

**TOWN OF MOUNTAIN VILLAGE  
MINUTES OF THE MAY18, 2021  
BUSINESS DEVELOPMENT ADVISORY COMMITTEE MEETING**

The meeting of the Business Development Advisory Committee (BDAC) Meeting was called to order by Dan Caton on Tuesday, May 18 2021, 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  
Zoe Dohnal  
Sherry Reeder

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

Anton Benitez, TMVOA  
JD Wise  
Molly Norton  
J. Meehan Fee

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

- Agenda Item 2- Approval of the Minutes from March 16, 2021  
On a **MOTION** by Miller and seconded by Reeder, the BDAC unanimously to approve the meeting minutes April 27, 2021.
- Agenda Item 3- Economic Recovery Meeting Update
  - Zoe Gives an update on the Economic Recovery Meeting update. There are staffing concerns from many local businesses for the summer. We are focusing on events to be coordinated regionally. MTI will be focusing more on facilitating destination management (less on bringing people here and more on supporting visitors once they are here). There is some discussion about MTI's current role/scope.
  - Meehan updates on her discussions with the county on a regional strategy for events. The goal is to provide free events to the public to be able to control some of the crowds by offering other events during big weekends to split up the crowds.
  - Zoe updates on the 5 star program. The program is still happening, businesses should be able to pivot if Covid rates increase again.
- Agenda Item 4- Building back a Stronger CO update
  - Dan reviews the packet as provided. It was good information. Zoe feels like TOMV is doing a great job and is already working on many of the long term solutions. No action is taken

- Agenda Item 5– Local Recovery Funds Update
  - Zoe updates on the funds. There are no funds yet, but it's still a possibility. We are still estimating up to \$300,000 available.
  
- Agenda Item 6- Summer Vitality Initiatives Update (Zoe)
  - Daily music in heritage plaza
  - Wednesdays -Market on the plaza
  - Thursdays - Sunset Stroll – highlighting one business per week
  - Fridays – Music on the Green – Reflection Plaza
  - Saturdays - Movies under the stars
  - Anton met with marketing people about the possibility of an app, would like to create a list of what requirements the app must have and could have. Heidi will send out a doodle poll to create a meeting to come up with this list.
  - Taste of Mountain Village – Zoe spoke with Telluride Classic as they also do a “taste of mountain village” as part of their event. It would take a financial commitment on the part of the Town in order to make this event a success. Laila and Anton are both supportive of a financial commitment. There was some discussion about the possibility of bringing in a third party to facilitate the event. Meehan is working with One to One on extending their top chef competition, maybe there could be some working together.
  - 4<sup>th</sup> of July – TOMV focuses on the 3<sup>rd</sup> of July (Saturday). Possibility of a small parade, bike parade, the date is coming up quickly, we might need to utilize a third party. There probably won't be fireworks. Laila would like us to go all out on decorations. Dan asks about a laser light show – Anton will reach out to his contacts. JD mentions a drone show.
  - Art & Architecture – Meehan would like to incorporate the gondola dining pods into the event. Will likely incorporate more of the art aspect. It is the 25<sup>th</sup> anniversary of the gondola this year and we could also possibly incorporate a designed gondola car(on the line) into the event as well. A working committee will be formed to discuss it. Zoe, Anton, Jd, Loebe? And a member of planning.
  
- New business – no new business

On a **MOTION by Anton, seconded by Zoe**, BDAC voted to adjourn the meeting at 12:00 p.m.

**Reminder:**

The next BDAC meeting will take place on Tuesday, June 15, 2021, at 11:00 a.m. in the Mountain Village Town Hall via Zoom Webinar, details below.

Join Zoom Meeting

<https://us02web.zoom.us/j/89338361781?pwd=QjNLY0NoRUx6R2VTUDRyM09SekJ0QT09>

Meeting ID: 893 3836 1781

Passcode: 643397

