

**TOWN OF MOUNTAIN VILLAGE
 BUSINESS DEVELOPMENT ADVISORY COMMITTEE (BDAC) MEETING
 TUESDAY July 7, 2020, 11:00 AM
 TO BE HELD REMOTELY VIA ZOOM WEBINAR
<https://us02web.zoom.us/j/89333847385>**

(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 23, 2020 Minutes
3.	11:05	5	Caton	Informational	Economic Recovery Committee Update
4.	11:10	10	Dohnal	Informational	Telluride Foundation Small Business Impact Survey Results and Key Takeaways
5.	11:20	15	Dohnal/Wise	Informational	COVID-19 BDAC work plan discussion, focusing on: <ul style="list-style-type: none"> • Village Center outdoor space enhancement • Sunset Stroll • Marketing Assistance Fund
6.	11:35	20	Dohnal	Informational	2021 BDAC stimulus budget
7.	11:55	5	Caton	Informational	Other Business
8.	12:00				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.

Topic: Business Development Advisory Committee Meeting

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6099
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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 23, 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 23, 2020, at 11:00 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

Consideration of Approval of Minutes:

June 9, 2020, BDAC Meeting Minutes

On a **MOTION** by **Sherri Reeder** and seconded by **Zoe Dohnal**, the BDAC voted unanimously to approve the June 9, 2020 meeting minutes.

Discussion and Committee Follow Up/Next Steps:

- Agenda Item 3- Economic Recovery Committee Update
 - **Dan Caton** updated BDAC on the ERC. The ERC reviewed the new county order and generally speaking many businesses are ready to open. Lodging has increased to 50% occupancy and many businesses are already reaching those numbers. Gondola will be increasing hours to midnight on Wednesday and that reflects the growing demands for business. Although there is optimism related to reopening but there are increasing cases and that impacts business and the abilities to open.

- Agenda Item 4- COVID-19 BDAC work plan discussion
 - Zoe updated the workplan to include a new column for the budget for each item.

- JD gave an update on **Plaza Seating** orders. The orders have shipped, and arrivals should start occurring as soon as tomorrow. Lights will be getting up as soon as Thursday. TSG has offered some temporary use of seating for the time being while we wait for the rest of the Items to arrive. We haven't really discussed sanitation stations for personal use within the plazas. The town shop is going to help out building some stations to go near seating areas.

Zoe provided some information on coordinating with TSG staff to assist in maintenance of the seating areas and plazas due to increased needs and elevating the experience of the core. Tabletop signs are being created to help explain process for using the seating areas. Zoe also detailed the new website page for dine-in and take out options in the Village. <https://townofmountainvillage.com/dine-outside/>

- Zoe gave an update on **Visitor Incentive Program** and the summer stroll program - and discussed potential options working with TMVOA. For the activities to occur outdoors in the plazas, music was important. Discussion related to hours for the event and what day would be the best to hold events given other municipalities are doing similar type events.

BDAC decided to review the budget for the events but Friday 5-7PM will be tentative date for event.

- Zoe provided an update of **the Utility Waivers** based on the spreadsheet provided by the Finance Department. Discussion related to the spread sheet and what line items are applicable and which should be excluded.

Some concern related to how the bills are processed and how to comp fees when its based on a whole building bill. Given the business are starting to re-open is this effort needed now.

Zoe also provided updates on **Marketing Assistance Program** and the parameters for applications, funding, and planning for business utilization of the funding. There was support from the members of BDAC utilize this program to help business and visitors. Application deadline projected to be August 1.

Zoe was **DIRECTED** to create and application and the application process for the MAP so that the Town can proceed with this effort.

➤ Agenda Item 5- Other Business

- Sherri Reeder discussed some Issues related to business in reflection plaza, and specifically elevators within Franz Klammer. This could result In Issues with deliveries to commercial buildings within the same building. There are some alternatives behind the Madeline in the unloading zone there.

➤ 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 **12:00** p.m.

