

**TOWN OF MOUNTAIN VILLAGE  
 BUSINESS DEVELOPMENT ADVISORY COMMITTEE (BDAC) MEETING  
 TUESDAY September 15, 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 September 1, 2020 Minutes
3.	11:05	5	Caton	Informational	Economic Recover Meeting Update
4.	11:10	5	Dohnal	Informational	Restaurant Association Meeting Update
5.	11:15	40	Caton/Dohnal	Informational	COVID 19 BDAC Workplan <ul style="list-style-type: none"> <li>• Winter plaza enhancements</li> </ul>
6.	11:55	5	Dohnal	Informational	Other Business <ul style="list-style-type: none"> <li>• Polis Restaurant Letter</li> <li>• Colorado Association of Ski Towns Survey Results.</li> </ul>
7.	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

Please click the link below to join the webinar:

<https://us02web.zoom.us/j/89333847385>

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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 SEPTEMBER 1, 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, September 1, 2020, at 11:03 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  
Garrett Brafford, Telluride Mountain Village Owners Association (TMVOA) staff representative  
Mike Doherty, Mountain Village Business Owner Representative

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

JD Wise, Mountain Village Public Works staff representative

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

- Agenda Item 2- Approval of the Minutes from August 18, 2020  
On a **MOTION** by Zoe Dohnal and seconded by Sherri Reeder, the BDAC unanimously to approve the meeting minutes from August 18, 2020.
- Agenda Item 3- [Economic Recovery Committee](#) Update
  - Dan updated BDAC on the **ERC**. The Meeting Notes from the ERC were provided and reviewed. No action taken.
- Agenda Item 4 - Restaurant Association Meeting Update
  - Zoe updated BDAC on the **RAM**. The Meeting Notes from the RAM were provided and reviewed. No action taken.
- Agenda Item 5- 2020 COVID-19 Workplan
  - Dan Caton gave an update on Winter Plaza enhancements - AECOM has been asked to put together a pricing and timing schedule for the gondolas and the glass structures.

There has been general support to pursue these options. The schedule is important so we know when we can accomplish these outdoor seating areas. Gondola cars have progressed, and we are working towards doing 6 cars. Amenities would be things like Infrared heat, tables, updated flooring, updated seating, etc. Working with the Gondola Shop to retrofit the cars. Cost is approx. 52-64K for all 6 cars. We need these to be set up before X-Mas.

There was some additional discussion related to semi-permanent structures privately owned as well as TMVOA priorities for longevity and types of products.

Outdoor heating assistance fund: Zoe updated the group different heating options to help provide warm areas during winter for guests. Details regarding the program were provided to BDAC and BDAC was supportive of the fund as proposed.

➤ Agenda Item 6 - Other Business

There was no other business to be discussed.

➤ Agenda Item 7 - Adjourn

On a **MOTION** by Laila Benitez and seconded by Sherri Reeder, the BDAC unanimously to adjourn the meeting at 11:34 a.m.

**Reminder:**

The next BDAC meeting will take place on Tuesday, September 15, 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

