

**TOWN OF MOUNTAIN VILLAGE
BUSINESS DEVELOPMENT ADVISORY COMMITTEE (BDAC)
MEETING TUESDAY October 19, 2021, 11:00 AM**

via Zoom

<https://us02web.zoom.us/j/84692581593?pwd=V1RrQ2VOMVFoNHI1Y1FpYVJ6QmtBZz09>

(see login details below)

AGENDA

Item	Time	Min	Presenter	Type	
1.	11:00				Call to Order
2.	11:00	5			Spartan Overview
3.	11:05	30	Wise/Dohnal	Informational	Village Pond Plaza and Conference Center discussion
4.	11:35	10	Benitez/Dohnal	Informational	Mountain Village documentary/promotional video
5.	11:45	10	Dohnal	Informational	2021/2022 Workplan & Budget review
6.	11:55	5	Dohnal	Informational	Other business
7.	12:00				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/84692581593?pwd=V1RrQ2VOMVFoNHI1Y1FpYVJ6QmtBZz09>

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/u/acCvpQclkn>

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 Village Pond Plaza



fire & ice



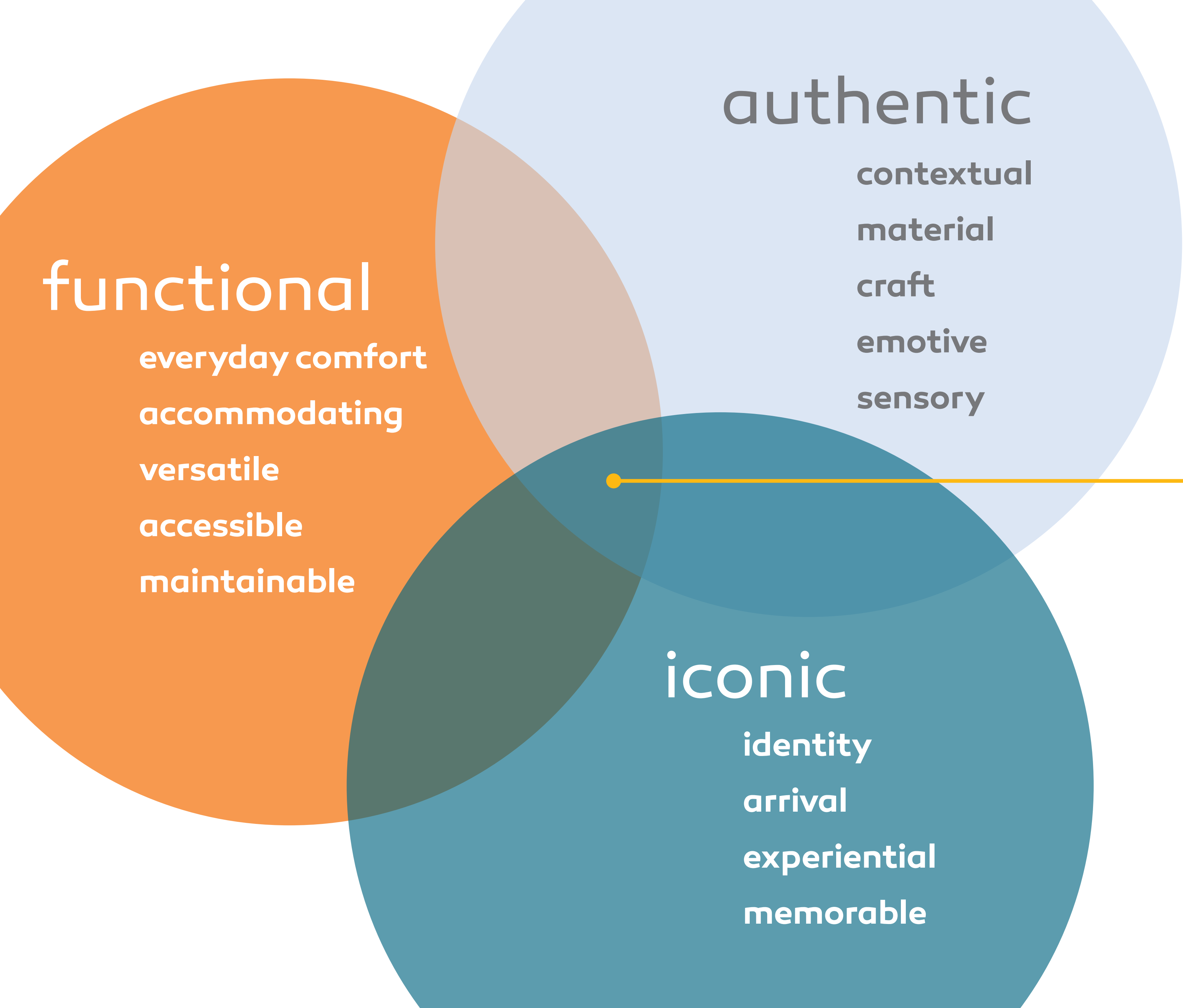


clear · quiet · exhilarating · crisp · fast · cold · fresh



warm · glowing · inviting · gather · relax · melt · soothe

Guiding Principles



functional

- everyday comfort
- accommodating
- versatile
- accessible
- maintainable

authentic

- contextual
- material
- craft
- emotive
- sensory

iconic

- identity
- arrival
- experiential
- memorable

