

**TOWN OF MOUNTAIN VILLAGE  
BUSINESS DEVELOPMENT ADVISORY COMMITTEE (BDAC) MEETING  
TUESDAY June 9, 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 June 9, 2020 Minutes
3.	11:05	5	Benitez	Informational	<a href="#">Economic Recovery Committee</a> Update
4.	11:10	45	Caton/Dohnal/Wise	Informational	COVID-19 BDAC work plan discussion, focusing on: <ul style="list-style-type: none"> <li>• Village Center outdoor space enhancement</li> <li>• business relief programs</li> </ul>
5.	11:55	5	Caton	Informational	<ul style="list-style-type: none"> <li>• Other Business</li> </ul>
6.	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 7, 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:

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

Or iPhone one-tap :

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Meeting ID: 921 2576 1929

Password: 355918

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

**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 JUNE 2, 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, June 2, 2020, at 11:02 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  
Laila Benitez, Mountain Village Town Council  
Dan Caton, Mountain Village Town Council  
Sherri Reeder, Telluride Ski Resort staff representative  
Mike Doherty, Mountain Village Business Owner Representative  
Garrett Brafford, Telluride Mountain Village Owners Association (TMVOA) staff representative

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

JD Wise, Mountain Village Public Works staff representative  
Anton Benitez, TMVOA Staff representative

**Consideration of Approval of Minutes:**

May 26, 2020, BDAC Meeting Minutes

On a **MOTION** by Sherri Reeder and seconded by **Mike Doherty**, the BDAC voted unanimously to approve the May 26, 2020 meeting minutes.

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

- Agenda Item 3- Economic Recovery Committee Update
  - Dan Caton was not present at the May 26th meeting. Zoe Dohnal updated BDAC on the ERC. County Orders and the future expectations for the businesses were important. Different Industries have different concerns - Lodging seemed generally OK with new rules, retail felt nervous about the restrictions. Restaurants do not all feel 100% comfortable in opening for dine-in seating - others are still moving forward with opening dine-in as soon as this week.
  
- Agenda Item 4- COVID-19 BDAC work plan discussion

- JD gave an update on **outdoor seating space furniture and lighting** orders. Umbrellas, furniture, etc. has been ordered. JD provided a presentation on plaza lighting for umbrellas and public space lighting. Generally, this included lighting under umbrellas and bridges as well as string lighting between different points throughout the plaza areas. A lighting professional was not hired as discussed at May 26 meeting. BDAC was supportive of the string lighting that JD presented, and gave feedback that continuity of the lamp style was important throughout the core. Lighting in the Town Hall subarea was also important to BDAC. JD was **DIRECTED** to investigate architectural lighting options and to go ahead and order the solar lighting for umbrellas and the initial string lighting as shown. Sherri Reeder was **DIRECTED** to investigate the brand and make of the lighting within the BootDoctors corridor.
- Zoe Dohnal discussed the **rent relief and grant program**. Zoe spoke with Region 10 as directed but the program options did not seem like a great fit. Zoe provided a memo discussing grants and loan programs In Colorado. Laila also provided an update on a conceptual regional grant / loan program but there were concerns during those conversations that came from both the Mountain Village and Telluride related to equitability of fund disbursement.
- Zoe Dohnal discussed **Business Marketing and Communications** for business In the Mountain Village. There has been an uptick in requests for website assistance. There could be some benefit in a marketing grant program. The overall messaging was discussed and how-to best market re-opening.
- Anton Benitez of TMVOA discussed TMVOA efforts for summer music in the core. Hoping to have commitments for June and July.

He also discussed Information consistency, signage, etc. He provided emailed documents for Eagle Co and Pitkin CO. This includes communications and messaging catering to businesses who need to get Information to their customers. It would be good to pursue info for restaurants, retail, lodging - one pager that would be helpful to put into windows or kiosks or to staff but needs to be consistent between TMV, TMVOA, and TSG. Zoe was **DIRECTED** to work with TMVOA and TSG to develop marketing and communication materials for businesses.

➤ Agenda Item 5- Nominations and selection for the Business Recognition Program

- Zoe gave an overview of the BRP

- Laila nominated the Telluride Distillery with their outreach that was provided during the initial stages of the COVID pandemic. Through a unanimous vote, Telluride Distillery will be recognized.
  - Mike offered to provide a prize of a RZR tour for 2.
- Agenda Item 6- Other Business
- No other business was discussed.
- Agenda Item 7- Adjourn

There being no further business, on a **MOTION** by **Laila Benitez** and seconded by **Mike Doherty**, the BDAC unanimously to adjourn the meeting at **12:09** p.m.

