

**TOWN OF MOUNTAIN VILLAGE  
 BUSINESS DEVELOPMENT ADVISORY COMMITTEE (BDAC) MEETING  
 TUESDAY September 1, 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 August 18, 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	Dohnal	Informational	COVID 19 BDAC Workplan <ul style="list-style-type: none"> <li>• Winter plaza enhancements</li> <li>• Outdoor Heating Assistance Fund</li> </ul>
6.	11:55	5	Caton	Informational	Other Business
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:

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Meeting ID: 89333847385

International numbers available: <https://zoom.us/j/89333847385>

**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 August 18, 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, August 18, 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 Cation, 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:**

JD Wise, Mountain Village Public Works staff representative  
Scott Bengé  
Dominique Bastien

**Consideration of Approval of Minutes:**

August 4, 2020, BDAC Meeting Minutes

On a **MOTION** by **Laila** and seconded by **Sherri Reeder**, the BDAC voted unanimously to approve the August 4, 2020 meeting minutes.

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

- Agenda Item 3- COVID-19 BDAC work plan discussion
  - **Zoe Dohnal** gave an update on **Winter Plaza Enhancements**. There has been some work done with AECOM and McLaren Engineering regarding potential outdoor structures that could work for the plazas. Placement is important due to safety guidelines. JD updated the group on placement as well and recommended smaller structures over a larger structure. Larger structures could be problematic with social distancing needs. 10x10 would probably hold a group of people comfortably.

Original discussion was for the existing gondola cars that we have. Sunset plaza would be great with the amount of kids in that location. They do need to be spread out in a way that all businesses can take advantage. 6 may not accomplish what we need, but if we put too many it may seem like too much.

Zoe also discussed requests for amended plaza license agreements. What does BDAC feel is the appropriate response to these requests? The private construction of these spaces with strong standards may help to reach our outdoor seating goals. This could include BDAC or DRB approval. Generally, there were concerns related to the durability and look of tents.

BDAC will have more direction of funding after this week's town council.

- Agenda Item 4- Other Business
  - No other business was discussed.
  
- Agenda Item 5- Adjourn

There being no further business, on a **MOTION** by **Garrett Brafford** and seconded by **Zoe Dohnal**, the BDAC unanimously to adjourn the meeting at **11:53** a.m.

### **Reminder:**

The next BDAC meeting will take place on Tuesday, September 1, 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

Password: 355918

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Respectfully submitted,

John Miller

Senior Planner  
Town of Mountain Village

**Economic Recovery Committee Meeting**  
**August 21, 2020**  
**10:00 am-12 pm**

- Welcome from Commissioner Kris Holstrom
- Mike Bordogna- SMC
  - Next meeting will be Friday September 4<sup>th</sup>.
  - Tom Richards will now help provide info for TSG with Bill's absence.
  - Thanking all for taking time out of their days and businesses to be a part of this committee.
  - If anyone would like to step down as a representative or has another person in mind to represent an industry please let Mike know.
  - County has been discussing revenue stabilization measure.
- Grace Franklin- Public Health Order Updates
  - Significant decline in case rate and positivity rate.
  - How do we make adjustments that are reasonable for winter- the key will probably be ventilation.
  - Prepping hard for schools and how we open safely and successfully.
  - Labor Day coming up and could be the next potential pin point. Keep up best practices.
  - Health educators that are bilingual are on call to help support.
  - Trying to plan ahead as much as possible.
  - The number one way to fight this virus is minimizing travel and mingling. Once we start opening more the numbers will go up.
- Lodging Report-Larry Mallard
  - 21-day aggregate: 38%
  - Enormous amount of day trippers.
  - First time in 40 years without Film Festival and currently the numbers are pretty low for Labor Day Weekend.
  - We want to start the winter discussion on lodging, skier visits, dining capacity, etc. we cannot wait until November to start talking about this.
  - If we will be limited on skier visits, we need to ensure spots are filled by revenue producing guests.
- Transportation
  - Private- Sutton Schuler
    - Ridership has dropped in August.
    - Please reach out if transportation can help you and your businesses.
  - Public- Kris Holstrom
    - Looking for more opportunity with more buses.
  - Air- Matt Skinner
    - Summer air traffic has seen some strong fall pick up- running about 40% of what we were running last year.
    - DAC will take a break from Oct 1 through Thanksgiving.
    - Keeping an eye on winter bookings

