

**TOWN OF MOUNTAIN VILLAGE  
BUSINESS DEVELOPMENT ADVISORY COMMITTEE (BDAC) MEETING  
TUESDAY NOVEMBER 17, 2020, 11:00 AM  
TO BE HELD REMOTELY VIA ZOOM WEBINAR**

<https://us02web.zoom.us/j/89338361781?pwd=QjNLY0NoRUx6R2VTUDRyM09SekJ0QT09>  
(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 October 20, 2020 Minutes
3.	11:05	10	Caton	Action	BDAC Recommendation to Town Council regarding the consideration of an appointment of the TMV Merchant Seat
4.	11:15	5	Caton	Informational	Economic Recover Meeting Update
5.	11:20	10	Caton	Informational	Restaurant Association Meeting Update
6.	11:30	40	Caton/Wise	Informational	COVID 19 BDAC Workplan <ul style="list-style-type: none"> <li>• Winter plaza enhancements</li> </ul>
7.	12:10	20	Miller	Informational	Other Business <ul style="list-style-type: none"> <li>• 2021 BDAC Workplan</li> <li>• Winter Lodging Dropoff</li> <li>• Mountain Lodge Heating Assistance application</li> </ul>
8.	12:30				Adjourn

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/89338361781?pwd=QjNLY0NoRUx6R2VTUDRyM09SekJ0QT09>

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: 893 3836 1781

Passcode: 643397

International numbers available: <https://zoom.us/j/89338361781>

**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 OCTOBER 20, 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, October 20, 2020, at 11:01 a.m. through the online meeting platform, Zoom.

**Attendance:**

**The following BDAC members were present:**

John Miller, Mountain Village Planning and Development Services staff representative  
Amy Ward, 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  
Anton Benitez

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

- Agenda Item 2- Approval of the Minutes from September 15, 2020  
On a **MOTION** Sherri and seconded by Laila, the BDAC unanimously to approve the meeting minutes from September 15, 2020.
  
- Agenda Item 3- Economic Recovery Committee Update
  - Dan wasn't able to attend. John can try to be more involved. The Meeting Notes from the ERC were provided and reviewed. No action taken.
  
  - Agenda Item 4 – Dan presented Restaurant Association Meeting Update. Mountain Village Restaurants were under represented by attendance. The Meeting Notes from the ERC were provided and reviewed. No action taken.
  
- Agenda Item 5- 2020 COVID-19 Workplan
  - JD reviewed the Winter Plaza Enhancement Phased Plan memo. Electrical conduit is going in. Ballasts for structures are challenging - balancing weights needed with plaza surface protection. Different solutions for each location are required. Gondola car designs are being tweaked in regards to tables, lighting, heater locations and operation

## Agenda Item 2.

### ➤ Agenda Item 6- Other Business

- MD says the commercial BDAC seat is up for renewal, he would like to reapply. Dan says we will advertise as required, it will probably go to Town Council in November if there are enough applications
- John will represent Zoe in any subcommittee meetings as needed

On a **MOTION** by Dan Caton and seconded by John, the BDAC unanimously to adjourn the meeting at 11:37 a.m.

### **Reminder:**

The next BDAC meeting will take place on Tuesday, November 17, 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

## Agenda Item 2.

### 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,

Amy Ward

Planner

Town of Mountain Village

**John A. Miller**

---

**From:** Christina Lambert  
**Sent:** Wednesday, November 11, 2020 4:30 PM  
**To:** John A. Miller  
**Cc:** Zoe Dohnal; mvclerk  
**Subject:** BDAC Applicants  
**Attachments:** BDAC Kevin Jones Letter of Intent.pdf; BDAC Mike Doherty Letter of Intent.pdf; BDAC Stanya Gorraiz Letter of Intent.pdf

Hi John,

Please see the attached information for your upcoming BDAC meeting.

There were 3 applicants (Meehan backed out):

- Kevin Jones
- Mike Doherty
- Stanya Gorraiz

Just let me know your recommendation after the meeting. Thank you!