Village Pond Plaza

Renew & Activate

- Build identity and capitalize on unique qualities of Village Pond.
- Increase flexible space and accommodation for special events.
- Provide for year-round occupancy and engagement.
- Increase opportunities for and attract diverse merchants, especially dining
- Capitalize on existing heavy pedestrian traffic and improve connections.
- Provide family friendly activities and interactive features.
- Improve lighting and wayfinding.
- Increase interaction with pond while being sensitive to wetland function.
- Accommodate short- and long-term development of Parcel D lots.

Charette // Concept 1



- 1 waterfall
- 2 boardwalk
- 3 pond access
- 4 fire fountain
- 5 water wall
- 6 fire bowl
- 7 open turf grass
- 8 dining deck
- 9 seating nook
- 10 boulder plaza
- 11 sensory stream
- 12 flex plaza



Charette // Concept 2



Charette // Concept 3



Preferred Concept // Summer



Westernmere

upper plaza

wetland walk

Village Pond

Le Chamonix

Palmyra

Franz Klammer

sensory stream

Centrum

boulder plaza

Telluride Conference Center

Preferred Concept // Dimensions



Westermere

Le Chamonix

15'-0"
25'-0"

7'-0"

21'-0"

Palmyra

Franz Klammer

10'-6"

16'-0"

15'-0"

Centrum

18'-0"

52'-9"

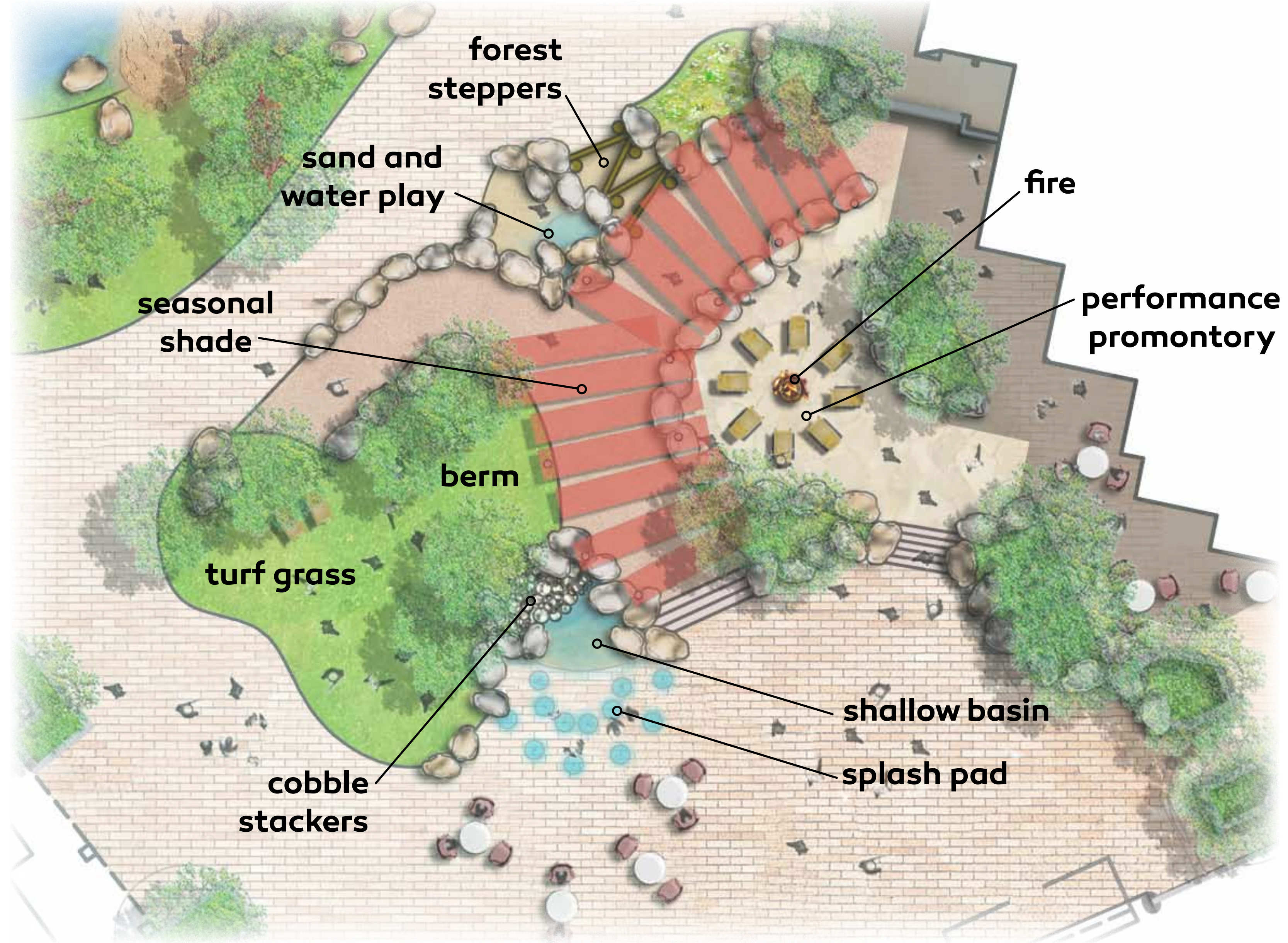
16'-6"