- Norwood- Kieffer Parrino
  - Town Clerk is working closely with Grace Franklin for the Pioneer Day Parade.
  - Going back to school next week in person.
- Library- Carrie Andrew
  - Looking forward to school opening
  - Starting to rent spaces at limited capacity
- Mountain Village- Dan Caton
  - Busy in MV and many enjoying their time in the evenings with the live music.
  - July revenue looks like it will be 22% ahead of last year, which is a shock and great.
  - Working on a winter plan and understand weather will be challenging.
  - Moving a lot of people on the gondola and doing it safely
- Town of Telluride- Todd Brown
  - Discussing what's coming up for the next few months
  - Mandatory reupping of our mask policy.
- TMVOA- Anton Benitez
  - TripAdvisor announced our gondola is in the top 10% of attractions worldwide.
- Telluride Foundation- Bonnie Watson
  - Did a webinar for the Gap Fund on Wednesday. Please reach out with any questions on the fund.
  - Small businesses are encouraged to apply for fund
- Arts and Culture- Kate Jones
  - Meeting with nonprofit art sector almost every week.
  - Ah Haa has moved.
  - Telluride Theatre is doing Shakespeare in the Park this week.
  - Telluride Arts Board of Directors invested 50k into the Transfer Warehouse.
  - This space is here for you so please reach out to use it.
- Events and Weddings- Meehan Fee
  - Running into issues with masks at events. Navigating that as best we can
  - In discussions with venues so we can utilize spaces.
- Festivals- Courtney McClary Yug
  - Horror Fest will be online.
- Medical Center- Karen Winkelmann
  - Preparing for the winter months.
  - Partnering with Ah Haa to rent the depot and moving the tents inside the depot.
- Restaurants and Bars- Ray Farnsworth
  - Climate continues to be challenging. Working harder for less but keeping everyone safe.
  - 9 weeks left in the season.
  - 2<sup>nd</sup> meeting for Bar and Restaurant committee meets Tuesday.
- Activities/Outfitters- John Duncan
  - Preparing for winter and how we will transport customers.
  - Let's collaborate on best practices since we haven't received much guidance from the state.

- Would like more information from TSG on winter.
- Retail- Wendy Basham
  - Can we put together a type of 'Noel Night' for local businesses but in the fall?
  - We've received our merchandise late this season.
- TTB- Michael Martelon
  - August occupancy is down 3%
  - Winter occupancy is up currently.
- Rental- Sean Stogner
  - Business continues to trend positive.
  - Focus right now is on winter.
- Athletic Events-Cath Jett
  - Ski racing is a big economic driver and state has not released guidelines.
- TSG- Anton Benitez
  - Gearing up for the season and ready to adapt.
  - Taking a conservative approach
- Public Comment



**August 25<sup>th</sup> Telluride Chapter of Colorado Restaurant Association Meeting Minutes**

Began at approx. 3pm

Attendees: Roscoe Kane, Chad Scothorn, Ray Farnsworth, Tommy Thatcher, Neal McKinley, Kenny Rosen, Lucas Price, Megan Ossola, Richard Betts, Mark Betts, Annie Carlson, Michael Martelon, Matt Skinner, Zoe Dohnal, Carla Reams, Carmela Sanna, Stanya Gorraiz, Ray Farnsworth, Jay Raible, Jonathan Greenspan

Chad Scothorn speaks about CRA membership. We are officially a chapter and can call Devany or go online to officially sign up. She recommended that we remove any filters preventing CRA emails from coming in. Annie will resend special offer email.

Jonathan Greenspan spoke about us purchasing a \$7500 glass crusher to recycle glass in Telluride and Mt Village. MV merchants thought it was a good idea. Can be used locally for a variety of purposes, sanding roads, as fill etc. Need to figure out logistics with transport.

