

**TOWN OF MOUNTAIN VILLAGE  
 BUSINESS DEVELOPMENT ADVISORY COMMITTEE (BDAC) MEETING  
 TUESDAY May 26, 2020, 11:00 AM  
 TO BE HELD REMOTELY VIA ZOOM WEBINAR**

<https://zoom.us/j/92125761929?pwd=SFJONmRhRm82O2wwWE05eHdmSF12OT09>

(see login details below)

**AGENDA**

Item	Time	Min	Presenter	Type	
1.	11:00				Call to Order
2.	11:00	5	Caton	Action	Approval of the May 19, 2020 Minutes
3.	11:05	5	Caton	Informational	<a href="#">Economic Recovery Committee</a> Update
4.	11:10	40	Caton/Dohnal/Wise	Informational	COVID-19 BDAC work plan discussion, focusing on: <ul style="list-style-type: none"> <li>• delivery assistance</li> <li>• Village Center outdoor space enhancement</li> <li>• inventory assistance</li> <li>• rent relief programs</li> </ul>
5.	11:50	5	Caton	Informational	<ul style="list-style-type: none"> <li>• Work plan high priority discussion</li> </ul>
6.	11:55	5	Caton	Informational	Other Business
7.	11:00				Adjourn

Links to reference:

Merchant Meeting survey [results](#)

Mountain Village COVID-19 business survey [results](#)

To join the Zoom Webinar Meeting from Computer or Mobile Device download the Zoom App in the Appstore or go to the link below.

Zoom webinar.

When: May 26, 2020 10:00 a.m. Mountain Time (US and Canada)

Topic: Business Development Advisory Committee Meeting

Please click the link below to join the webinar:

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Meeting ID: 921 2576 1929

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International numbers available: <https://zoom.us/j/92125761929>

**Please note that times are approximate and subject to change.**

**Public Comment Policy:**

- The Town Council will take your comments during all virtual Town Council meetings through the zoom conference app for items proper to receive public comment via the written comment feature on zoom.
- Please do not comment until the presiding officer opens the agenda item to public comment. Public comments submitted outside of the proper time may not be considered.
- All those wishing to give public comment must identify their full name and affiliation, if any, to the Town of Mountain Village.
- Please keep your comments as brief and succinct as possible as they will be read aloud at the meeting. Please refrain from repeating what has already been said by others in the interest of time. You may simply state that you agree with a previous speaker's comments.
- Commenters shall refrain from personal attacks and maintain a civil tone while giving public comment.

**TOWN OF MOUNTAIN VILLAGE  
MINUTES OF THE MAY 19, 2020  
BUSINESS DEVELOPMENT ADVISORY COMMITTEE MEETING DRAFT**

The meeting of the Business Development Advisory Committee (BDAC) Meeting was called to order by Dan Caton on Tuesday, May 19, 2020, at 11:09 a.m. through the online meeting platform, Zoom.

**Attendance:**

**The following BDAC members were present:**

Zoe Dohnal, Mountain Village Business Development Department staff representative  
John Miller, Mountain Village Planning and Development Services staff representative  
JD Wise, Mountain Village Public Works staff representative  
Laila Benitez, Mountain Village Town Council  
Dan Caton, Mountain Village Town Council  
Sherri Reeder, Telluride Ski Resort staff representative  
Garrett Brafford, Telluride Mountain Village Owners Association (TMVOA) staff representative

**The following members of the public present:**

Anton Benitez, Telluride Mountain Village Owners Association (TMVOA) staff representative

**Consideration of Approval of Minutes:**

May 12, 2020, BDAC Meeting Minutes

On a **MOTION** by Garrett Brafford and seconded by Laila Benitez, the BDAC voted unanimously to approve the May 12, 2020 meeting minutes with minor revisions as noted.

**Discussion and Committee Follow Up/Next Steps:**

- Agenda Item 3- Economic Recovery Committee Update
  - Dan Caton presented this item and discussion took place. Zoe Dohnal requested more information on how to find records from the meetings such as minutes or videos.
  