Password: 355918

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Password: 758462

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Respectfully submitted,

John Miller

Senior Planner  
Town of Mountain Village

**Economic Recovery Committee Meeting**  
**September 4, 2020**  
**10:00 am-12 pm**

- Welcome from Commissioner Kris Holstrom
- Medical Reporting- Grace Franklin
  - Maintained zero new cases this week.
  - Currently 3 weeks without a new COVID case.
  - San Miguel County COVID-19 Meter now available on county website.
  - Started doing waste water surveillance testing.
  - Working with the state to see how we move forward with rural mountain perspective.
- Business Community Reporting
  - TSG- Tom Richards
    - Press release in the Daily Planet.
    - Donation Day will proceed as usual on 11/25
    - Ski season is planning to start on time COVID-19 and weather permitting.
    - Sunday April 4<sup>th</sup> is closing day.
    - We will probably take a significant revenue hit and we will take some of that hit but will have to make up for some of that revenue with an increase in ski pass price. Working to help locals and make sure we can get locals on the mountain.
    - Reasonably priced passes with the restriction of a 14-day blackout.
    - Safety and health concerns have always been a top priority for us.
    - Another challenge for the winter will be employee housing.
    - We will not be executing a reservation system.
    - Challenge: What does contact tracing look like and how will we play a role in that when necessary.
    - Pass information will be released next week.
  - Lodging- Larry Mallard
    - Lodging committee is going back to meeting weekly.
    - 3 week rolling period is sitting at 29%
    - We need to have the ability to capitalize on capacity with those blackout weekends.
  - Transportation
    - Public-David Averill
      - We are preparing to run extra buses when in person school kicks in.
      - 840,000 gondola rides as of yesterday. Down 21%.
      - 7-8 thousand rides a day on the gondola.
    - Air- Matt Skinner
      - Working to nail down the winter schedule but things are changing daily.

- Drive market might be more destination focused instead of day trippers.
  - Typically, this week is when we see winter bookings but we are probably 2-3 weeks behind.
- Bars and Restaurants- Ray Farnsworth
  - Demand remains high and we continue to work hard with occupancy caps.
- Activities & Outfitters- John Duncan
  - Summer is strong but missing festival crowd.
  - Individual bookings are doing well and hoping it gets us through October.
- Real Estate- Dirk de Pagter
  - Summer is doing well. Looking towards winter and how it will impact the industry.
- Child care- Cathy Barber
  - Most schools are running.
- Arts and Culture- Kate Jones
  - If you can contribute to non-profits please consider it.
- Events & Groups- Meehan Fee
  - Anticipating restrictions for winter and summer 2021
- Government/community organizations
  - San Miguel County- Commissioner Holstrom and Mike Bordogna
    - Looking for ways to increase diversity in the region.
    - COVID Health Community Forum on September 8 at 6pm.
    - Imogene Pass is closed this weekend.
  - Mountain Village- Dan Caton
    - Doing everything we can to prepare for winter. Make MV a more attractive place to come in the winter.
    - Working with TMVOA.
    - Approved for an infrared heater grant fund- we will pay for half of that cost up to a certain amount for restaurants that have that outdoor space. Contact Zoe Dohnal for more info.
  - Town of Telluride- Todd Brown
    - Starting our search for ambassadors to roam through town to help out.
    - Planning to take out outdoor dining furniture by late October (depending on weather).
  - Montrose- Barbara Bynum
    - Hotel going in by the river with 90 rooms- construction starting in the spring
    - Building 96 rate apartment buildings.
    - MTJ airport has some expansion projects going on.
- Evolutionary Proposal for ERC- Mike Bordogna- San Miguel County
  - Important group.

- How can this group benefit each other moving forward into winter?
  - Introducing new representative to this committee and making sure everyone is heard and included.
  - Take this from a reporting forum to how can we learn from each other and report by industry.
  - Solicit industry by industry to meet weekly starting next week. 8 meetings.
  - Have a panel of 5-7 representatives and discuss what worked, what didn't, how will we move forward, what can we do to help, etc.
- Public comment





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**TO:** BDAC

**DATE:** September 14, 2020

**FROM:** Zoe Dohnal, Business Development and Sustainability Director

**RE:** BDAC update – Winter Plaza Enhancement Phased Plan

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### **Introduction**

- The Business Development Advisory Committee (BDAC) has formed the Winter Plaza Enhancements Subcommittee to ensure efficient execution of the proposed winter plaza enhancements. This subcommittee is working to develop the best plan to serve the needs of our businesses this winter while offering an investment toward the overall appeal of our plaza spaces.
- The Mountain Village summer enhancements have already proven to bring more vitality and reputability to the public plazas. BDAC wants to ensure we continue to provide a welcome respite to our locals and visitors alike this winter.
- Safety is our priority and as tents do not provide the proper infrastructure for our winter elements, it is important to provide patrons a reliable haven.
- The Town will be partnering with TMVOA on the execution and cost of this project. We look to share the total budget 50/50.