Telluride Conference Center

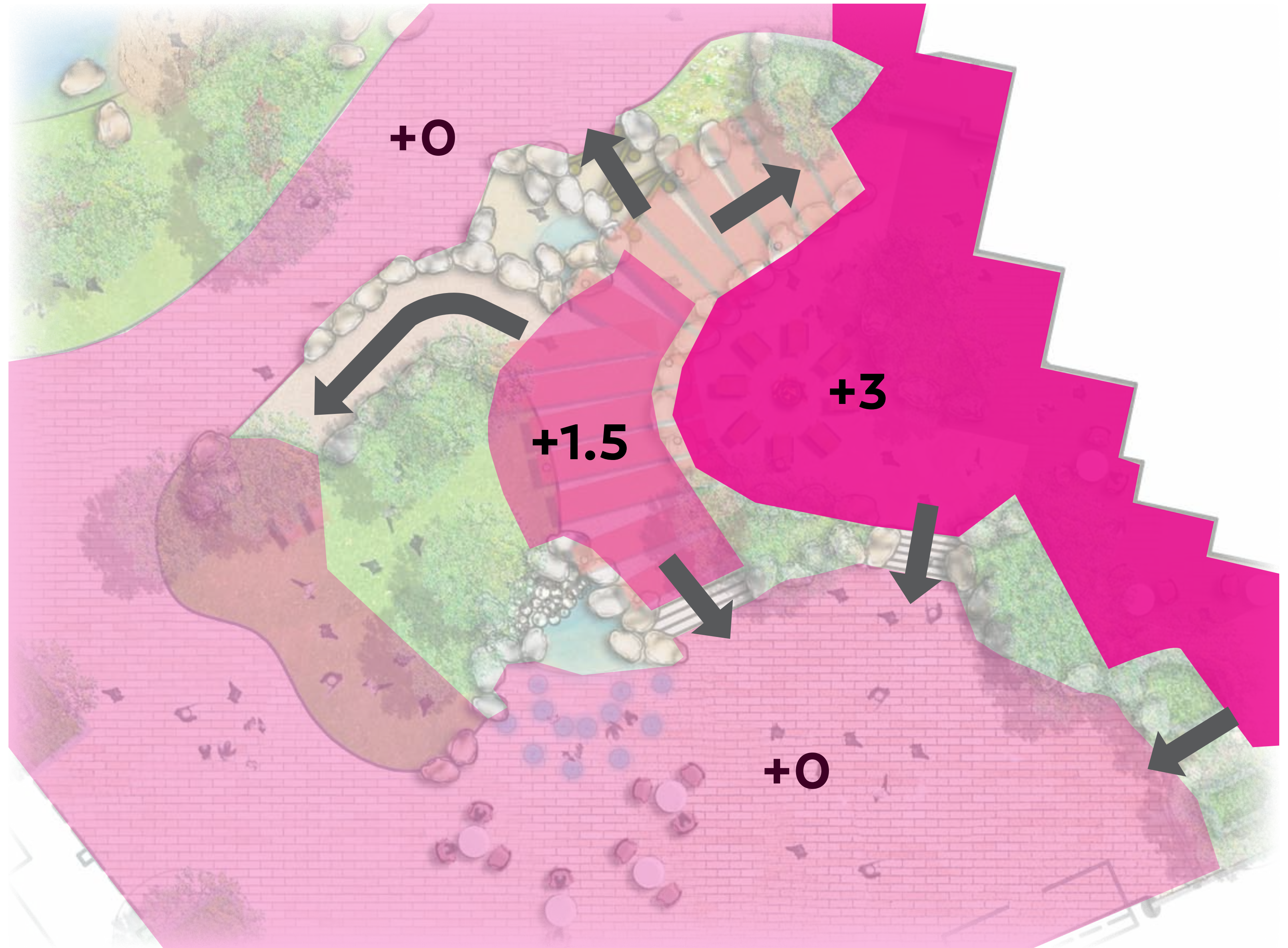
Preferred Concept // Winter



