

**TOWN OF MOUNTAIN VILLAGE  
BUSINESS DEVELOPMENT ADVISORY COMMITTEE (BDAC) MEETING  
TUESDAY August 4, 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 July 21, 2020 Minutes  |
| 3.   | 11:05 | 5   | Caton     | Informational | <a href="#">Economic Recovery Committee</a> Update   |
| 4.   | 11:10 | 5   | Dohnal    | Informational | Marketing Assistance Fund Application Update   |
| 5.   | 11:15 | 30  | Dohnal    | Informational | 2020 COVID-19 Workplan <ul style="list-style-type: none"> <li>• Outdoor Plaza Enhancements Winter</li> </ul> |
| 6.   | 11:45 | 5   | Caton     | Informational | Other Business   |
| 7.   | 11:50 |     |           |               | 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>

Or iPhone one-tap :

US: +13462487799,,603416368# or +16699006833,,603416368#

Or Telephone:

Dial (for higher quality, dial a number based on your current location):

US: +1 346 248 7799 or +1 669 900 6833 or +1 253 215 8782 or +1 301 715 8592 or +1 312 626 6799 or +1 929 205 6099

Meeting ID: 89333847385

International numbers available: <https://zoom.us/u/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 July 21, 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, July 21, 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  
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

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

- Agenda Item 2- Approval of the Minutes from June 23, 2020 and July 7, 2020.  
On a **MOTION** by **Laila Benitez** and seconded by **Zoe Dohnal**, the BDAC unanimously to approve the meeting minutes from June 23 and July 7.
  
- Agenda Item 3- **Economic Recovery Committee** Update
  - Dan Caton and Zoe updated BDAC on the **ERC**. There was a merchant meeting that was well attended, and TMVOA has partnered with TSG to strategize a regional sales campaign push. Regionally, real estate seems to be at an all-time high for June / July.
  - JD updated BDAC on **plaza furniture**. We have received all of our low seating sets and Public Works is modifying for the plaza. Hopefully they will start to be installed in the plazas as soon as tomorrow. Dining sets were supposed to ship last week but were held up in production and now anticipated to ship Friday or Monday.
  
- Agenda Item 4 - Marketing Assistance Fund Application Update
  - Zoe provided an update of **the Marketing Assistance Fund**. \$9,800 has been approved and funded thus far.

➤ Agenda Item 5- Rural Economic Development Initiative Grant

- Zoe gave an update on **Rural Economic Development Initiative Grant**. Is this something we would want to pursue? This grant could maybe be used in partnership with the conference center to retrofit so that we have some workforce development opportunities, commercial kitchen space, etc. There was also some discussion related to winter and how outdoor spaces need to shift. There was work done with AECOM for the village center and It would be good to align any request with these planning documents.

\*\*Natalie Binder joined the meeting at 11:15AM and left the meeting at 11:35AM

➤ Agenda Item 6- Plaza Vending Assistance

- Zoe updated BDAC on summer plaza vending and existing contracts for plaza vendors. There have been some Issues with meeting the contract requirements for days and hours of operations.

➤ Agenda Item 7 - Other Business

There was no other business.

➤ Agenda Item 8 - Adjourn

On a **MOTION** by Laila Benitez and seconded by Zoe Dohnal, the BDAC unanimously to adjourn the meeting at 11:38 a.m.

**Reminder:**

The next BDAC meeting will take place on Tuesday, August 4, 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=SFJONmRhRm82Q2wwWE05eHdmSF12QT09>

Meeting ID: 921 2576 1929

Password: 355918

One tap mobile

+13462487799,,94430989985#,,#,758462# US (Houston)

+16699006833,,94430989985#,,#,758462# US (San Jose)

Dial by your location

+1 346 248 7799 US (Houston)

+1 669 900 6833 US (San Jose)

+1 929 205 6099 US (New York)

+1 253 215 8782 US

+1 301 715 8592 US

+1 312 626 6799 US (Chicago)