Chris

Christina Lambert, CMC  
Senior Deputy Town Clerk  
**Town of Mountain Village**  
O :: 970.369.6404  
C :: 970.708.1694

[Website](#) | [Facebook](#) | [Twitter](#) | [Instagram](#) | [Email Signup](#)

For information about The Town of Mountain Village's response to COVID-19 (Coronavirus), please visit [townofmountainvillage.com/coronavirus/](https://townofmountainvillage.com/coronavirus/)

Thank you for the Opportunity to ReApply for Seat on BDAC

Mike Doherty  
Telluride Outfitters  
Recreation Specialist  
970 728 4475 O  
970 708;1936 C

My Name is Mike Doherty and I am submitting a letter of Intent to extend into a second year with BDAC. After an incredibly eventful year - our priorities shifted from Core Vitality and Sunset Concert Series to Covid 19 Survival.

My strengths within BDAC have been outsider perspective from the commercial side as well as strong communication.

In defining the function of BDAC it seems that we have focused on existing Covid 19 challenges and put actual Business Development on the back burner. I think it is important to keep our long term objectives in sight as BDAC continues.

The number one challenge for our continued growth and success is Work Force Housing. The Covid 19 shift of new Telluride Mountain Village home purchases and new residents has been a temporary RETT bump but needs to be considered as a very dire shortage to an already small pool of availability in our workforce units. The relationship between Mountain Village Businesses Successes and the ability to House it's workers is intertwined.

Our ability to Pivot and address the needs of local businesses, particularly Restaurants and Lodging, spoke to the dedication of the BDAC team assembled last year. We need to continue with the momentum we've created.

I am hopeful that there will be a strong field of new applicants to lend a voice to the various businesses represented in Mountain Village. I think there is a lot of work ahead of us and would be happy to stay on with BDAC.

Regardless of the choice of the next BDAC Commercial Chair - It has been my pleasure to have served with this board.

I am very appreciative of the strong leadership and vision we have in place in the Mountain Village.

--



Mike Doherty  
Recreation Specialist

**Telluride Outfitters**

Stanya Gorraiz  
578 Society Drive/PO Box 2223  
Telluride, CO 81435

November 8, 2020

RE: Letter of Intent, Development Advisory Committee, Business Representative, Bio for Candidacy

My name is Stanya Gorraiz and my husband, James and our four children have lived in the area for twelve years. We own businesses in both the Town of Telluride and Mountain Village - Steamies Burger Bar on Main Street, Telluride and Shake N Dog Grub Shack in the Mountain Village Core. I am expressing my interest in serving on the Development Advisory Committee, Business Representative Seat as a representative of the commercial sector of Mountain Village.

My background is graphic design and marketing, two fields I worked in for over 20 years, including in Mountain Village as Marketing Director of Telluride Real Estate Corporation and Marketing Coordinator of The Capella Hotel. I also worked for Telluride TV and hosted a talk show for the Town of Mountain Village. These unique experiences only strengthened my commitment to the Mountain Village community after witnessing first hand its dedication to its owners and retailers.

James and I both switched gears about six years ago to pursue our love of all things culinary and dive into the restaurant industry in town. The experience has been incredible and this path continues to provide many outlets for me personally from a business, management, creative and community perspective. It has shaped me into a proud female business owner.

There are many reasons why I believe I could be a valuable asset to the Business Development Advisory Committee (BDAC). I am a creative and passionate person who takes my commitments very seriously, especially in business. I am smart, savvy and able to ascertain the true needs of business owners and identify how BDAC can play a role to support those taking the leap to open shop in Mountain Village. As a newer business owner in the MV Core, I can provide a fresh perspective on this cornerstone community in its pursuit of growth, prosperity and ingenuity as Mountain Village seeks progressive solutions in the region. I also believe there is amazing insight I can provide considering my unique position of owning two local businesses, one in the Town of Telluride and on in Mountain Village.

I am a very well rounded person; not only do I have creative flare which lends itself to fresh ideas but I can also engage my left brain, revealing strength in analytics, finances and reasoning. I am also very outgoing, engaging and never afraid to voice my true opinion and position on important matters. These are qualities that matter when serving on a committee as a contributing, participating member. You could expect nothing less from me.