**Reminder:**

The next BDAC meeting will take place on Tuesday, June 9, 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=SFIONmRhRm82Q2wwWE05eHdmSF12QT09>

Meeting ID: 921 2576 1929

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Password: 758462

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Respectfully submitted,

John Miller

Senior Planner

Town of Mountain Village



**TOWN OF MOUNTAIN VILLAGE**  
455 Mountain Village Blvd. Mountain Village, CO 81435  
(970) 369-8236

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**TO:** Business Development Advisory Committee

**DATE:** June 7, 2020

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

**RE:** Business Relief program discussion

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**OVERVIEW**

The goal of BDAC is to provide long-term relief that acts as an investment in our business community.

**ATTACHMENTS**

- Exhibit A: 2020 Workplan
- Exhibit B: List of street-level businesses within the Village Center and Market Plaza

**Customer Incentive Programs**

- **Overall pool of funds:** \$25,000
- **Maximum amount to be awarded:** N/A
- **Program overview:** Help fund an event, similar to Holiday Prelude, to incentive visitors. Have specials available at businesses, etc.

**Utility Waiver**

- **Overall pool of funds:** \$50,000 to \$75,000. *Estimated amount*
  - We are waiting to get an estimate from TMV finance for the following:
    - The potential cost for street-level businesses within the Village Center or Market Plaza with an employee count of 25 or less
    - The potential cost for street-level businesses within the Village Center or Market Plaza with an employee count of 10 or less
    - The potential cost for street-level businesses within the Village Center or Market Plaza with an employee count of 25 or less, NOT INCLUDING Hotels
    - The potential cost for street-level businesses within the Village Center or Market Plaza with an employee count of 10 or less, NOT INCLUDING Hotels
- **Maximum amount to be awarded:** N/A



## TOWN OF MOUNTAIN VILLAGE

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- **Program overview:** This program will waive utility fees for water, cable and internet beginning June 1 and ending September 30, 2020. This will only be applicable for street-level businesses within the Village Center or Market Plaza. (See Exhibit B)

### Marketing Grants (Like Montrose)

- **Overall pool of funds:** \$30,000
- **Maximum amount to be awarded:** Up to \$1,000
- **Who is Eligible:**
  - All businesses involved in application MUST be locally owned and operated
  - Applications will be selected on need and ability to work together as a business community



## 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.

**All items that are currently being accomplished are highlighted.**

### 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>	Zoe Dohnal	5.12.20 Ongoing



3	Fee waivers and payment deferrals	<ul style="list-style-type: none"> <li>• Sales tax deferral</li> <li>• Business license waivers</li> <li>• Business relief program / loan opportunities.</li> </ul>		5.20.20
4	E-newsletter / blog	<ul style="list-style-type: none"> <li>• Business e-newsletter (incorporated into the COVID-19 e-newsletter)</li> </ul>	Zoe Dohnal	On-going
6	Village Center outdoor space enhancement	<ul style="list-style-type: none"> <li>• Additional outdoor seating areas – lighting, canopies, etc.</li> <li>• Potential pop-up structures</li> </ul>	JD Wise	To be completed in the next few months

## 2. Business Retention

Priority Ranking	Action Item	Sub-Action Item	Team Member(s)	Date Completed
1	Ecommerce Assistance	<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	On-going
2	Delivery Assistance	<ul style="list-style-type: none"> <li>• Working on a partnership with Postmates and the Economic Recovery Committee</li> <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>	Dan Caton / Garrett Brafford	To be completed in the next few months
3	Help with supplies	<ul style="list-style-type: none"> <li>• Assisting businesses with PPE and other inventory shortages</li> </ul>	JD Wise	On-going
4	Business Recognition Program	<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>		On-going

## 3. Employee Development and Job Training

Priority Ranking	Action Item	Sub-Action Item	Team Member(s)	Date Completed
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1	<b>Job Training</b>	Training for new skills in our COVID new normal (also being contemplated by San Miguel County and the Telluride Medical Center).	Sherri Reeder and Laila Benitez	To be completed in the next few months
2	<b>Job Training</b>	Telluride Foundation and the Southwest Business Recovery group 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

#### 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	On-going
2	<b>TMV Website Enhancement</b>	Building out the TMV business resource page and directory	Zoe Dohnal	Ongoing

#### 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	<b>Colorado Department of Economics and International Trade</b>	<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

Daycare grants (connecting people with providers)

NOTES: Business licence fees are based off the average number of employees working in MV. Tracks for example may have 20 employees but only ten working at one time/one shift. Also, hotels do not report the number of employees because their fees are based on number of hotel rooms, not employee count.