Meeting ID: 944 3098 9985

Password: 758462

Find your local number: <https://zoom.us/j/94430989985>

Respectfully submitted,

John Miller

Senior Planner

Town of Mountain Village

**Economic Recovery Committee Meeting**

**July 24, 2020**

**10:00 am-12 pm**

- Welcome from Bill Jensen
- Public Health Update- Grace Franklin
  - 93 positives, 71 locals, 16 visitors since we started.
  - As we move into the fall we need to think about ventilation when the weather starts to change.
  - Ventilation is a top priority for opening schools.
  - Hope we can continue to stay on a balanced path.
  - Very nervous for the winter mainly because of the unknown.
  - 11 active cases currently.
  - All 3 schools have been working towards a fall solution but we are in a tricky spot.
  - A negative test only tells us so much and is only a snap shot.
  - A positive test is actionable.
  - Blanket test everyone for a negative test can create a false sense of security.
  - Practice the 5 commitments.
- Mike Bordogna
  - Spoke with Superintendent and we'd like to be in 'protect your neighbor' order before coming back to school.
  - Telluride School looking for a hybrid of learning, remote and in person learning.
  - Asking folks to forgo their end of summer trip so we can bring healthy kids back to school.
- Key Lodging Metrics- Michael Martelon
  - June Paid Occupancy- down 51%
  - June Average Daily Rate- down 12%
  - June Average Stay Value- down 23%
  - June Cancelled Nights- up 151%
  - June Owner Nights & Holds- up 12%
  - We have 54% of the lodging community participating in Key Data with their PMS.
- Lodging Report- Larry Mallard
  - Phase 3 was maintained at 50%, not many days approach the 50%
  - July will only finish 3 to 4 points down but the rest of the year looks very bleak
  - July has been strong but things are going to slow down quickly
  - There is not a great chance we will be anywhere close to our regular Labor Day numbers with loss of Film Festival
  - 1 in 6 guests are booking for dates outside of 14 days.
  - Winter occupancy: Each 1% occupancy represents 350 guests
  - We need to start the winter occupancy conversation now so we know what to expect. Refunding guests is difficult.
- Transportation- David Averill

- Ridership on Down Valley and Norwood have been stabilized which is good so there are no capacity issues.
  - Galloping Goose ridership picking up too
- Private Transportation- Sutton Schuler
  - Down 84% YOY for June
  - State wide order helps Telluride Express so drivers don't have to enforce mask wearing
- Air- Matt Skinner
  - State approved a supplemental funding program that offers grants up to 15K for small businesses
  - Air has plateaued. We had originally been targeting 50%. That realistically now is 40%.
  - August drops way off with school returning.
  - Typically, winter booking start in August. This year it might be later, September.
  - There is a lot of group interest for winter.
  - There will be 25% drop in our capacity for this winter. Allegiant flight will be cancelled.
- Town of Mountain Village- Dan Canton
  - MV sales tax down 48% in June
  - Outdoor dining has been very popular. Market on the Plaza has been busy. Marketing assistance fund has been launched for MV businesses. 11 applications have been received and most funding is being used for websites. Continuing to supply masks
  - 10-12,000 rides per day which is down from big weekends
  - Have hit 300,000 riders this summer
- Town of Telluride- Todd Brown
  - Mask ordinance extended to outdoor spaces where physical distancing not possible
  - There will be a meeting next week to discuss enforcement. Marshalls dept. is down 3 people so we are lacking people for enforcement. Options will be discussed-volunteers, info booth, etc.
  - Great Outdoors America passed which give a permanent funding source for state and national parks
- Norwood- Kieffer Parrino
  - Working on school reopening plan
- County Commissioner- Kris Holstrom
  - Norwood Library will open on a limited basis
  - Basin Fair and Junior livestock auction went well
  - Enforcement issues discussed on county level. Some people want presence over enforcement. Businesses owners want to know that the Marshalls can assist if there are any altercations over mask.
  - Discussing a revenue stabilization measure on the ballot this fall
- County-Mike Bordogna
  - Construction industry has been contacted to adhere to the 5 commitment