### **Attachments**

- a) Pop-Up Pavilion Renderings
- b) Heating Grant Proposal

### **Phase One: Gondola Cabin Refurbishment**

- Six gondola car refurbishments are in production.
- To highlight this unique theme and provide more seating options, the Winter Plaza Enhancements Subcommittee has recognized 14 additional locations for a total of 20 refurbished gondola cabins to be available throughout the plazas.
- Inventory and production capabilities will allow for 14 cabins to be installed by Thanksgiving and an additional 6 cabins install prior to Christmas.

### **Phase Two: Popup Pavilions**

- BDAC has decided the best use of funds, and to satisfy current needs, would be to work in a two-prong approach.
  - The first strategy is to invest in versatile yurts to be placed in the public plazas. This would offer a more expansive option for covered seating as well as future uses, such as pop-up vending, live music and more. We anticipate investing in three 20'x20' yurt structures for the public.



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- The second strategy is to work with our local restaurants and provide a renting program for additional yurt structures to be used within their current plaza license agreement space. An application will be required to understand the needs of each businesses with an onsite walk-through. Once plan is approved, Town will provide a rental agreement for execution, including a monthly rental fee of \$500. Restaurants will work with Town staff to place and anchor each tent within entities' plaza license agreement space. We anticipate investing in four yurt structures for rent.

### **Phase Three: Heating Grant**

- BDAC has decided BDAC has developed the outdoor heating assistance fund as a response to many restaurants wanting to enhance their current plaza license agreement space in preparation for the winter season. Many have asked for tents to assist in dining capacity limitations, which do not have the ability to safely handle snow load. However, other structures with more advanced infrastructure are cost prohibitive for a short-term use. The concept of an assistance fund is to provide support to our local restaurants and ensure a safe solution and cohesive design throughout our plaza. The investment in outdoor heaters will also prove beneficial for future use in creating inviting and comfortable patio spaces throughout the plazas.

Applicants can choose from a variety of heating apparatuses which will be approved by BDAC and the Planning and Building Department. The Town, in partnership with TMVOA, will provide a 50% match of funds for the purchases of these elements, up to a \$7,000. These will only be for heaters purchased after the application has been accepted into the program. The Town will contribute \$35,000 to the fund, making the total pool \$70,000.

