

**TOWN OF MOUNTAIN VILLAGE
MINUTES OF THE June 15, 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, June 15 2021, at 11:00 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
Dan Caton, Mountain Village Town Council
Zoe Dohnal, Mountain Village Business Development
Sherry Reeder, Telski
Anton Benitez, TMVOA
Kevin Jones
Laila Benitez, Mayor (joined late)

The following members of the public present:

Molly Norton, TSG
Casey – GIS
Douglas Tooley

Discussion and Committee Follow Up/Next Steps:

- Agenda Item 2- Approval of the Minutes from May 18, 2021
On a **MOTION** by Reeder and seconded by Dohnal, the BDAC unanimously to approve the meeting minutes.

- Agenda Item 3- Economic Recovery Meeting Update
 - Zoe gives an update on the meeting. There was some discussion on the future of the group, whether they continue, how often they meet etc. No action was taken.

- Agenda Item 4- Restaurant Association meeting update
 - Zoe updates us, there was some discussion about the future of this group as well. There was much discussion over recycling and reducing single use. No action was taken.

- Agenda Item 5- Economic Strategy and forecasting through GIS mapping
 - Casey gave an overview of how we could use GIS to track uses and business development in MV.

- Agenda Item 6- Summer Vitality Initiatives Update (Zoe)
 - Focus on 4th of July celebrations, should activate every plaza, family friendly activities July 3-5
 - Other Summer vitality programs have already started, including music on the green, movies

- under the stars, sunset stroll market on the plaza.
- Molly Norton updates on Telski visitor guest services plans for summer
- Anton gives an update on TMV App, have come up with a list of requirements the app must contain
- Zoe updates on grants and marketing, we will be receiving about \$330,000. She is looking at another grant opportunity of about \$50,000
- Marketing – still working on dine outside, cabins, sunset stroll as marketing opportunities for this summer. Sherri asks if marketing training for apps such as Instagram, twitter might be possible. We have offered trainings in the past and could look into doing it again.
- Agenda Item 7- BDAC Budget and Local Recovery Funds Update
 - Information was included in packet. No action was taken
- Agenda Item 8- Town of Mountain Village Update , no action was taken.
 - Dan gives an update on comp plan process
 - Dan gives an update on Community Housing Initiatives

- New business – do we want to start meeting in person. Do we need to keep meeting monthly? We will move to hybrid meetings bi-monthly. Next meeting in August.

BDAC voted unanimously to adjourn the meeting at 12:02 p.m.

Reminder:

The next BDAC meeting will take place on Tuesday, August 17, 2021, at 11:00 a.m. in the Mountain Village Town Hall and via Zoom Webinar, details to follow.

Respectfully submitted,

Amy Ward

Planner
Town of Mountain Village