- New improved website is launching today
- TMVOA
  - Approved funding to collaborate with TSG on a drive market sales initiative.
- Restaurants- Ray Farnsworth
  - First month of business has gone ok. It has been a tremendous amount of work to be able to be open. Adhering to masks, hand washing, etc requires diligence
  - First meeting of Restaurant and Bar Committee Meeting is July 28.
  - Hopeful that August and Sept will fill in and there will continue to be a demand
  - It will be tragic for our resort if more businesses have to close
- Retail- Wendy Basham
  - Summer has gone really well. July has been as strong as last summer.
  - Mask enforcement has not been an issue
- Rental & Retail- Sean Stogner
  - July was very strong. Other retailers echo this.
  - Having presence of law enforcement in MV has been helpful. Having town do something similar would be helpful
  - Rental/reservations are in line with lodging. Strong 3 weeks and then we see a decline.
- Outfitters- John Duncan
  - As school is postponed in TX and AZ, many families might end up staying in Telluride
  - School not being back in school full time is going to be very challenging as a business owner.
- Athletics- Cath Jett
  - Two races coming up and both are well attended.
  - Go to USA cycling for guidance on return to racing
- Events & Weddings- Meehan Fee
  - Financial assistance by Telluride Foundation for wedding vendors has been very helpful
- Childcare- Dawn Katz
  - It is challenging to have the amount of staff required due to safety protocol. The reduction in enrollment numbers (due to social distancing requirements) is making it even more of a struggle financially.
  - Parents are being supportive with safety procedures
- TSG- Bill Jensen
  - 400-500 per day in Bike Park
  - Conversation about winter plan has started. November 26 is a target opening date with limited operations but not guaranteed
  - Ski area is pushing state to allow individual counties to make decisions about ski resorts
- Comments/Questions
  - **Jesse Rae:** how much of May/April spend was from locals. **A:** Michael reported it is about 20% based on credit card data.



- **Bill Jensen:** When do we see massive drop in occupancy and air? **A:** Air drops off August 16. Lodging is August 10 (30 percent and then occupancy drops to 20%)
- **Mike Bordogna:** Moving to Protect our Neighbor Status is dependent on metrics and right now we are not in the right zone for transmission and treatment to move forward.
- **Kris Holstrom:** Please encourage employees and friends know that mental health resources are available
- **Dan Jansen:** Being down 3 Marshalls in this environment is problematic as it is difficult to hire officers is very challenging. Many are retiring
- **Delany Young:** Town of Telluride is fully staffed at 10 officers but have capability of going to 11. There are only 2 vs 3 code enforcement officers so we are not as understaffed as everyone has said



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

**TO:** Business Development Advisory Committee  
**DATE:** July 31, 2020  
**FROM:** Zoe Dohnal, Business Development and Sustainability Senior Manager  
**RE:** Outdoor Plaza Enhancements - Winter

**OVERVIEW**

In response to the Rural Economic Development Incentive (REDI) grant by DOLA, as well as input from merchants, BDAC is exploring the options for sustainable winter outdoor dining. Staff met with some members of the Subarea Planning Committee (Natalie Binder and Anton Benitez) to discuss options.

The enhancement of our public plazas for the purpose of expanding dining and retail capacity proves more difficult in the winter. As enclosed spaces are necessary to create a comfortable ambiance, they also continue the health and safety concerns brought on by the pandemic.

Two ideas were brought forth to pursue, refurbished gondola cars and larger dome tents. Details on these options are provided below, proposed costs are estimated.

**ATTACHMENTS**

- Exhibit A: Potential structure placement map
- Exhibit B: Gondola refurbishment proposal
- Exhibit C: Photo examples

**Gondola Cars**

The Town is currently in possession of used ten gondola cars, six of which are available for immediate use. The town would look at partnering with [The Gondola Shop](#), to refurbish cars into individual dining rooms which can seat anywhere from 4 to 8 people depending on individual’s size. We have identified 13 potential locations and would therefore need to purchase up to 7 additional cars.

| ITEM                       | DESCRIPTION | PRICE  | QUANTITY | TOTAL  |
|----------------------------|-------------|--------|----------|--------|
| Town-owned<br>Used Gondola |             | \$0.00 | 6        | \$0.00 |