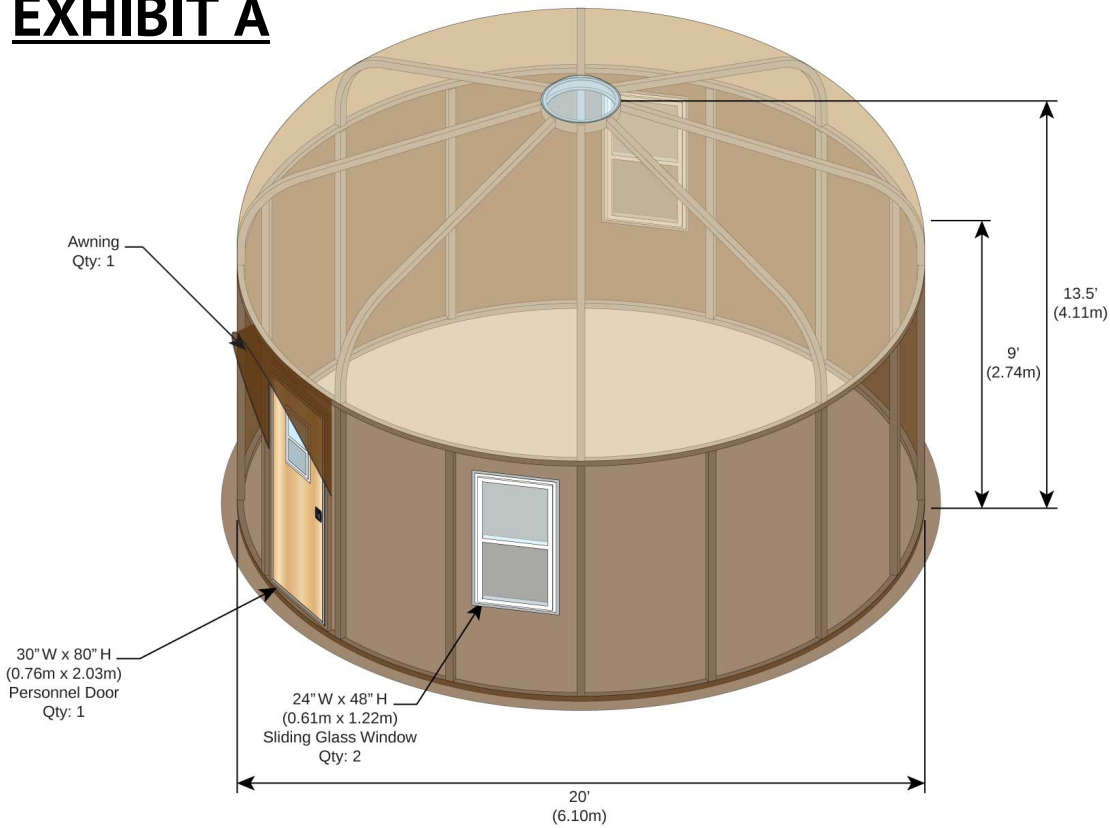
### **Infrastructure Updates**

- The experience does not begin and end within the structures themselves. The overall look of our plazas is equally important. Each of these structures and gondola cabins will require power for lighting and heating. JD and team will work with contractors and in-house staff to execute the strategy for wiring and anchoring.



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## EXHIBIT A





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## **EXHIBIT B**

### **Outdoor Heating Assistance Fund**

In an effort to provide our businesses support during the time of COVID-19, the Town of Mountain Village will provide approved applicants funds for investing in outdoor heating elements and infrastructure to assist with potential dining capacity restrictions.

#### Program Highlights:

- Overall pool of funds: \$75,000
- Maximum amount to be awarded: Up to \$7,000
- Matched funds required: Accepted applicants must provide a 50% match of funds.
- Invoice requirements: All invoices presented to the Town for reimbursement must be dated after the applicant's approval into the program.
- Term: Applications will be accepted until December 1, 2020, or until funds are exhausted.

#### Who is Eligible:

- Must be a brick and mortar, street-level restaurant businesses within the Village Center or Market Plaza.
- Must have 25 or fewer full-time employees
- Must have a Plaza License Agreement with the Town of Mountain Village. If heaters will be mounted to buildings applicants will need HOA approval and a Class I Building permit (fee and DRB approval waived)
- Must have an active Mountain Village business license and generate Mountain Village sales tax.
- Property must be open for business, as allowed by regulations.
  - Current list of applicable businesses
    - La Piazza
    - Shake N Dog
    - Poachers Pub
    - Telluride Coffee Company
    - Village Table
    - Telluride Distilling Company, LLC
    - Snowberry
    - Tracks



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- Telluride Brewing Company

### How to Participate:

- **Step 1:** Choose the style/brand of heating elements, can be infrared, propane or electric. Please note that all operation and installation costs will be the responsibility of the business owner.
- **Step 2:** Create a proposal with renderings of exact heating options, quantity and placement within your plaza license agreement area.
- **Step 3:** [Submit application](#) with proposed budgets.
- **Step 4:** Submissions will be reviewed by the [Business Development Advisory Committee](#) and approved based on heating design and plan.
- **Step 5:** Apply for an amendment to your active Plaza License Agreement and/or Class I Building Permit as needed.
- **Step 6:** Accepted applicants will be reimbursed funds for 50% of the submitted invoice.

### Who Gets Paid?

The Town of Mountain Village will reimburse for 50% of the invoice for applicable heating element. You will submit your invoice to the Town.

### Who Owns the Heater?

The applicant/business will be the owner of the heater(s) and fully responsible for all operation and installation costs.