I am prepared to offer a unique outlook and fresh perspective for BDAC and I hope you will consider me for the commercial seat on the Business Development Advisory Committee.

Many thanks,

Stanya Gorraiz



## Agenda Item 3

Hello,

My name is Kevin Jones and I am requesting consideration for appointment to the Mountain Village Business Development Advisory Committee.

My family and I have been in the region for 14 years and I have been a business owner / MV business license holder for over 10 consecutive years with our company Latitude 38 Vacation Rentals. Our Mountain Village office is located in the Centrum building, 618 BVB, a place we call our 'Clubhouse'. In addition to having a vibrant 'club' in the Mountain Village, over half of our business is located/generated within the confines of the town of Mt Village, so I have a deep interest in the future of business development here.

In addition to having a growing business in the Mt Village, I have also served on the TMVOA board, two terms on the Telluride Tourism board, two terms on the Telluride Airport board and I am a 14 year veteran of the Telluride Volunteer Fire Department. I am open minded, energetic, optimistic, and a tireless worker. I would welcome the opportunity to join the Advisory Committee.

Thank you in advance for your consideration.

Best Regards,

Kevin

CEO & Owner  
Latitude 38 Vacation Rentals  
Office: 970-728-8838

**Economic Recovery Committee Meeting**  
**November 6, 2020**  
**10:00 am-12 pm**

- Welcome from Commissioner Kris Holstrom
- Local Updates
  - Mobile clinic donated by SMART- to increase testing
  - School COVID cases updates- we had staff and a student case
  - TSG plan approved by state
  - Moving away from county COVID meter and following state meter.
  - All around increase in cases and hospitalizations.
  - Seeing COVID fatigue, expect to see a growth in cases around Thanksgiving and Christmas.
  - We need to normalize masks and continue enforcing people and staff to stay home when feeling sick.
- TSG- Tom Richards
  - We will have to be prepared to change operation plans as we go along but we are prepared or that.
  - We are encouraging flu shots for our employees.
  - Ticket purchases available online.
  - Dec 26-Jan 4 will be a hotspot based on historical trends
  - Tent structures have arrived- 2 at Gorrone Ranch and 2 at High Camp.
- Noel Night-Daiva Chesonis
  - There will not be a large gathering for the Ski Tree lighting so please no marketing.
- Air- Matt Skinner
  - Last minute bookings will play a larger role than previous years.
  - Losing the LAX to MTJ flight for the winter.
- Jurisdiction
  - Small Business Resources, please reach out to Bonnie Watson.
  - Trisha Thibodo- Region 10
    - Partnering with counties to administer their business grant programs.
    - We were able to get EDA funding for the pandemic.
    - Looking to attract remote workers with our broadband network along with several other projects.
  - Mountain Village- Kathrine Warren
    - First batch of gondola cabins arrive today.
    - Merchant meeting on Tuesday at 10 am.
  - Town of Telluride- Todd Brown
    - Town's grant program for outdoor heating is live.
    - Main Street is cleared out and ready to plow snow.
- Next Meeting on November 20, 2020.

**Telluride/MV Restaurant Association (the Telluride section of the CRA)  
October 27, 2020 Minutes**

Megan Ossola, Ross Martin, Annie Carlson, Dan Caton, Eric Edge, Justin Esch, Carmela Sanna, Neal McKinley, Tommy Thatcher, Chris Smith, Justin Zalot, Michael Marleton, Jake Neice, Matthew Arnold

Justin Esch from Postmates asked if we had used restaurant delivery.

Erik from marketing at Postmates wants to help small town, particularly Telluride.

PM has done over 100 million deliveries and operate 365 days a week and 24 hours a day with over 500,000 merchants that include chains and independents in over 4200 cities and in 50 states. They are very experienced at pick up and drop off with a 'light touch'. They charge 15% of food costs with no upfront costs or fees for set-up or support. Merchants to be paid weekly

They service a lot of high income households, have a lot of repeat customers and attract a lot of millennials. They have a subscription program that involves a monthly flat fee (no individual payments per delivery) and these people travel looking for this PM service. We can tap into this group.