- Agenda Item 4- COVID-19 BDAC work plan discussion
  - Anton Benitez presented a brief update on TMVOA's work with AECOM on recommendations for furniture in the Village Core. The discussion was related to the longevity of the furniture materials and types. Potential to phase the implementation of the furniture installations.

- JD was **DIRECTED** to send photos of his furniture recommendations today to BDAC so that TMV can order the plaza furniture today, 5-19-2020. Also **DIRECTED** to provide options on umbrellas and lighting.
- Zoe Dohnal presented this item and discussion took place.
  - Inventory Assistance
    - PPE - we currently have PPE for businesses. What Is the best way to distribute this PPE now and in the future?

Zoe was **DIRECTED** to provide a notice to business via email or mayors minute that they may request masks on an as needed / availability basis. Masks will be provided with Info on acquiring more masks.

- Rent Relief Program
  - Zoe briefly discussed rent relief program examples and requested BDAC provide feedback on what this program may look like If any at all.

Discussion related to how to create an equitable share between landlord responsibility and town responsibility. We need to understand how other communities have executed a successful program before we can bring this to Council for funding. Would a hardship grant application type of process make the most sense for business owners?

Zoe was **DIRECTED** to discuss the program with analogous communities such as Breckenridge, Frisco, Vail, Aspen, CML. Also **DIRECTED** to make this item a topic of discussion next week.

- Website Development Assistance
  - Dan Caton inquired if staff Is working with business to help develop websites. Zoe has reached out to most businesses but has not received any requests for assistance.
- Delivery Assistance
  - Dan Caton discussed delivery in relation to the ERC and did not receive a large response from neighboring communities.
  - Zoe spoke with both Telluride Express and Postmates. Express is working on an app currently called HEYO for delivery. Postmates is on hold until more buy-in is received from the community.

➤ Agenda Item 5- Other Business

- Discussion related to the use of conference spaces for private events, catering, small dining experiences. No direction was given at this time due to uncertainties related to the opening of inside dining experiences. The assumption would be no gatherings for a time until we know more about new public health orders. We could replace the seating at the conference center with TSG help and people could use that space for takeout. Dan Caton was **DIRECTED** to discuss the potential use of the area for Inclement weather seating.
- Dan Caton **DIRECTED** BDAC to review the work plan for the next meeting and decide if anything is going to be shifted up in priority.

➤ Agenda Item 6- Adjourn

There being no further business, on a **MOTION** by Laila Benitez and seconded by Sherri Reeder, the BDAC unanimously to adjourn the meeting at 12:06 p.m.

**Reminder:**

The next BDAC meeting will take place on Tuesday, May 26, 2020, at 11:00 a.m. in the Mountain Village Town Hall via Zoom Webinar, details below.

Join Zoom Meeting

<https://zoom.us/j/92125761929?pwd=SFJONmRhRm82O2wwWE05eHdmSF12QT09>

Meeting ID: 921 2576 1929

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Meeting ID: 944 3098 9985

Password: 758462

Find your local number: <https://zoom.us/u/acCvpQclkn>

Respectfully submitted,

John Miller

Senior Planner  
Town of Mountain Village



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**TO:** Business Development Advisory Committee

**DATE:** May 22, 2020

**FROM:** Zoe Dohnal, Business Development and Sustainability Senior Manager

**RE:** COVID-19 BDAC work plan discussion

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### Introduction

- As we continue to enhance our COVID-19 BDAC work plan, it is important to discuss the details of execution on our high-priority items. This memo will provide additional details regarding:
  - Rent relief programs

### Attachments

- a) [2020 DRAFT COVID-19 Work Plan](#)