Dear Colorado Mayors,

On behalf of the State of Colorado, thank you for your continued commitment protecting the health and safety of your communities. Together, our leadership has saved lives, connected individuals to financial assistance, and stabilized our economy. Because of our efforts to ensure social distancing, we have begun to slowly re-open our restaurants, stores, offices, and services that Coloradans rely on each and every day. But, there is more work that can be done together to assist families and businesses.

Municipalities have employed successful solutions at the local level-- including the facilitation of expanded outdoor dining-- making a significant difference for Colorado restaurants across our state. We have continued our executive orders for temporary modifications to premises, and our state Liquor Enforcement Division (LED) has stood ready to assist restaurants with their questions and applications including approval within 24 hours for non-contiguous or contiguous outdoor liquor licenses.

As we prepare for Winter operations, we are faced with new challenges to maintain social distancing and mitigate negative impacts to our economy. The fact that outdoor spaces are abundantly safer than indoor spaces will not change through the colder months of winter, presenting a significant challenge that we must be creative to overcome.

In the spirit of our partnership, I would like to ask for your help in continuing expanded, safe outdoor dining through this Winter. The State, local communities, and the restaurant industry must work together to find creative ways to maintain expanded outdoor dining despite colder weather such as municipally operated fire pits, space heaters, and tenting. I'd like your partnership in distinguishing Colorado as a state that deploys creative solutions to help keep Coloradans outdoors, and support a valued and important industry.

I ask that you continue to collaborate with restaurants in your communities to help address the challenges we will face this winter, including the use of grant programs, which can help cover the costs of maintaining expanded outdoor dining through the winter. These include the Coronavirus Relief Fund ([www.cdola.colorado.gov/cvrf](http://www.cdola.colorado.gov/cvrf)) through the Department of Local Affairs and various grant opportunities through the Office of Economic Development and International Trade ([www.choosecolorado.com/covid19](http://www.choosecolorado.com/covid19)).

Please let my office know how the State can be a more active partner in removing barriers that your communities and restaurants face in overcoming these challenges. Thank you in advance for your time and consideration.

Sincerely,



Jared Polis  
Governor





## **CAST Survey Tents for Winter Dining September 2020**

### **Town considering or adopting a public program to assist restaurants to install heated tents to expand indoor dining space?**

VAIL: Program planning is underway.

BRECKENRIDGE: Yes, only on private property.

ASPEN: Has a staff team of 20+ working on these issues. The WAV (Winter in Aspen Vitality) Team is exploring a variety of ideas to support local businesses. Two facilitated Town Hall meetings have been scheduled. Policy questions and concerns are being identified with a plan to discuss with City Council at a Work Session in early October. We have generated a list of possible events and activities that would enhance the visitor experience and provide locals with entertainment. Nothing is definite at this time. Encouraging the use of private space for dining before requesting the use of public spaces. In past winters, various restaurants have created outdoor dining and town has an existing process for businesses to seek the necessary land use approvals. Aspen currently discourages the use of any non-renewable energy heat source for temporary structures. Pitkin County prepared attached white paper on tents for dining. In summary, the findings indicate that tents are not necessarily less harmful than indoor dining.

CRESTED BUTTE: Yes. Suspended Board of Zoning and Architectural Review (BOZAR) for temporary structures. Application attached.

SNOWMASS VILLAGE: Yes, but details still being developed.

STEAMBOAT SPRINGS: Considering but have not yet had a public discussion. So, most of the answers are TBD.

BASALT: Still in the infancy stage of conversation. Looking at it, but it seems to be an uphill battle. Have limited funds to provide so don't think the government can take on the full cost.

KETCHUM, ID: Yes

TELLURIDE: Hasn't yet tackled question but will discuss soon.

ESTES PARK: No. Initial concerns with this just creating another smaller, poorly ventilated indoor space that wait staff will have to enter with frequency.

OURAY: Not looking at tents. Don't have the winter traffic other towns do.

GUNNISON: Public Health Director does not support tents since they will not be able to be ventilated in the winter. Also, there is the practical issue of snow load with tents and they will be in the way of snow removal. Trying to find an entrepreneurial student or any individual that would start a Door Dash type service.