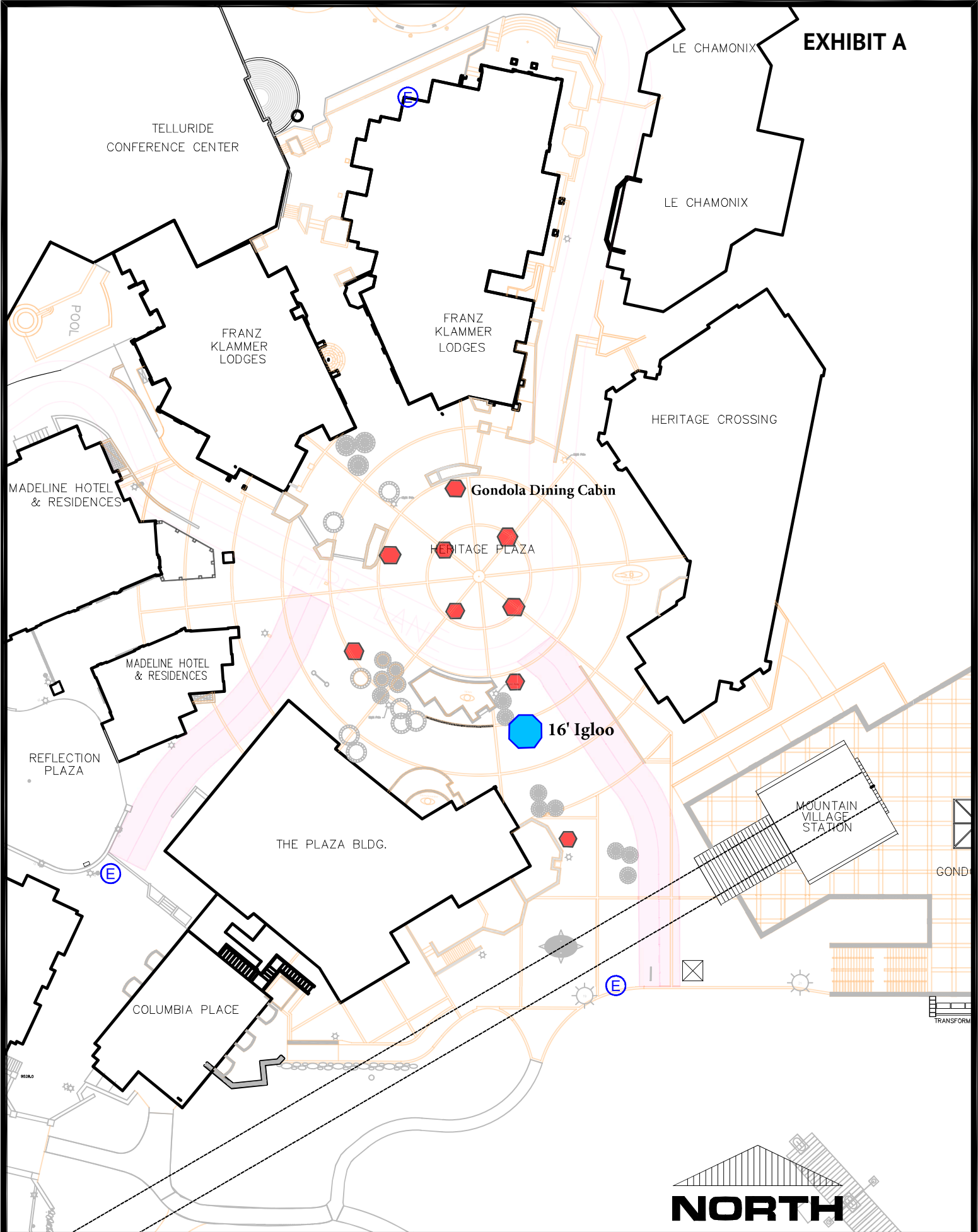
**TOWN OF MOUNTAIN VILLAGE**  
 455 Mountain Village Blvd. Mountain Village, CO 81435  
 (970) 369-8236

|                                   |   |            |    |              |
|-----------------------------------|---|------------|----|--------------|
| Used Killington Gondola           |   | \$3,300.00 | 7  | \$23,100.00  |
| Refurbishment                     | FULL disassembly - sandblast, one color paint (urethane) inside/outside, restored windows, floor and rubber molding. new seat and upholstery pine table with metal post, full assembly! | \$7,500.00 | 13 | \$97,500.00  |
| Additional Upgraded Refurbishment | Upgraded seats (cushioned), upgraded table bigger + mahogany wood), wall heating system (under table)   | \$2,500.00 | 13 | \$32,500.00  |
|                                   |   |            |    | \$153,100.00 |

