

**TOWN OF MOUNTAIN VILLAGE
BUSINESS DEVELOPMENT ADVISORY COMMITTEE (BDAC) MEETING
TUESDAY DECEMBER 15, 2020, 11:00 AM**

TO BE HELD REMOTELY VIA ZOOM WEBINAR

<https://us02web.zoom.us/j/82561880387?pwd=ckxYUXkyaWlleFRveXh2SlhmV2cwQT09>
(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 November 17, 2020 Minutes
3.	11:05	10	Caton	Informational	CVRF Grant Funds
4.	11:15	45	Caton/Wise	Informational	COVID 19 BDAC Workplan <ul style="list-style-type: none"> • Winter plaza enhancements
5.	12:00	20	Miller/Holmes	Informational	Mountain Bucks Discussion
6.	12:20	10	Miller	Other Business	<ul style="list-style-type: none"> • Cares Act Update • Grant Update
7.	12:30		Caton		Adjourn

Join Zoom Meeting

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- +1 301 715 8592 US (Washington D.C)

Meeting ID: 825 6188 0387

Passcode: 707152

Find your local number: <https://us02web.zoom.us/j/82561880387?pwd=ckxYUXkyaWlleFRveXh2SlhmV2cwQT09>

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 NOVEMBER 17,
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, November 17, 2020, at 11:03 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 October 20, 2020
On a **MOTION** by Laila and seconded by Sherry, the BDAC unanimously to approve the meeting minutes from October 20, 2020.
- Agenda Item 3- BDAC Recommendation to Town Council regarding the consideration of an appointment of the TMZ Merchant Seat.
 - Reviewed the statements of the three candidates – Michael Doherty, Kevin Jones, Stanya Gorriaz. Voted 5-2 in favor of recommending Stanya Gorriaz to town Council
- Agenda Item 4- Economic Recovery Committee Update
 - Dan presented the notes from the meeting. No action was taken.
- Agenda Item 5- Restaurant Association Meeting Update
 - Dan presented the notes from the meeting. No action was taken.
- Agenda Item 6- 2020 COVID-19 Workplan
 - JD reviewed the Winter Plaza Enhancement Phased Plan and updated us where we are in the install process.
- Agenda Item 7- Other Business

- 2021 BDAC Workplan. CVRF grant was approved. We will await additional orders from the state/county re: Covid and see where additional funds might be useful
- Winter Lodging Dropoff – John - Council was in agreement that each business needs to come up with solutions on their own.
- Mountain Lodge Heating Assistance – John-Council would like them to come back with another option that is commercial in use, more efficient
- Business shout out – Sherri - will nominate someone at next meeting
- Mountain Village Bucks – Laila could we bring it back? Will add to next month's agenda

On a **MOTION** by Sherri and seconded by Garret, the BDAC unanimously to adjourn the meeting at 12:06 p.m.

Reminder:

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

Meeting ID: 921 2576 1929

Password: 355918

One tap mobile

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+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: Dan Caton
Sent: Sunday, December 6, 2020 2:34 PM
To: Laila Benitez; garrett@tmvoa.org; Zoe Dohnal; JD Wise; Kevin Jones; Stanya & James Gorraiz; John A. Miller; Bobby and Sherri Reeder
Cc: anton@tmvoa.org; Kathrine Warren
Subject: BDAC Expense Worksheet
Attachments: BDAC Plaza Enhancements Expenses and Grants.xlsx

Attached is my reworked spreadsheet for all expenses actual and forecast through the end of the year. Some of the numbers are slugged in, as some activities are still under way or I don't have the actual numbers (mostly in the case of TMVOA expenses). I am looking for two things: does this format work for us and do you think the numbers are reasonably accurate, given what we know today?

If your answer to the first is yes, then I will pass this along to Patrick and get this format loaded into the system. Then as we get better projections or actuals, these can be loaded into a central document.

Thanks for your time on this.