### Rent Relief Programs

- [City of Aspen](#)
  - **Contact:** Mitch Osur, Director of Parking and Downtown Services, 970.987.7081, [mitch.osur@cityofaspen.com](mailto:mitch.osur@cityofaspen.com)
  - **Administrator Overview:** Aspen moved in the direction of a rent relief program. It was felt this type of program would assist businesses and help keep stores from closing, which is the main concern for a number of reasons. The program requires buy-in from the landlord, it is a 1/3 split between the city, landlord and business owner. The grant money is paid directly to landlords.
    - The program was very successful and well-received by businesses. They may look at re-administering another round of funds, but this is unlikely.
  - **The overall pool of funds:** *\$2.5 million*
  - **The maximum amount to be awarded:** Up to \$14,000
  - **Program Overview:** This grant program provides rent relief for small businesses. Each grant offers rent relief is equal to one-third the monthly rent for up to three months, not to exceed a maximum award of \$14,000. The City will make payments directly to landlords on behalf of the tenant.
  - **Who is Eligible:**



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- Be currently closed by the Pitkin County Public Health Order or forced to dramatically limit operations and be unable to operate remotely. Businesses offering to take away food are eligible, as well as businesses that deliver goods or products.
  - Have 35 or fewer full-time equivalent (FTE) employees.
  - Have a physical location in the City of Aspen.
  - Possess a current City of Aspen business license.
  - Have a rent payment for the time period of April 1, 2020-July 1, 2020 due to a landlord to whom the business has no ownership interest.
  - Be current on all payments to the City of Aspen, including, but not limited to the filing and remittance of a business license, sales/lodging taxes, water utility payments, and electric utility payments.
  - Was open for business in Aspen on March 1, 2020; and have been in business for the 2019-20 winter season. Startup businesses in recent months will be considered on a case-by-case basis.
  - Be open at least 32 weeks a year.
  - **Landlords also need to commit.** A letter from your landlord stating there will be an aggregate (including CAM charges) rent reduction (not deferral) for at least three months equivalent to a minimum of one-third of the monthly rent, and waiving any future claims of a lease violation for the reduction of rent and CAM for the grant period. Financial kickbacks to the landlord or additional fees imposed by the landlord to the tenant will prevent the loan application from being approved.
- **Town of Vail**
    - **Contact:** Mia Vlaar, Economic Development Director, 970.376.3811, [MVlaar@vailgov.com](mailto:MVlaar@vailgov.com)
    - **Administrator Overview:** Town of Vail followed the City of Aspen's program verbatim. They thanked Aspen for putting together such a well thought out program. The one difference is they waited until May to begin the application process.
  - **BRECKENRIDGE – Rent Relief Program**
    - **Contact:** Chris Kulick, Senior Planner, 970.453.3371, [chrisk@townofbreckenridge.com](mailto:chrisk@townofbreckenridge.com)
    - **Administrator Overview:** Breckenridge also required a commitment from landlords, but much less. The maximum award is also less than Aspen and Vail. However, the businesses were very grateful for the aid and the town felt it was a huge success. They were able to alleviate some financial burden in the interim between CARES





Act aid.

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- **The overall pool of funds:** \$1 million
- **The maximum amount to be awarded:** Up to \$4,000
- **Program Overview:** Rent will be paid up to \$4,000. Any business owner that also owns their building or unit will receive \$2.58 per square foot up to \$4,000
- **Who is Eligible:**
  - Businesses must currently be closed by Summit County Public Health Order and unable to operate from home. Businesses offering limited take-out and/or mail order are eligible. A business that can function remotely will not be considered at this time.
  - Business must normally be open all year
  - Ownership entity must employ 35 or fewer full-time equivalent staff based on your 2020 BOLT license reporting.
  - **Landlords also need to commit.** A letter from the landlord must be provided stating there will be a rent reduction, rent deferment, or a combination of the two for at least one month. The landlord must also agree to not attempt an eviction process for failure to pay rent for at least 60 additional days after receiving this grant from the Town of Breckenridge. Owner-occupied businesses will need to provide documentation of owning the unit.
- **FRISCO – COVID-19 Business Assistance Grant Program**
  - **Contact:**
  - **Administrator Overview:**
  - **Program Type:** Grant
  - **The overall pool of funds:** \$500,000
  - **The maximum amount to be awarded:** Up to \$5,000
  - **Program Overview:** The goal is to help businesses bridge the gap in funding while waiting for Federal and State assistance, by providing immediate funds to pay for essential business-related expenses such as rent or mortgage payments, utilities, payroll, and other business expenses. The grant amounts will be determined based on and not exceed a business's monthly rent or mortgage payment
  - **Who is Eligible:**
    - Applicant business must have severely limited operations as a result of one or more of the public health orders related to COVID-19
    - Applicant business must have a current and valid Town of Frisco business license issued on or before March 1, 2020.
    - Applicant business must have had a physical (not solely virtual) location



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within the Town of Frisco.