**Dome Tents**

As a compliment to the individual dining cars, tent structures will allow for larger seating arrangements and groups. We have identified a space of a 16' tent and a 24'tent.

| ITEM                     | DESCRIPTION  | PRICE       | QUANTITY | TOTAL       |
|--------------------------|--|-------------|----------|-------------|
| <a href="#">16' Dome</a> | <b>Capacity</b><br>Standing: 30 people<br>Row Seating: 15 people<br>Buffet Dinner: 12 people<br>Round & Stand Up Tables: 8 people  | \$5,900.00  | 1        | \$5,900.00  |
| <a href="#">24' Dome</a> | <b>Capacity</b><br>Standing: 60 people<br>Row Seating: 45 people<br>Buffet Dinner: 20 people<br>Round & Stand Up Tables: 20 people | \$14,600.00 | 1        | \$14,600.00 |

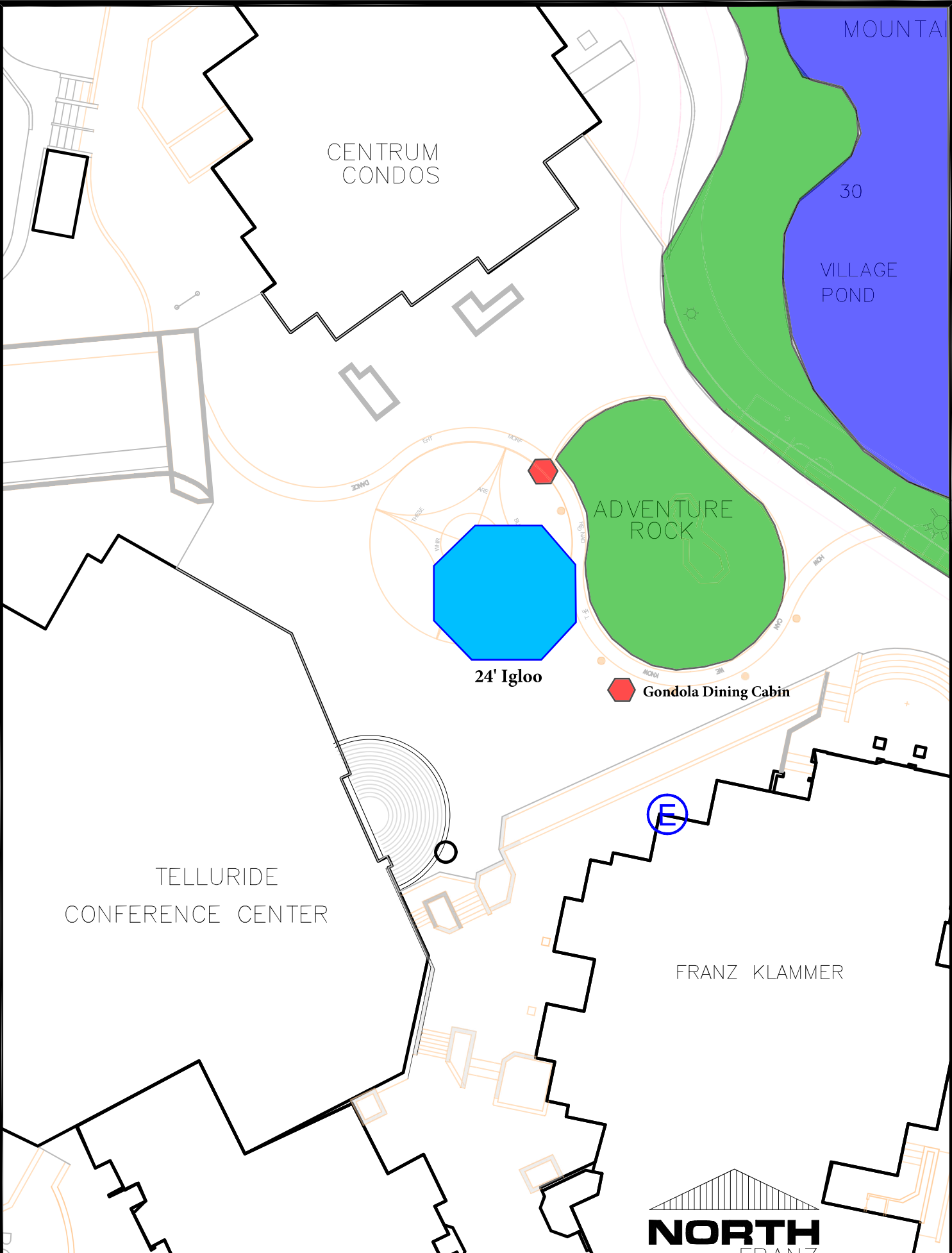


**NORTH**



**Heritage Plaza**  
 Mountain Village Special Event Map  
 ph: 970-369-8236  
 www.townofmountainvillage.com

1" = 60'  
 9/18



Conference Center Plaza  
 Mountain Village Special Events  
 ph: 970-369-8236  
[www.townofmountainvillage.com](http://www.townofmountainvillage.com)

1" = 30'  
 9/18





**Blue Mesa Area**  
Mountain Village Special Event Map  
ph: 970-369-8236  
[www.townofmountainvillage.com](http://www.townofmountainvillage.com)

1" = 40'  
9/18



USA  
PO BOX 402  
Dillon, CO, 80435.

sales@thegondolashop.com  
www.thegondolashop.com  
tel: +1 833 466 3652

## EXHIBIT B

|                           |              |
|---------------------------|--------------|
| #                         | QUOTE-4091-A |
| Date                      | 7/28/20      |
| PO                        | n/a          |
| QUOTE VALID UNTIL 12/2020 |              |

Contact  
Z.Dohnal  
Phone #

CUSTOMER TOWN OF MOUNTAIN VILLAGE  
TELLURIDE, COLORADO

# QUOTE

| Product Code  | Description  | Sell        | Qty | Total                      |
|---|--|-------------|-----|----------------------------|