Dan

Dan Caton
Mayor Pro Tem
Town of Mountain Village
970 708-7612



	TMV Budget	TMV Actuals
SUMMER		
Summer Village Center outdoor space	\$50,000.00	\$42,024.25
Marketing Assistance Fund	\$30,000.00	\$29,799.00
Customer Incentive Program	\$25,000.00	\$2,500.00
PPE Assistance	\$5,000.00	\$3,616.00
Total Summer	\$110,000.00	\$77,939.25
WINTER		
Heating Assistance Fund	\$35,000.00	\$10,932.93
Private Gondola Dining Cabins (Gondo	\$120,000.00	\$140,091.00
WeatherPort Pavilions/Yurts	\$90,000.00	\$209,082.50
Plaza Infrastructure Updates	\$65,000.00	\$21,818.45
Restaurant Relief Grants	\$0.00	\$0.00
Additional Plaza Furniture, Lights, etc.	\$0.00	\$0.00
Additional Cleaning of Structures	\$0.00	\$0.00
Additional heating costs	\$0.00	\$0.00
Total Winter	\$310,000.00	\$381,924.88
TOTAL	\$420,000.00	\$459,864.13
RMS Grant		\$50,000.00
CVRF Grant		\$791,770.00
Total Grants		\$841,770.00
Total Surplus (Deficit)		\$381,905.87

2020 Plaza Enhancements Expenses and Grants

TMV Additional Forecast	TMV Totals	TMVOA Budget	TMVOA Actuals
\$15,000.00	\$57,024.25	\$50,000.00	\$42,024.25
\$5,000.00	\$34,799.00	\$0.00	\$29,799.00
\$0.00	\$2,500.00	\$0.00	\$2,500.00
\$0.00	\$3,616.00	\$0.00	\$0.00
\$20,000.00	\$97,939.25	\$50,000.00	\$74,323.25
\$3,500.00	\$14,432.93	\$35,000.00	\$10,932.93
\$32,563.00	\$172,654.00	\$120,000.00	\$140,091.00
\$0.00	\$209,082.50	\$90,000.00	\$209,082.50
\$40,000.00	\$61,818.45	\$65,000.00	\$21,818.45
\$170,000.00	\$170,000.00	\$0.00	\$0.00
\$65,000.00	\$65,000.00	\$0.00	\$0.00
\$27,000.00	\$27,000.00	\$0.00	\$0.00
\$26,400.00	\$26,400.00	\$0.00	\$0.00
\$364,463.00	\$746,387.88	\$310,000.00	\$381,924.88
\$384,463.00	\$844,327.13	\$360,000.00	\$456,248.13
	\$50,000.00		
	\$791,770.00		
	\$841,770.00		
	(\$2,557.13)		

TMVOA Additional Forecast	TMVOA Totals	TMV and TMVOA Total
\$15,000.00	\$57,024.25	\$114,048.50
\$5,000.00	\$34,799.00	\$69,598.00
\$0.00	\$2,500.00	\$5,000.00
\$0.00	\$0.00	\$3,616.00
\$20,000.00	\$94,323.25	\$192,262.50
\$3,500.00	\$14,432.93	\$28,865.86
\$32,562.00	\$172,653.00	\$345,307.00
\$0.00	\$209,082.50	\$418,165.00
\$0.00	\$21,818.45	\$83,636.90
\$0.00	\$0.00	\$170,000.00
\$0.00	\$0.00	\$65,000.00
\$35,000.00	\$35,000.00	\$62,000.00
\$0.00	\$0.00	\$26,400.00
\$71,062.00	\$452,986.88	\$1,199,374.76
\$91,062.00	\$547,310.13	\$1,391,637.26

[Mountain Bucks Research]

At the November BDAC Meeting, staff was directed to research into the existing safety bucks / mountain buck program and provide additional information for BDAC to include options for a rebranding of this program.

Goal: Buying local has immediate positive influence. Through this program a hope would be to enhance our local communities ongoing vitality by creating incentives for local residents and businesses that will help increase resident and business spending within the Mountain Village. COVID-19 has prioritized the need for local business support and assistance through incentives to shop local through the Holiday Season and into 2021.

History: Mountain Bucks were established as a way to help local business. In the past, technical problems have limited businesses involvement in the program to a point where it was no longer a priority. Additionally, there were accounting issues with the program that made it difficult to track for reimbursement. Separately, the Town and Town employees participate in a program called "Safety Bucks" which is associated with the Safety Committee and workman comp claims. If there are no claims, then the departments receive these safety bucks.

The issuance of paper certificates has been the most difficult issue this program has faced. Problems related to unauthorized modifications of the certificates has created trust issues in the program from businesses, and the inability to receive change is problematic for buck users. Successful programs detailed below have eliminated the paper certificates and have replaced them with gift cards or receipt reimbursements. Based on research into these programs – staff does not recommend pursuing a reimbursement program due to staffing and tracking issues.

Other Community Programs:

Montrose, Colorado: Montrose Bucks

<https://www.cityofmontrose.org/510/Montrose-Bucks>

Montrose Bucks are coordinated by the Office of Business and Tourism to provide extra incentives for the community to shop locally and support local merchants. Bucks can be given as gifts, rewards, and incentives by individuals and businesses alike - year-round.

