

**TOWN OF MOUNTAIN VILLAGE  
BUSINESS DEVELOPMENT ADVISORY COMMITTEE (BDAC) MEETING  
TUESDAY August 17, 2021, 11:00 AM  
HYBRID MEETING**

**In-Person in Town Council Chambers**

**OR**

**via Zoom**

<https://us02web.zoom.us/j/82813672808?pwd=R1FMVEorRm8rMjBzTFZ6dUE5MklwQT09>

(see login details below)

**AGENDA**

<b>Item</b>	<b>Time</b>	<b>Min</b>	<b>Presenter</b>	<b>Type</b>	
1.	11:00				Call to Order
2.	11:00	5	Dohnal	Informational	Committee facilitation update
3.	11:05	5	Dohnal	Action	New chair appointment
4.	11:10	5	Caton	Informational	Review of the May 18, 2021 minutes
5.	11:15	30	Dohnal	Informational	2021 work plan discussion
6.	11:45	10	Dohnal	Informational	Upcoming meetings <ul style="list-style-type: none"> <li>• Regular BDAC meetings</li> <li>• Winter plaza vending selection</li> </ul>
7.	11:55	5	Dohnal	Informational	Other business
8.	12:00				Adjourn

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Zoom webinar.

Topic: Business Development Advisory Committee Meeting

Please click the link below to join the webinar:

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Meeting ID: 893 3836 1781

Passcode: 643397

International numbers available: <https://zoom.us/j/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 comments.

**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 4<sup>th</sup> 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



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

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**TO:** Town of Mountain Village Business Development Advisory Committee

**DATE:** August 17, 2021

**FROM:** Zoe Dohnal, Business Development and Sustainability Director

**RE:** BDAC 2021/22 Workplan

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**Introduction**

The Business Development Advisory Committee (BDAC) shall advise and make recommendations to Town Council on matters related to economic development, which include but are not limited to economic development incentives through state and town resources, current business climate, business attraction and retention, marketing opportunities, and other initiatives that may promote economic development.

The advisory committee shall assist with providing input and expertise on ways to encourage and help businesses and individuals to invest in the Town, create jobs, and increase the tax base, which ultimately leads to a better quality of life for community residents, businesses and visitors.

The work plan serves as a tool toward accomplishing these goal.

**Attachments**

- a) 2021/22 BDAC Work Plan
- b) Business development staff performance goals

**Updated Work Plan**

The attached 2021/22 work plan represents the remaining items not currently being executed. Any item that has been or is currently being worked on has been moved to the Town of Mountain Village's business development staff performance goals.

**Next Steps**

BDAC needs to keep looking forward and developing strategies to meet its purpose.



## 2021/22 **DRAFT** Work Plan

### Business Development Advisory Committee

The Work Plan has been compiled as a tool to help the Business Development Advisory Committee (BDAC) plan for future potential impacts to local businesses, help with the strategic allocation of resources, identify and assist community economic drivers, and guide communication around specific decisions and actions.

**The charge to the Committee is to provide the following:**

- Work in a coordinated fashion, respect all points-of-view and, in carrying out its duties and tasks, shall adhere to the Town's comprehensive plan as well as the values and mission of the Town of Mountain Village.
- To provide a means for dialogue between the Town and community stakeholders.
- Be knowledgeable local business, financial, or development-related individuals who have unique insights into the best ways to promote continued investment in the Town of Mountain Village.
- Review and understand the Town's current economic development incentives.
- Advise on other tools that could be used to encourage economic development opportunities.
- To promote intergovernmental and public/private cooperation on business development policies

Specific elements found within the Work Plan are intended to help identify changing business climates over time and to help target specific activities and goals to best suit issues as they evolve.

Finalizing a work program helps the Committee prioritize work. It does not mandate project completion, nor does it preclude work on other projects not identified. Having this flexibility, together with support from the Council and other stakeholders, helps the Committee best serve the community.

**Typically, much more work is identified on a work program than can be accomplished in any given year.** Given the complexities facing the Town of Mountain Village and the local business community, staff will work to prioritize any feasible project that is deemed effective in assisting local businesses in a fiscally responsible way.

## Work Plan Items

### 1. Economic Development Incentives – Town Resources

Priority Ranking	Action Item	Sub-Action Item	Team Member(s)	Date Completed
1	Conference Center	<ul style="list-style-type: none"> <li>Infrastructure optimization</li> </ul>		Potential
2	Planning Fee Waivers	<ul style="list-style-type: none"> <li>Development Fee Rebate</li> </ul>		Potential

### 2. Business Retention

Priority Ranking	Action Item	Sub-Action Item	Team Member(s)	Date Completed
1	Business Recognition Program	<ul style="list-style-type: none"> <li>Formal recognition among those businesses/ employees that contributed to the Town's economic well-being and have demonstrated a commitment to the vitality. This award is not on a consistent timeline. The community can submit a nomination through an online form on the TMV website</li> </ul>		Ongoing
2	Marketing Grants for Businesses	<ul style="list-style-type: none"> <li>Potentially reopen grants</li> </ul>	Zoe Dohnal	Potential
3	Tiered Reimbursements	<ul style="list-style-type: none"> <li>A pay-for-performance program that pays out annually to qualified businesses. This could include wage reimbursement, an award for targeted job placement, relocation reimbursements. i.e., <a href="#">Austin Business Expansion Incentive Program</a>.</li> </ul>		Potential

### 3. Marketing Opportunities and Public Outreach

Priority Ranking	Action Item	Sub-Action Item	Team Member(s)	Date Completed

#### 4. Grant Applications that would benefit the Town's Incentives

Priority Ranking	Action Item	Sub-Action Item	Team Member(s)	Date Completed
	<b>DOLA Grants</b>		Zoe Dohnal	Ongoing
	<b>GOGO Grants</b>		Zoe Dohnal	Ongoing
	<b>Other Grants</b>		Zoe Dohnal	Ongoing