| SPS99   | Used KILLINGTON gondola "AS IS"  | \$ 3,850.00 | 1   | \$ 3,850.00                |
| SPS99   | Used KILLINGTON gondola / price is with restoration  | \$ 3,300.00 | 1   | \$ 3,300.00                |
|   | OPTION 1   |             |     |                            |
| SPS99-1   | Partial dissassembly - heater/gaz tank removal, preparation for 3M wrapping (windows removal, sanding body,etc.), 3M wrapping 2080 outside, grease clean up, outside handles. New wood floor (pine) protected, new wood bottom panel, cleaned upholstery, pine table with metal post, full assembly! | \$ 4,900.00 | 1   | \$ 4,900.00                |
|   | OPTION 2   |             |     |                            |
| SPS99-1   | FULL dissassembly - sandblast, one color paint (urethane) inside/outside, restored windows, floor and rubber molding. new seat and upholstery (many choices), pine table with metal post, full assembly!   | \$ 7,500.00 | 1   | \$ 7,500.00                |
| EXTRA   | EXTRA 1 (can only be added to OPTION 2)  |             |     |                            |
|   | Upgraded seats (cushioned), upgraded table bigger + mahogany wood), wall heating system (under table) 220V   | \$ 2,500.00 | 1   | \$ 2,500.00                |
| SHIP  | NOT INCLUDED   |             |     |                            |
| <b>PAYMENTS FOR PRODUCTS AND SERVICES</b>               |  |             |     |                            |
| PAYMENT : WIRE TRANSFER USD TO                          |  |             |     | SUBTOTAL \$ -              |
| <b>SUNSHINE POLISHING TECHNOLOGY</b>                    |  |             |     | TAX \$ -                   |
| ALPINE BANK / 2200 Grand Ave Glenwood Springs, CO 81601 |  |             |     | <b>TOTAL</b> \$ -          |
| Routing: 102103407 / Accout: 8910531071                 |  |             |     | PAID \$ -                  |
|   |  |             |     | <b>AMOUNT DUE</b> USD \$ - |









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