- Applicant businesses must have had no more than 50 employees or independent contractors engaged in work for the business on March 1, 2020.
- Applicant business must be able to attest that an application has been made for Small Business Administration relief authorized under the CARES Act Economic Injury Disaster Loan Program for assistance in the amount of \$10,000 (a federal grant).



## 2020 **DRAFT** COVID-19 Work Plan

### Business Development Advisory Committee

The COVID-19 Work Plan has been compiled as a tool to help the Business Development Advisory Committee (BDAC) plan for future potential impacts to local businesses, help with the strategic allocation of resources to aid in recovery, and guide communication around specific decisions and actions. Specific elements found within the Work Plan are intended to help identify changing business climates over time and to help target specific activities and goals to best suit issues as they evolve.

Finalizing a work program helps the Committee prioritize work. It does not mandate project completion, nor does it preclude work on other projects not identified. Having this flexibility, together with support from the Council and other stakeholders, helps the Committee best serve the community.

**Typically, much more work is identified on a work program than can be accomplished in any given year.** Given the complexities facing the Town of Mountain Village and the local business community, staff will work to prioritize any feasible project that is deemed effective in assisting local businesses in a fiscally responsible way.

### HIGH PRIORITIES

#### 1. Economic Development Incentives – Town Resources

Priority Ranking	Action Item	Sub-Action Item	Team Member(s)	Date Completed
1	<b>Demographic &amp; Data Assistance</b>	<ul style="list-style-type: none"> <li>Survey business to understand current needs and hardships</li> </ul>	Zoe Dohnal/ John Miller	4.27.20
2	<b>Focused Merchant Meetings</b>	<ul style="list-style-type: none"> <li>Ensure merchants are sharing information on operation strategies.</li> <li>Position TMV and TMVOA to answer any questions and provide appropriate resources.</li> </ul>		5.12.20 Ongoing
3	<b>Fee waivers and payment deferrals</b>	<ul style="list-style-type: none"> <li>Sales tax deferral</li> <li>Business license waivers</li> <li>Rent relief program</li> </ul>		5.20.20

4	<b>E-newsletter / blog</b>	<ul style="list-style-type: none"> <li>Business e-newsletter (incorporated into the COVID-19 e-newsletter) Zoe Dohnal</li> </ul>		On-going
5	<b>Parking / Transit</b>	<ul style="list-style-type: none"> <li>Remove parking fee to encourage visitors to the MV center</li> </ul>	Parking Committee representatives	To be completed in the next few months
6	<b>Village Center outdoor space enhancement</b>	<ul style="list-style-type: none"> <li>Additional outdoor seating areas – lighting, canopies, etc.</li> <li>Potential pop-up structures</li> </ul>		To be completed in the next few months

Postponed Action Items:

- Conference Center
  - Co-working space
  - Commercial Kitchen
- Planning Fee Waivers
  - Development Fee Rebate

**2. Business Retention**

Priority Ranking	Action Item	Sub-Action Item	Team Member(s)	Date Completed
1	<b>Ecommerce Assistance</b>	<ul style="list-style-type: none"> <li>Providing resources to businesses to help them succeed in the 'new normal'. This will include consulting on website creation, marketing assistance, and training.</li> </ul>	Zoe Dohnal	Immediately
2	<b>Delivery Assistance</b>	<ul style="list-style-type: none"> <li>Exploring repurposing dial-a-ride and Town of Mountain Village transportation to be a delivery service for restaurants, the pharmacy, and perhaps retail.</li> </ul>	Garrett Brafford	To be completed in the next few months
3	<b>Help with supplies</b>	<ul style="list-style-type: none"> <li>Assisting businesses with PPE and other inventory shortages</li> </ul>		To be completed in the next few months
4	<b>Business Recognition Program</b>	<ul style="list-style-type: none"> <li>Formal recognition among those businesses/ employees that contributed to the economic well-being of the town and have demonstrated a commitment to the vitality. This award is not on a consistent timeline. The community can submit a nomination through an online form on the TMV website</li> </ul>		Long term