Spend \$50 dollars and receive \$60 dollars in Montrose Bucks. There is a limit of \$400 per family (which equates to \$480 in Montrose Bucks. They are chain or store specific.

Craig, Colorado: Spree Bucks

Shop at a city sales tax licensed business in Craig between Nov. 23 and Nov. 30, keep the receipts, and take them to the Chamber by Dec. 7 to receive free Spree Dollars. Earn \$5 in Spree Dollars for every \$50 spent and up to \$30 in free Spree Dollars per individual. Special Spree Dollars must be spent locally by Dec. 22. A total of \$15,000 dollars in rebates are available. Only purchases of goods eligible for city sales tax count, and tobacco, gasoline, utilities, and pharmaceuticals do not qualify for the rebate.

Spree Bucks may be purchased at the Craig Chamber of Commerce, 360 E. Victory Way. For more information, call 970-824-5689 or visit craig-chamber.com

Boulder, Colorado: Retail SOS

The Retail S.O.S. program provides for the purchase of Boulder e-gift cards valid at participating local retailers. More than 60 Boulder retailers have signed up for the program and are being activated on the gift card website this week. Purchasers will receive a free \$25 Boulder Bonus Bucks card for every \$25 spent in Boulder gift cards purchased, up to \$100 per person, as a free incentive for the purchaser. (Limit of four \$25 Boulder Bonus Bucks cards per purchaser). Please visit the Boulder Gift Card web portal for participating retailers, gift card purchases and Boulder Bonus Bucks and program details.

The city will use a portion of allocated federal CARES Act funding to pay for the matching Bonus Bucks cards, which will be valid at participating retailers through Dec. 30, 2020, the deadline for when CARES Act funds must be spent.

Contacts:

Jennifer Bray, Media Relations, 720-413-4215

Mark Woulf, Community Vitality Department, 303-413-7313

John A. Miller

From: John A. Miller
Sent: Wednesday, December 2, 2020 4:09 PM
To: BDAC
Cc: JD Wise; Zoe Dohnal; Kathrine Warren; Kevin Jones; Stanya & James Gorraiz; anton@tmvoa.org
Subject: BDAC Follow up RE: CARES ACT
Attachments: IMG_0570.JPG; IMG_0575.JPG; IMG_0574.JPG; IMG_0573.JPG; IMG_0572.JPG; IMG_0571.JPG

Good afternoon all,

I wanted to follow up on some stuff from today's meeting. I did have a chance to call Sonia Riggs in regards to the CARES funding agenda item 3. She confirmed that they are providing administrative help in distributing the grants monies. It seemed like given our current relationship with our business owners and the limited number of businesses that we have it may be better that we maintain control of this process. Let me know your thoughts if you feel otherwise. She also said she works with the state tourism board and would love to help get the word out more about the work we are doing and I suggested she connect with our marketing department to coordinate.

Here is the link to the article in Westworld on TBC with the quote I mentioned below. I also walked around and took some photos today of the work happening on the plazas. I really liked the signage on the gondola cabins – “ the cabins at mountain village” :)

<https://www.westword.com/restaurants/telluride-brewing-co-adds-brewpub-taqueria-to-mountain-village-11850476>

“A few years ago, the brewery would not have considered a Mountain Village location, Thacher says, but things there have changed dramatically. Not only is there a healthier mix of tourists and locals, but the town (Mountain Village is actually its own town, separate from Telluride) invested in upgrades and changes. "They spent a ton of money...they refurbished the gondola...and the whole plaza is heated underneath," the brewer notes.

Not only that, but the entirety of the town's Village Center is a state-approved "common consumption area," where customers of various bars and restaurants can buy alcoholic beverages and walk around with them. That will come in handy this year in particular, during the coronavirus pandemic, as bars, restaurants and breweries can only seat a very limited number of people. In the common consumption area, however, there are plazas and tables and benches, and "there are fire pits everywhere. People really enjoy being outside," Thacher says. In fact, "the whole thing was sort of made for" a pandemic, he adds. The town has even repurposed a few gondolas as dining cabins that serve all of the bars and restaurants in the common consumption area.”



Mountain Village has outdoor fire pits and dining pods made from gondolas. / Courtesy of Telluride Brewing Co.

Have a great evening,
J

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/

John A. Miller

From: Zoe Dohnal
Sent: Friday, December 11, 2020 1:26 PM
To: Kim Montgomery
Cc: Kathrine Warren; Patrick Dasaro; John A. Miller
Subject: Re: SB 20B-001 Small Business Relief Program

Thank you Kim!