Mark Betts spoke briefly about the Covid paid time off program implemented by state to compensate employees for time off due to being sick with Covid or needing to quarantine through Dec 31. This is intended to prevent people coming into work with Covid and infecting others. Employees needing to stay home to attend to family because of lack of day care is also being covered. Payments to employees will be compensated with payroll tax credits. Need to post this, Mark to resend announcement.

Megan Ossola spoke about 15 minute parking for to-go pick up orders. Lance McDonald is in agreement and will work with staff to create designated spaces that facilitate ease with traffic flow and signage, painted curbs etc.. Will be monitored by code enforcement and middle lane will be available in evening also. Should have an answer by next week. Barricades and tables go away Oct 31.

Zoe from Mt Village spoke about Mountain Village's approach to winter with heated glass enclosed outdoor dining pods. Looking for grants and cost sharing by MV restaurants.

Ray Farnsworth spoke about heaters not being very effective but good for ambience.

Michael Martelon spoke about asking lodging and clients pre-planning with restaurants and catering to offset losses due to lack of dining space.

Chad Scothorn spoke about delivery service and how the few services he investigated are not interested in working with our 'too small' town.

Matt Skinner spoke about Telski and ski passes. They are planning to raise prices (\$50). Merchant passes will be available, do not pay attention to rumors.

There will be two types of season passes this year. A regular season pass with no black out dates and a limited season pass with black out dates that will be slightly cheaper.

Megan Ossala spoke about how bars were suffering more than restaurants. 75% down. Important part of community vitality. They are hoping that when street dining shuts down that it will drive people into bars. Mentioned that CRA could help with advice on what other communities are doing with this. Jay Raible not happy with street dining.

Chad Scothorn spoke about restaurants partnering with bars and advertising this, desserts at the bars? What defines food anyway, pretzels? Advertising this partnership.

Mark Betts spoke about second round of PPPs for bars specifically. Senator Mark Bennet is working on this.

Tommy Thatcher spoke about Telluride Brewery's wholesale accounts down 60%.

Lucas spoke about air treatment and ventilation approach to indoor dining. Mentioned were usage of existing HVAC systems with enhanced features as well as maintenance and acquiring better filters for HEPA systems.

Annie Carlson spoke about a communication platform. We agreed that whatsapp is most convenient. Next summer outdoor dining discussion to be tabled till next month's meeting. Is this something we will do despite Covid? Next meeting on September 29<sup>th</sup>.

Meeting adjourned at approx. 4:10pm.

Name	E-mail
Telski restaurants	mregrut@tellurideskiresort.com
Black Iron Kitchen	mdl.dining@aubergeresorts.com
Allreds, Tomboy, Cra...	SRoth@tellurideskiresort.com
La Piazza, Pizzeria,...	Carmela@rusticoristorante.com
Los Rhinos Taco Cafe	codydavis82@me.com
M Lounge	Alec.VanMeijeren@aubergeresorts.com
Poachers	maxsinger@hotmail.com
Shake N Dog Grub S...	gorraiz@g6culinary.com
Snowberry	snowberrytelluride@gmail.com
Starbucks	mdl.info@aubergeresorts.com
Talay	info@tellurideskiresort.com
Telluride Coffee Co	telluridecoffeecompany@yahoo.com
Telluride Distilling	info@telluridedistilling.com
The Bean Cafe	info@peaksresort.com
The Vew Bar & Grill	stogni@mountainlodgetelluride.com
Village Market at Mo...	mountainvillage@thevillagemarkets.com
Tracks Cafe & Bar	ericab1000@hotmail.com
Village Table	thevillagetablerestaurant@gmail.com
Mountain Village	ZDohnal@mtnvillage.org

Double-click to

### **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 a Plaza License Agreement with the Town of Mountain Village
- 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
    - Madeline Hotel and Residences
    - Telluride Brewing Company
    - TSG - The Pick Restaurant
    - TSG - Crazy Elk
    - TSG - Tomboy Tavern

### How to Participate:

- **Step 1:** Choose from the options of heating elements below
  - **Infrared heater**
  - **Propane heater**
- **Step 2:** Create a proposal with renderings of exact heating options 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 funds will be awarded.
- **Step 5:** Apply for an amendment to your active Plaza License Agreement

### 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.