Account	Business	DBA	Average Number Employees Working		Description	Business Area	Notes
			Total Number Employees	In MV (Fees based on this)			
<b>Real Estate</b>							
<b>Sales</b>							
7300	LIV Sotheby's International Realty		15		15 Buys and sells real estate	In Town	
685	Village Real Estate LLC		4		4 Realty	In Town	
964	Telluride Properties		4		4 Real Estate	In Town	
		Berkshire Hathaway HomeServices Western Colorado Properties					
6674	Keehfuss Family Enterprises, Inc.	Telluride Mountain Properties	4		3 Real Estate Brokerage	In Town	
2006	Telluride Mountain Properties LLC		1		1 Real estate broker	In Town	
6634	Sally Field Broker		1		0 Real Estate Brokerage and Consulting	In Town	
<b>Other Services</b>							
<b>Owned or Leased Property</b>							
1024	Rolling Relaxation Massage & Bodywork		1		1 Service/Trade	In Town	
<b>Hotels</b>							
	Lodge at Mountain Village Home Owners 90 Association - Hotel	Lodge at Mountain Village			Hotel	In Town	
1839	Inn at Lost Creek		0		0	In Town	
860	Peaks Hotel LLC - Hotel	Peaks Hotel	0		0 Condoized Hotel	In Town	
		Madeline Hotel & Residences					
1392	Telluride Resort Partners LLC		0		0 Hotel lodging	In Town	
923	Lumiere Hotel Group Management LLC		14		14	In Town	
<b>Retail</b>							
6004	Lumiere Hotel Group Management (Retail)	Lumiere Retail Sales	14		14 Hotel that occasionally sells merchandise/sundries	In Town	
1556	Christy Sports LLC #65		12		6	In Town	
1557	Christy Sports LLC #62		12		6	In Town	
6584	Christy Sports LLC #67	Boot Doctors	12		6 Ski and bike rental. Retail apparel and outdoor gear.	In Town	
480	Christy Sports LLC #61		10		6 Retail	In Town	
992	Telluride Sports @ Capella	NEVE Sports	8		3 Retail	In Town	
		Mountain Adventure Equipment LLC			Rent and Deliver, Bikes, Jeeps, and Paddle Boards. Also 7 have related retail.	In Town	
6664	Mountain Adventure Equipment		8				
		Babies of the Bush LLC					
5850	Babies of the Bush LLC		1		1 Retailing wildlife art, prints, cards and curios	In Town	
6876	Rinkevich Gallery, LLC		1		1 Fine Art Gallery and Retail	In Town	
1474	Telluride Naturals		1		1 Retail	In Town	
1476	Telluride Resort Store		1		1 Ski	In Town	
					Provide Spa services and spa treatments including access to pool, fitness room, spa services, salon for hair and		
1475	Peaks Retail	Peaks Retail	2		1 aesthetician service	In Town	
7256	T.Karn LLC	T Karn Imports	2		2 Retail-Lifestyle Boutique	In Town	
1522	The Heritage		3		3 retail	In Town	
					Sale of prescription medications, over-the-counter medications, food, beverages, and general merchandise.		
7010	Sunshine Pharmacy, LLC	Sunshine Pharmacy	3		3	In Town	
538	Telluride Sports The Peaks		4		2 Retail	In Town	
541	Telluride Sports North Face		4		2 Retail	In Town	
402	Telluride Sports-Gondola		5		2 Retail	In Town	
		Madeline Hotel Skate Shop					
5644	Telluride Resort Partners LLC		5		5 Skate rental and retail clothing sales	In Town	
539	Telluride Sports-FKL		7		5 Retail	In Town	
6030	Ski Fitting Science LLC	Wagner Custom	7		7 ski and snowboard manufacturing	In Town	
					We are a bar that serves cocktails. In addition, we sell ou spirits and soft goods. Therefore we need a retail license.		
7826	Telluride Distilling Company (Retail Sales Tax)		7		7	In Town	
481	Elevation Imaging Inc	Elevation Imaging	6		4 Retail	In Town	
					Groceries / Bakery / Meat / Produce / General		
7810	Buxman Enterprises, Ltd. (Market)	Village Market	15		15 Merchandise	In Town	
1313	Ryder Walker Alpine Adventures		7		7 Service/Trade	In Town	
1555	Door to Door by Christy Sports #405		6		4	In Town	
1468	Eco Adventure Center		6		3 Ski	In Town	
758	Spirits At Mountain Village		4		4 Liquor	In Town	
542	Burton at Telluride		4		2 Retail	In Town	
1101	Telluride Snowmobile Adventures	Telluride Outfitters	5		5 Service/Trade	In Town	
90083	Telluride Adaptive Ski Program		10		10 Winter and Summer activities	In Town	
1099	Telluride Helitrax		10		4 Heli-ski operations	In Town	
1591	RWT Company Telluride, LLC	Ski Butlers Telluride	8		3	In Town	
363	Wells Fargo Bank		5		6 Financial Services	In Town	
5388	Altitude Investments LLC	Colorado 145	3		3 Jeep Rental Company	In Town	
<b>F&amp;B</b>							
1469	Allred's		45		22.5 Restaurant	In Town	
1470	Tomboy Tavern		28		15 Restaurant	In Town	
	Lodge at Mountain Village Home Owners 1179 Association - Restaurant	The View Bar & Grill	20		8 Restaurant	In Town	
					Restaurant service and including alcohol sales and room service.		
1472	Peaks Hotel F&B	Altezza	20		20	In Town	
1463	Gorrono Ranch Restaurant		19		12 Restaurant	In Town	
618	Tracks Cafe & Bar, Inc.	Tracks Cafe & Bar Scratch Kitchen and Cocktails	17		17 Restaurant	In Town	
6624	Telluride Lost Creek LLC	Telluride Brewing Compan	16		8 We make cocktails and serve delicious food.	In Town	
7160	Telluride Brewing Works LLC		14		6 Brew beer	In Town	
					Serves as the commercial kitchen for The Wok of Joy food cart and sells gelato and fruit smoothies from the 1 location.		
7186	Snowberry		1		1	In Town	
1462	Half Way House		2		2 Restaurant	In Town	