#### 5. COVID Economic Development Incentives – State and Regional Resources

Priority Ranking	Action Item	Sub-Action Item	Team Member(s)	Date Completed
1	<b>Colorado Department of Economics and International Trade</b>	<a href="https://choosecolorado.com/covid19/">https://choosecolorado.com/covid19/</a>	Zoe Dohnal	Potential

#### 6. Employee Development and Job Training

Priority Ranking	Action Item	Sub-Action Item	Team Member(s)	Date Completed
1	<b>Job Training</b>	Training for new skills in our COVID new normal -Job Training* <ul style="list-style-type: none"> <li>• Telluride Mountain College opportunities.</li> <li>• TIPS certification program</li> <li>• Colorado First Job Training</li> <li>• Cross-Training</li> <li>• Management Training</li> <li>• Sales tax education</li> </ul> -Remote Market <ul style="list-style-type: none"> <li>• Location Mentor Employment Program.</li> <li>• How to utilize remote workforce for MV businesses.</li> <li>• How to encourage remote workers to work out of MV</li> </ul>	Sherrí Reeder	Potential
2	<b>Job Training</b>	Telluride Foundation opportunities	Zoe Dohnal with Telluride Foundations partners	Potential



3	<b>Job Training</b>	Open TSG hospitality classes to the public	Sherry Reeder	Potential
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**7. Economic Development Incentives – State and Regional Resources**

Priority Ranking	Action Item	Sub-Action Item	Team Member(s)	Date Completed

**8. Economic Development Incentives – Private/ Commercial Resources**

Priority Ranking	Action Item	Sub-Action Item	Team Member(s)	Date Completed
	Utilizing TSG resources			
	Utilizing Madeline resources			

## Business Development Staff Performance Goals

EXHIBIT B

*(Moving from BDAC Workplan to Town staff roles and responsibilities)*

### Economic Development Incentives – Town Resources

Action Item	Sub-Action Item	Notes	Team Member(s)
<b>Village Center Vitality</b>	<ul style="list-style-type: none"> <li>Continuing permitting special events, plaza vending, and plaza license agreements</li> <li>Continue networking with special event promoters to capture event opportunities.</li> <li>Continuing enhancing and expanding Market on the Plaza</li> <li>Continuing working with TMVOA on plaza music and weekly events</li> <li>Partnering with Telluride Arts to create an installation utilizing “The Cabins,” wrapping 11 cabins in vinyl renderings of unique art pieces. A reveal celebration, along with programming, is being developed.</li> <li>Gondola 25<sup>th</sup> anniversary celebration in partnership with TMVOA.</li> </ul>		Zoe Dohnal
<b>E-newsletter / blog</b>	<ul style="list-style-type: none"> <li>Business e-newsletter</li> </ul>		Zoe Dohnal
<b>Business Resources</b>	<ul style="list-style-type: none"> <li>Enhance webpage with updated information and resources.</li> <li>Create a business welcome packet for new Mountain Village business owners with steps on requirements and resources and a menu of items of what TMV has to offer to new businesses.</li> <li>Create a streamlined process to connect interested entrepreneurs with available commercial space.</li> </ul>		Zoe Dohnal
<b>Optimize the plaza infrastructure</b>	<ul style="list-style-type: none"> <li>Cleaning and operations plan</li> </ul>		JD Wise

### Regulation Advocacy

Action Item	Sub-Action Item	Notes	Team Member(s)
<b>Work Closer with the County</b>	<ul style="list-style-type: none"> <li>Advocate for businesses in County meetings</li> </ul>		Zoe Dohnal/ Council

### Business Retention

Action Item	Sub-Action Item	Notes	Team Member(s)
<b>Ecommerce Assistance</b>	<ul style="list-style-type: none"> <li>Providing resources to businesses to help them succeed in the 'new normal'. This will include consulting on website creation, marketing assistance, and training</li> </ul>		Zoe Dohnal
<b>Help with supplies</b>	<ul style="list-style-type: none"> <li>Assisting businesses with PPE and other inventory shortages</li> </ul>	Looking to revamp	JD/Loebe/Zoe

### Marketing Opportunities and Public Outreach

Action Item	Sub-Action Item	Notes	Team Member(s)
<b>Mountain Village App</b>	Phase 1 <ul style="list-style-type: none"> <li>Geolocate all businesses</li> <li>Ensure accurate business information</li> <li>Work with Town's GIS specialist, third-party website developers, and third-party app developers to streamline information processing.</li> <li>Complete discovery phase with developers to define app's functions.</li> <li>Begin launch strategy.</li> </ul>	TMVOA is a partner	Zoe Dohnal/Casey Dukeman
<b>TMV Website Enhancement</b>	<ul style="list-style-type: none"> <li>Develop a marketing strategy to help Mountain Village businesses during their recovery period.</li> <li>Building out the TMV business resource page and directory</li> </ul>		Zoe Dohnal
<b>Online Business Directory</b>	<ul style="list-style-type: none"> <li>Building out and updating the directory.</li> <li>Working with web developers to create a streamlined processes for businesses to submit updated information which will automatically be reflected on the Town's website.</li> <li>GIS Specialist creating an interactive map for better wayfinding</li> </ul>		Zoe Dohnal

### Grant Applications that would benefit the Town's Incentives

Action Item	Sub-Action Item	Notes	Team Member(s)
<b>ARAP</b>		Funds Awarded, exploring uses	Zoe Dohnal/Patrick Dasaro
<b>Main Streets</b>		Initiating application	Zoe Dohnal
<b>EDA Grants</b>		Initiating application	Zoe Dohnal