Patrick and John can you have a look at this grant opportunity. Let's see what is needed and perhaps we can divide and conquer quickly. Thank you everyone!!!

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

[Zoe Dohnal](#)

Business Development and Sustainability Director

Town of Mountain Village

[455 Mountain Village Blvd. Suite A](#)

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Si Usted necesita comunicarse conmigo y necesita servicio de traducción al español, simplemente háganoslo saber y podemos proporcionar tal servicio.

Please excuse brevity and typos. Sent from iPhone.

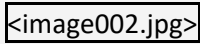
On Dec 11, 2020, at 12:50 PM, Kim Montgomery <KMontgomery@mtnvillage.org> wrote:

FYI.

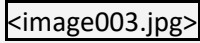
From: Colorado Municipal League <mcullen@cml.org>
Sent: Friday, December 11, 2020 12:45 PM
To: Kim Montgomery <KMontgomery@mtnvillage.org>
Subject: SB 20B-001 Small Business Relief Program

<image001.jpg>

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To: City and town managers
From: Legislative and Policy Advocate **Morgan Cullen**



Good afternoon Managers:

Last week, Gov. Jared Polis signed the **Small Business Relief Program** into law. The bill provides \$57 million in direct aid, grants, and annual fee waivers to struggling small businesses and creates grant programs and allocates funds specifically for art and cultural organizations as well as minority-owned businesses.

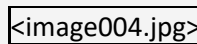
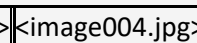
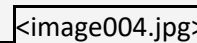
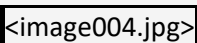
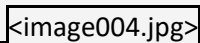
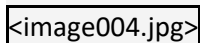
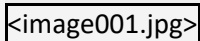
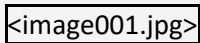
Multiple state agencies are working with local government associations and governments on the implementation of the new program including eligibility, applications and distribution.

Provisions in the enacted legislation allow municipalities that are in compliance with state public health orders to apply for grant funding if the municipality resides in an ineligible county or if the county decides not to participate in the program. The deadline to apply for grant funding through the DOLA Division of Local Government Grant Portal is on Jan. 8, 2021.

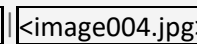
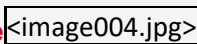
Because the window to apply for this grant funding is so narrow, CML has created a **SB 20B-001 resource page** on our website to help provide the most up-to-date information available.

CML will continue to keep our membership informed as state agencies move forward in implementing this new law. If you have any additional questions, please feel free to reach out to **Morgan Cullen** directly.

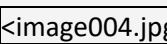
Thank you and have a great weekend!



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COVID-19 Relief for Small and Minority-Owned Businesses and Arts Organizations (SB 20B-001)

[Home](#) > [Topics & Key Issues](#) > [Coronavirus \(COVID-19\)](#) > [COVID-19 Relief for Small and Minority-Owned Businesses and Arts Organizations \(SB 20B-001\)](#)

COVID-19 Relief for Small and Minority-Owned Businesses and Arts Organizations (SB 20B-001) provides direct relief to:

- Small businesses (\$37 million)
- Arts and cultural organizations (\$7.5 million)
- Minority-owned businesses (\$4 million).

It also provides state assistance to support a one-year suspension of health inspection and liquor licensing fees. All small businesses with annual receipts of less than \$2.5 million in calendar year 2019 are eligible for relief through the program.

Counties that are under severe capacity restrictions as determined by a public health order and that are in compliance with the order must develop a process to accept applications from small businesses for relief funding. DOLA is required to allocate funding to counties based on the population of the eligible local governments. Both DOLA and participating local governments can be compensated for administrative costs associated with overseeing the program.

The legislation has been amended to allow the participation of small businesses located in municipalities that are in compliance with state public health requirements even if the county where the municipality is located is not eligible to participate. In addition, the legislation sets forth a process for municipalities to work with counties to get assistance to small businesses out as quickly as possible.

A number of municipalities have suggested that additional language is needed to ensure municipally-owned and operated performing arts and cultural centers are eligible for funding. CML has raised this concern several times with each of the house and senate bill sponsors. We have been assured that these municipalities are indeed eligible.

For additional information on SB 20B-001, contact [Morgan Cullen](#).

Resources

- [Recording of call with DOLA and other state agencies](#)
- [DOLA resource page](#)
- [Small Business Relief Program facts page](#)

In This Section

Other COVID-19 Resources

[COVID-19 Relief for Small and Minority-Owned Businesses and Arts Organizations \(SB 20B-001\)](#)

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