7028 LUMIERE HOTEL (Restaurant)	Lumiere Lounge	4	Servers Breakfast to guest and and lounge in the	In Town
1465 Big Billies		13	4 afternoon, apps and bar service	In Town
1464 Crazy Elk		8	7 Restaurant	In Town
392 La Piazza Del Villaggio Ristorante	La Piazza Del Villaggio Restaurant	5	4.5 Restaurant	In Town
1306 Telluride Coffee Company LLC	Telluride Coffee Company	5	5 Restaurant	In Town
6696 Shake N Dog Telluride, LLC	Shake N Dog Grub Shack	5	4 Restaurant	In Town
1461 Telluride Resort Partners LLC	Black Iron Bar	40	Small restaurant focused on serving high quality, inexpensive culinary offerings with a balance of made to order and grab and go items such as milkshakes, hot dogs, salads, wraps, soups, snacks and more.	In Town
1850 Siam Talay Grill		7	Food and beverage, restaurant and bar	In Town
6970 Telluride Distilling Company, LLC	Telluride Distilling Company	7	7 Food & Beverage Service	In Town
5762 Telluride Resort Partners LLC	Madeline Hotel Sky Terrace	1	Distilled spirits manufacturer in Lawson Hill. Tasting room is moving into Mountain Village core	In Town
5550 T.Karn LLC	Rusty Rhino Dumpling Co.	1	Food, beverage and pool amenity for Madeline Hotel residence owners and guests	In Town
1467 Telluride Resort Partners LLC	MClub	12	1 sell steamed pork dumplings and drinks	In Town
1877 Telluride Resort Partners LLC	Starbucks	12	7 Food and beverage, Restaurant and bar	In Town
342 LET IT RIDE, INC.	POACHERS PUB	9	6 Food and beverage sales	In Town
1797 Bread and roses catering	The Village Table	9	6 Restaurant	In Town
7830 Buxman Enterprises, Ltd. (Deli)	Village Market	5	9 Restaurant and Catering	In Town
			5 Deli hot and cold food	In Town