to town and get out quickly.

Passthrough towns, such as Minturn, took the opportunity of the race seriously and treated it like any big event where much planning was involved with other agencies. They did not see much economic impact in the town, however.

Most towns agreed that the payback for being a host was exposure over time around the world and through social media, etc. Each town was different in how they covered expenses, how they raised money and how they evaluated the results. The hope is to see future demand when the towns' names are put out there over and over with the event, but exposure depends on the media. Telluride got an unbelievable break when the media couldn't connect with the riders, so they focused their attention on the town instead. Some towns saw very little exposure at all.

Each of the panelist's towns held events in conjunction with the race to create vibrancy, engage the community and an anchor people in town - live music, block parties, festivals, and bike-centered events were some examples. Almost all the panelists would not hesitate to host the race again and discussed ways to make it better in the future.

Updates

The CAST board of directors held a discussion with the membership in attendance about county memberships. Currently in the CAST bylaws, counties fall under the description of Associate Memberships, which are not allowed to vote or hold positions on the board. The discussion came about due to a county member who wishes to run for the board. A change in the bylaws would be necessary for counties to become Participating Members. The pros and cons of counties becoming Participating Members was discussed at length. In the end, an informal show of hands was taken, and the majority of members favored keeping the bylaws the way they are now, with counties staying as Associate Members. The issue is still open for discussion as no formal vote was taken.

Jim White, as CCCMA president, recognized and congratulated Greg Clifton from Telluride as "City Manager of the Year" and Matthew Birnie from Gunnison County as "County Manager of the Year."

Matt Sugar was also on hand to update the membership on the latest news from Senator Udall's Office.

The meeting was adjourned at 12:05pm.