Postponed Action Items:

- Retention
  - Tiered Reimbursements
    - A pay-for-performance program that pays out annually to qualified businesses. This could include wage reimbursement, an award for targeted job placement, relocation reimbursements. i.e. Austin Business Expansion Incentive Program.

### 3. Employee Development and Job Training

Priority Ranking	Action Item	Sub-Action Item	Team Member(s)	Date Completed
1	<b>Job Training</b>	Training for new skills in our COVID new normal (also being contemplated by the Economic Recovery Group).	Sherri Reeder	To be completed in the next few months
2	<b>Job Training</b>	Telluride Foundation opportunities	Zoe Dohnal with Telluride Foundations partners	Long term
3	<b>Job Training</b>	Open TSG hospitality classes to the public	Sherri Reeder	Long term

Postponed Action Items:

- Job Training
  - Telluride Mountain College opportunities.
  - TIPS certification program
  - Colorado First Job Training
  - Cross-Training
  - Management Training
  - Sales tax education
- Remote Market
  - Location Mentor Employment Program.
  - How to utilize remote workforce for MV businesses.
  - How to encourage remote workers to work out of MV.

### 4. Marketing Opportunities and Public Outreach

Priority Ranking	Action Item	Sub-Action Item	Team Member(s)	Date Completed
1	<b>TMV Website Enhancement</b>	Develop a marketing strategy to help Mountain Village businesses during their recovery period.	Zoe Dohnal	Immediately
2	<b>TMV Website Enhancement</b>	Building out the TMV business resource page and directory	Zoe Dohnal	Ongoing

Postponed Action Items:

- Provide a menu of items of what TMV has to offer to new businesses.

### 5. Grant Applications that would benefit the Town's Incentives

Priority Ranking	Action Item	Sub-Action Item	Team Member(s)	Date Completed
	<b>DOLA Grants</b>		John Miller	Ongoing
	<b>GOGO Grants</b>			Ongoing
	<b>Other Grants</b>			Ongoing

## 6. COVID Economic Development Incentives – State and Regional Resources

Priority Ranking	Action Item	Sub-Action Item	Team Member(s)	Date Completed
1	Colorado Department of Economics and International Trade	<a href="https://choosecolorado.com/covid19/">https://choosecolorado.com/covid19/</a>	Zoe Dohnal	Ongoing

## LOW PRIORITIES

### 7. Economic Development Incentives – State and Regional Resources

Postponed Action Items:

- Understand policy barriers to why people choose where they locate their business
- [Colorado Business Resource Book](#)
- [SBDC Consulting](#)
- [Colorado Office of Economic Development & International Trade - PROGRAMS](#)
  - [Job Growth Incentive Tax Credit \(JGITC\)](#)
  - [Colorado Microloans](#)
  - [Colorado Capital Access \(CCA\)](#)
  - [Global Consultant Network](#)
  - [Job Growth Incentive Tax Credit](#)
- [Regional Tourism Act](#)
- [Sales and Use Tax Refunds](#)
- [Space to Create](#)
- [Strategic Fund](#)
- [Transferable Tax Credit](#)
- [Venture Capital Authority](#)
- [Cash Collateral Support](#)
- [Region10 Business Loan Fund](#)
- [Colorado First and Existing Industry Customized Job Training Grant Programs](#)

### 8. Economic Development Incentives – Private/ Commercial Resources

Postponed Action Items:

- Utilizing TSG resources
- Utilizing Madeline resources

Hotels

Daycare grants (connecting people with providers)