**Town offering to pay for all or only a portion of the cost for installing tents? What portion if only a portion?**

VAIL: Likely to start with a 50/50 cost share proposal with restaurants. More work ahead on this issue. Town Council will discuss on 9/15.

BRECKENRIDGE: No, the Town is not sharing the cost.

ASPEN: Not offering to pay anything.

CRESTED BUTTE: The Council has not yet discussed this question.

SNOWMASS VILLAGE: Details are still being developed, but very likely yes.

STEAMBOAT SPRINGS: Probably only a portion. TBD

BASALT: Don't know the portion because the cost is still unknown. The question of rent vs. purchase (and availability).

KETCHUM, ID: No

**Offering to pay for tent heating?**

VAIL: Likely will place the cost of heating on the businesses since usage will vary greatly.

BRECKENRIDGE: No.

ASPEN: We are not offering to pay anything.

CRESTED BUTTE: The Council has not yet discussed this question.

SNOWMASS VILLAGE: Details are still be developed

STEAMBOAT SPRINGS: Probably only a portion, TBD

BASALT: No.

KETCHUM, ID: No



**Offering to waive any building permit and/or fire inspection fees for installing tents?**

VAIL: Yes

BRECKENRIDGE: Yes, we will waive the permit fee

ASPEN: No.

CRESTED BUTTE: There are no fees for the application.

SNOWMASS VILLAGE: Yes.

STEAMBOAT SPRINGS: Likely, TBD

BASALT: Up for discussion

KETCHUM, ID: No

**Offering to assume responsibilities for snow removal, maintenance, and/or clean-up?**

VAIL: Town will likely take on snow removal after bigger storms. Day to day snow removal, maintenance, etc. will be responsibility of the businesses.

BRECKENRIDGE: No.

ASPEN: Nothing beyond what is normally provided.

CRESTED BUTTE: No.

SNOWMASS VILLAGE: No.

STEAMBOAT SPRINGS: Likely, if on our property

BASALT: No.

KETCHUM, ID: No

**Do you have any guidelines on determining the size, location, and eligibility of restaurants to install heated tents?**

VAIL: No. However, town is visiting each restaurant with fire department, public works and building dept. to determine size, location to ensure life/safety issues are covered.

BRECKENRIDGE: Yes.

ASPEN: Current land use and development code requirements apply.

CRESTED BUTTE: Tents are only allowed on private property. If they are in the way of snow shed or snow removal they must be removed by the end of October. Otherwise they can stay up for the winter. Requires engineer stamp and fire department approval.

SNOWMASS VILLAGE: Details are still being developed.

STEAMBOAT SPRINGS: TBD.

BASALT: No.

KETCHUM, ID: No

### **Is your town considering common area tents that can be used by multiple restaurants?**

VAIL: Yes

BRECKENRIDGE: No.

ASPEN: Yes, and considering other forms of structures that could be used by individual restaurants and the public.

CRESTED BUTTE: No, due to snow removal constraints we have been unable to identify any suitable public areas convenient to multiple restaurants.

SNOWMASS VILLAGE: Not at this time.

STEAMBOAT SPRINGS: Probably, TBD

BASALT: Shying away from this idea as it will inevitably lead to issues with clean up and responsibility for that. Don't intend to have public works crew become bus boys this winter.

KETCHUM, ID: No

### **Who is contracting for the tent rentals and assuming liability and providing insurance coverage? Town or restaurants?**

VAIL: Town is contracting. Businesses will assume liability and insurance via a revocable license agreement with the Town.

BRECKENRIDGE: It is the responsibility of the business that wants the tent.

ASPEN: Restaurants

CRESTED BUTTE: Restaurants

SNOWMASS VILLAGE: Details are still being developed.

STEAMBOAT SPRINGS: Town if on town property. Restaurants, if on their property.

BASALT: If rental, we would have the restaurants do that. Don't support putting the public in a position of liability.

KETCHUM, ID: Restaurants