They will drop off a tablet and help us install a platform for ordering. Many features are available.

The 'Fleets' aka drivers get paid for mileage and time averaging 18.32 per hour plus all tips. App tells customer where food is on real time map. Delivery robots are being developed. Postmates and Uber merging. 525 post mates (delivery people?) in country.

PM Platform features rotating ads to advertise to clientele. 70% of sales based upon recommendation, Will put ads in hotels and other short term rentals with incentives for new clientele.

Can do group orders that different members can order from, good for families.

Can do marketplace (customer pick-up) or curbside orders for only 5%.

Covid has dramatically increased sales.

Will present offer to municipalities then see what restaurants are interested. Get a fleet ready and initiate by Thanksgiving then hopefully by Christmas be ready for both MV and Telluride as well as Hillside, Lawson Hill and Ski Ranches.

Michael Marleton said that it is important to have this ready by holidays. Justin Said that they need to work out the kinks first in this unique environment with a pilot program.

## Agenda Item 5

Dan Caton from MV said MV has more beds available so should start there first, Eric responded that the 'fleet' needs to be ready first, clients and restaurants are easier.

Annie Carlson asked if we need to have 100% participation from restaurants, Answered no, 5-10 sufficient. Lucas asked if we'd need any special packaging, Justin responded no but it is helpful. Just make sure it is spill-proof.

Justin Zalot - Buy-in needed from merchants and should start with small menus. Set-up would be done virtually, not in-person.

Ross Martin - could we either completely turn off online ordering for the evening or a menu item for evening,

Justin- yes, we could 'pause' or remove a menu item.

Ross- if fleet damages product would they be responsible? Justin-

Ross- Customer complaints?

Justin E- Goes to PM, Yes, PM is responsible after food leaves restaurant.

Ross- Can customer order ahead of time? Before skiing? Justin Z-yes and with group settings!

Justin Z- sometimes if there are problem customers they will be banned.

Dan Caton - will need to go to MV Council to approve.

Michael Marleton – we are getting special treatment. Not many small towns are getting this deal.

Jack Neice, Eco Actions- special rebate and incentive programs available for restaurants and businesses. Green lights (LEDs), infra red outdoor heating for Black Hills customers.

Megan Ossala- Town Council grants are going to be available for up to 5k per restaurants for outdoor seating and covid mitigation, waiting for state/county ERC and Cares act funds and can possibly have more moneys to distribute. Will be discussed at Nov 6<sup>th</sup> meeting (county?)

Fill out application available on town of Telluride website. All pocket parks and street dining need to go away by Saturday, October 30. s

Open container law exception to be continued until May 21. Need to have sealed containers with sticker (from Co dept of Revenue, alcohol not to be consumed in car, etc.), no real glasses allowed off premises.

Chris Smith spoke a little about table size increased from 8 people to 10 and that we will continue with 50% occupancy as opposed to Denver which just got reduced to 25%

Annie- next meeting on November 17<sup>th</sup>, not the 24<sup>th</sup> which is during holiday week.  
Meeting adjourned.

Agenda Item 6:

**COVID 19 BDAC Workplan  
Winter plaza enhancements**









**NO VEHICLE  
ENTRY  
WITHOUT  
PERMIT**  
FOR A PLAZA ACCESS PERMIT  
PLEASE CALL (970) 775-3264  
FOR AFTER HOURS ASSISTANCE  
PLEASE CALL POLICE DEPARTMENT  
(970) 744-5118

**FIRE LANE  
NO PARKING**





CHRISTIE'S  
TELEPHONE RIDE REAL ESTATE CORP.

DIAMOND  
ZONE

DIAMOND  
ZONE

HERITAGE PLAZA





LURIDE REAL ESTATE CORP.