Reminder:

The next BDAC meeting will take place on Tuesday, June 23, 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=SFJONmRhRm82O2wwWE05eHdmSF12OT09>

Meeting ID: 921 2576 1929

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Respectfully submitted,

John Miller

Senior Planner

Town of Mountain Village



Small Business Impact Survey Results and Key Takeaways 07.02.2020

Total Responses: 195

Counties Surveyed: Dolores, Montrose, Ouray, San Juan and San Miguel

Date of Survey: 6/15/2020 - 6/26/2020

Business Location:

- 78.5% San Miguel County
- 11.5% Ouray County
- 6.8% Montrose County
- 1.6% San Juan County

Organization Type:

- 70.2% Privately Held Business
- 15.2% Independent Workers
- 12% Home Based Business
- 1.6% Non-Profit Organization
- 1.0% Franchised Business

Type of Business:

- 33.5% Professional or Technical Service
- 15.2% Retail
- 14.7% Hospitality
- 14.1% Service Business
- 10.5% Eating Establishment
- 5.8% Health Care Services
- 5.8% Arts or Recreation
- 0.5% Professional Services

Number of Employees:

- 27.7% 0 Employees
- 40.8% 1-4 Employees
- 14.1% 5-9 Employees
- 6.8% 10-19 Employees
- 8.4% 20-49 Employees
- 0.5% 50-99 Employees
- 1% 100-499 Employees
- 0.5% 500+ Employees

Have you reduced staff during COVID-19?

- 57% No, we have not reduced staffing
- 20.4% Yes, we have laid off employees or contract workers
- 10.2% Yes, we have reduced employees or contract workers hours
- 12.4% Yes, we have laid off employees AND reduced employees or contract workers hours

What is the estimated decrease in gross revenue your business is likely to experience in 2020?

- 8.4% - 100%-80% Decrease in Revenue
- 21.5% - 80-60% Decrease in Revenue
- 22% - 60-40% Decrease in Revenue
- 26.2% - 40-20% Decrease in Revenue
- 17.3% - 20%-0% Decrease in Revenue
- 4.7% - Increase in Revenue from 2019

What additional impacts is your business experiencing at this time? (Ranked by most to least reported impact)

- 1.) Cancelled Business or Events
- 2.) Temporary Closure
- 3.) Limited Customer Capacity
- 4.) Inability to pay bills, fees, loan payments
- 5.) Loss of consumer loyalty

If the current situation continues, how long can you sustain operations?

- 8% - We will likely go out of business
- 12.2% - Very worried and concerned that we will not be able to recover
- 24.5% - Worried about impacts and staying in business
- 48.9% - Feeling the effects but feel we will recover
- 6.4% - Not worried, it has not significantly affected our businesses

Will enhancements to outdoor spaces such as additional tables, chairs, common consumption areas, etc. be beneficial to your business?

- 71.3% NO
- 28.7% YES

Did you receive a Payroll Protection Program Loan, Economic Injury Disaster Loan or EIDL Advance?

- 40.3% None
- 38.7% PPP
- 4.2% EIDL Advance
- 1.6% EIDL Loan
- 3.1% PPP and EIDL Advance
- 7.3% PPP and EIDL Loan
- 4.7% PPP, EIDL Loan and EIDL Advance

Does your small business have an e-commerce site?

- 66.1% NO
- 33.9% YES

If a technical assistance grant was available, what would be the most effective use of funds for your business today?

- 1.) Marketing Assistance
- 2.) E-commerce Assistance
- 3.) Financial Modeling Assistance
- 4.) Strategy Assistance

What type of resources does your business need the most today?

- 1.) Financial Assistance (Loans, grants, etc)
- 2.) Marketing Assistance
- 3.) Business Strategy Assistance

We have created a link below so individuals can access the raw data and responses in regards to this survey. While there was no consensus or overwhelming majority answer to the following questions, the responses are insightful:

- What are the top three challenges your business faces today due to the Coronavirus pandemic?
- What success stories have you experienced in your small business as a result of the COVID-19 crisis?
- Is there any other constructive feedback you would like us to know?

Link to raw data:

<https://docs.google.com/spreadsheets/d/1YIJnnnGL9WWNoA5qbofeu6qWDoUwHZOzGuirQTP4A9g/edit?usp=shring>



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 Town Council determines useful in assisting local business that is deemed effective in assisting local businesses in a fiscally responsible way.

Work Program Priorities:

High Priority tasks include the major projects identified below and other potential projects that must be addressed Early/Late Spring in anticipation for some relaxation of the San Miguel Public Health Order. Some high priority tasks will continue into Summer of 2020 and beyond because they are multi-year tasks

Low Priority tasks are projects that were previously researched by the Council and the Committee but there are insufficient staffing resources or funding to address them. These are projects that can potentially advance to a higher priority as we begin to understand opportunities individually. Also, they be addressed at a later time in FY 2020-2021, or they may drop off the work program entirely.

All items that are currently being accomplished are highlighted.

TOTAL 2020 BDAC STIMULUS BUDGET: \$107,500

HIGH PRIORITIES

1. Economic Development Incentives – Town Resources

Priority Ranking	Budget	Action Item	Sub-Action Item	Team Member(s)	Date Completed
1		Demographic & Data Assistance	<ul style="list-style-type: none"> Survey business to understand current needs and hardships 	Zoe Dohnal/ John Miller	4.27.20
2		Focused Merchant Meetings	<ul style="list-style-type: none"> Ensure merchants are sharing information on operation strategies. Position TMV and TMVOA to answer any questions and provide appropriate resources. 	Zoe Dohnal	5.12.20 Ongoing
3	\$14,385.00 (no budgetary spend)	Fee waivers and payment deferrals	<ul style="list-style-type: none"> Sales tax deferral Business license waivers Utility Fee Waivers 		5.20.20
4		E-newsletter / blog	<ul style="list-style-type: none"> Business e-newsletter (incorporated into the COVID-19 e-newsletter) 	Zoe Dohnal	On-going
6	\$50,000.00	Village Center outdoor space enhancement	<ul style="list-style-type: none"> Additional outdoor seating areas – lighting, canopies, etc. Potential pop-up structures 	JD Wise	To be completed in the next few months

2. Business Retention

Priority Ranking	Budget	Action Item	Sub-Action Item	Team Member(s)	Date Completed
1		Ecommerce Assistance	<ul style="list-style-type: none"> Providing resources to businesses to help them succeed in the 'new normal'. This will include consulting on website creation, marketing assistance, and training. 	Zoe Dohnal	On-going
2	\$30,000.00	Marketing Assistance Fund	<ul style="list-style-type: none"> Provide a marketing grant for applicable business. This is an investment in setting business up for future success. 	Zoe Dohnal	

	\$25,000.00	Customer Incentive Program	<ul style="list-style-type: none"> Work with TMVOA to create a weekly summer event to engage and entice customers 	Zoe Dohnal	
3		Delivery Assistance	<ul style="list-style-type: none"> Working on a partnership with Postmates and the Economic Recovery Committee Exploring repurposing dial-a-ride and Town of Mountain Village transportation to be a delivery service for restaurants, the pharmacy, and perhaps retail. 	Dan Caton / Garrett Brafford	To be completed in the next few months
4	\$2,500.00	Help with supplies	<ul style="list-style-type: none"> Assisting businesses with PPE and other inventory shortages 	JD Wise	On-going
5		Business Recognition Program	<ul style="list-style-type: none"> 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 	Zoe Dohnal and MD	On-going

3. Employee Development and Job Training

Priority Ranking	Budget	Action Item	Sub-Action Item	Team Member(s)	Date Completed
1		Job Training	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		Job Training	Telluride Foundation and the Southwest Business Recovery group opportunities	Zoe Dohnal with Telluride Foundations partners	Long term
3		Job Training	Open TSG hospitality classes to the public	Sherri Reeder	Long term

4. Marketing Opportunities and Public Outreach

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

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

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

6. COVID Economic Development Incentives – State and Regional Resources

Priority Ranking	Budget	Action Item	Sub-Action Item	Team Member(s)	Date Completed
1		Colorado Department of Economics and International Trade	https://choosecolorado.com/covid19/	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