OPEN

BURTONS

TABLE NO. 3



## John A. Miller

---

**From:** John A. Miller  
**Sent:** Thursday, October 29, 2020 3:24 PM  
**To:** Zoe Dohnal; Laila Benitez; Dan Caton; JD Wise; Amy Ward  
**Subject:** RE: Outdoor Heating Fund Application

Afternoon all,

Mountain Lodge has submitted a request for funds for heat assistance in the yurt that we recently discussed. They have indicated they will use 3-4 heaters based on need. Looking at the link, these are electric imitation fire places which may be find for their needs and could potentially be less hazardous than gas. I think it will be important to verify the safety of this device with the fire marshal also.



Roll over image to zoom in



Both amounts are relatively small – I am inclined to tell them to decide on how many they want and then to go with that rather than trying to make a determination with unknown factors. I don't take issue with either amount.

**Provide the most accurate monetary estimate on your planned heating elements.**

Each heater is \$85.99  
Depending upon the insulation ability of the yurt, 3-4 heaters will be utilized.

If we decide to utilize 3 heaters, the total will be \$257.97, plus tax.  
If we decide to utilize 4 heaters, the total will be \$343.96, plus tax.

If you all agree, I will respond and begin processing.

Very Best,  
J

Pray for Snow!!!

John A Miller III, CFM  
Senior Planner  
Planning & Development Services  
**Town of Mountain Village**  
455 Mountain Village Blvd, Suite A  
Mountain Village, CO 81435  
O :: 970.369.8203  
C :: 970.417.1789



For information about The Town of Mountain Village's response to COVID-19 (Coronavirus), please visit [townofmountainvillage.com/coronavirus/](https://townofmountainvillage.com/coronavirus/)

---

**From:** Town of Mountain Village <Marketing@mtnvillage.org>  
**Sent:** Monday, October 26, 2020 11:30 AM  
**To:** Zoe Dohnal <ZDohnal@mtnvillage.org>; John A. Miller <JohnMiller@mtnvillage.org>; Laila Benitez <LailaBenitez@mtnvillage.org>; Dan Caton <DCaton@mtnvillage.org>; JD Wise <JWise@mtnvillage.org>; Amy Ward <award@mtnvillage.org>  
**Subject:** Outdoor Heating Fund Application



**Formstack Submission For: [Outdoor Heating Assistance Fund Application](#)**  
Submitted at 10/26/20 11:29 AM

**Business Owner's Name:** The View Bar & Grill Mountain Lodge Telluride

<b>Name of Business:</b>	The View, Mountain Lodge
<b>MV Business License Number:</b>	001179
<b>Email:</b>	<a href="mailto:amiller@mountainlodgetelluride.com">amiller@mountainlodgetelluride.com</a>
<b>Phone:</b>	(602) 329-2433
<b>Business Address:</b>	457 Mountain Village Blvd Telluride, CO 81435
<b>Current Days and Hours of Operation:</b>	The Mountain Lodge is open throughout the year.
<b>What type of heater do you plan on purchasing?:</b>	Electric
<b>Please describe the exact heating options, quantity and placement within your plaza license agreement area. :</b>	We plan on 3-4 electric heaters spaced apart from seating and walls within the yurt. The electric heaters are rated as 750W, 1500W, Input voltage 100V-130V.
<b>If available, provide hyperlinks to your exact products.:</b>	<a href="https://www.amazon.com/dp/B01KYHNKM8/ref=cm_sw_r_u_apai_wrWLFbTFEQ9KB?encoding=UTF8">https://www.amazon.com/dp/B01KYHNKM8/ref=cm_sw_r_u_apai_wrWLFbTFEQ9KB?encoding=UTF8</a>

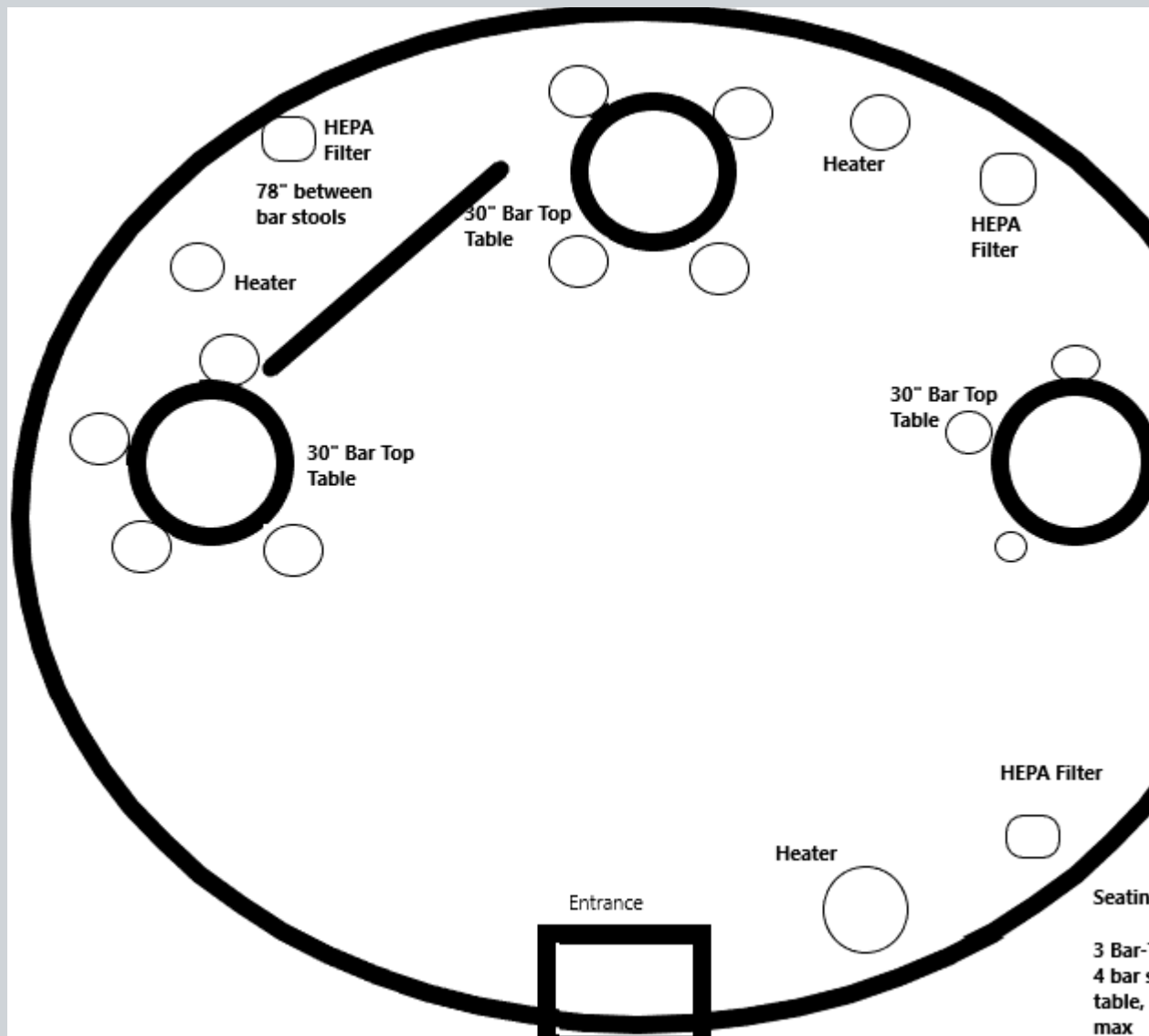
**Provide the most accurate monetary estimate on your planned heating elements. :**

Each heater is \$85.99  
Depending upon the insulation ability of the yurt, 3-4 heaters will be utilized.  
If we decide to utilize 3 heaters, the total will be \$257.97, plus tax.  
If we decide to utilize 4 heaters, the total will be \$343.96, plus tax

**Do you plan on attaching heaters to your building? :**

No

Attach your complete proposal with renderings of exact heating options and a map of the quantity and placement within your plaza license agreement area. :



[Direct Link to Image](#)

Any other information you would like to provide? Please include here. If you have a document, you can also use the upload below for

our  
committee  
to view.:

Signature:



[Direct Link to Image](#)

Copyright © 2020 Formstack, LLC. All rights reserved. This is a customer service email.

Formstack, 11671 Lantern Road, Suite 300, Fishers, IN 46038