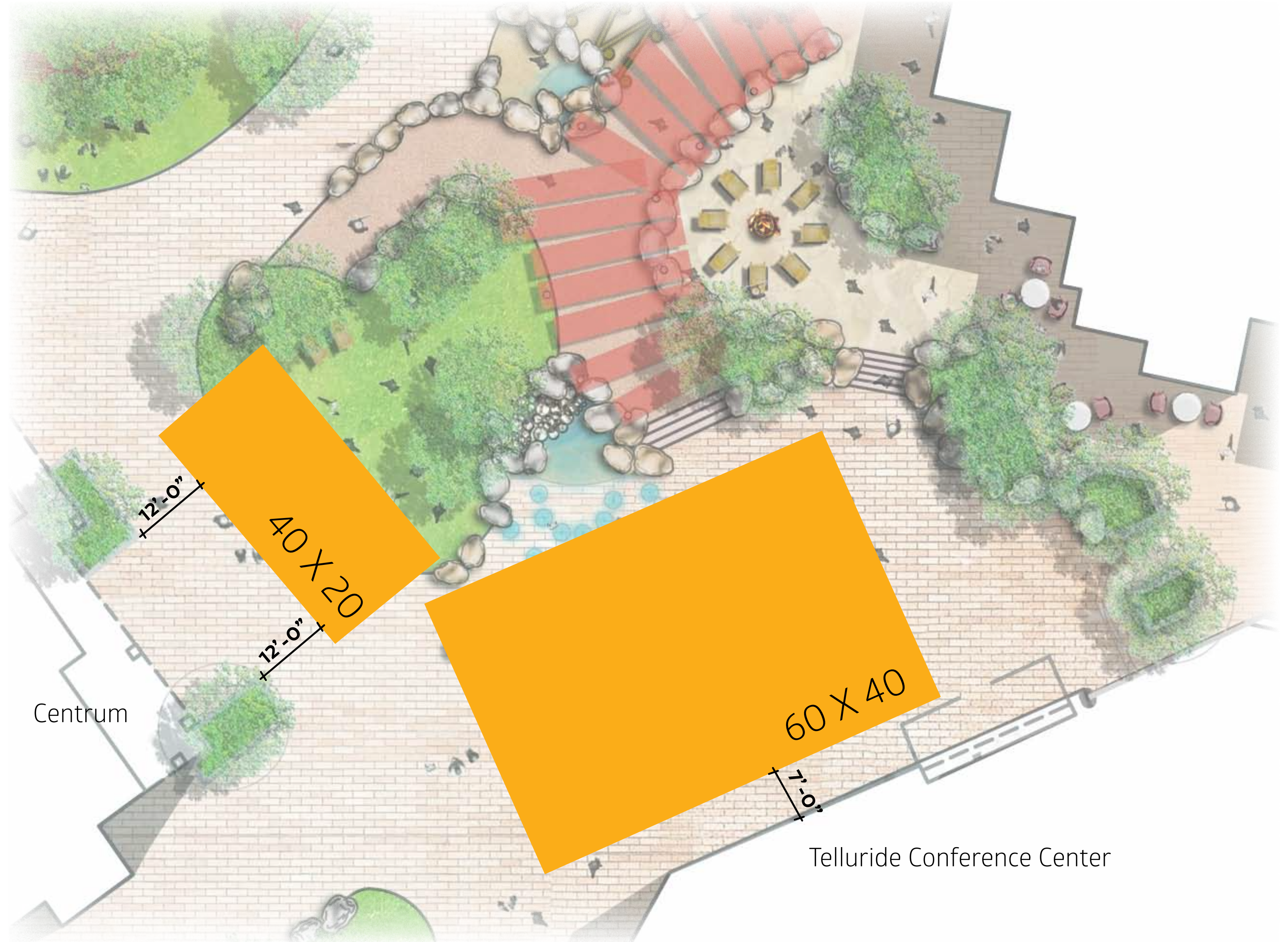
Boulder Plaza



Boulder Plaza // Relative Elevations



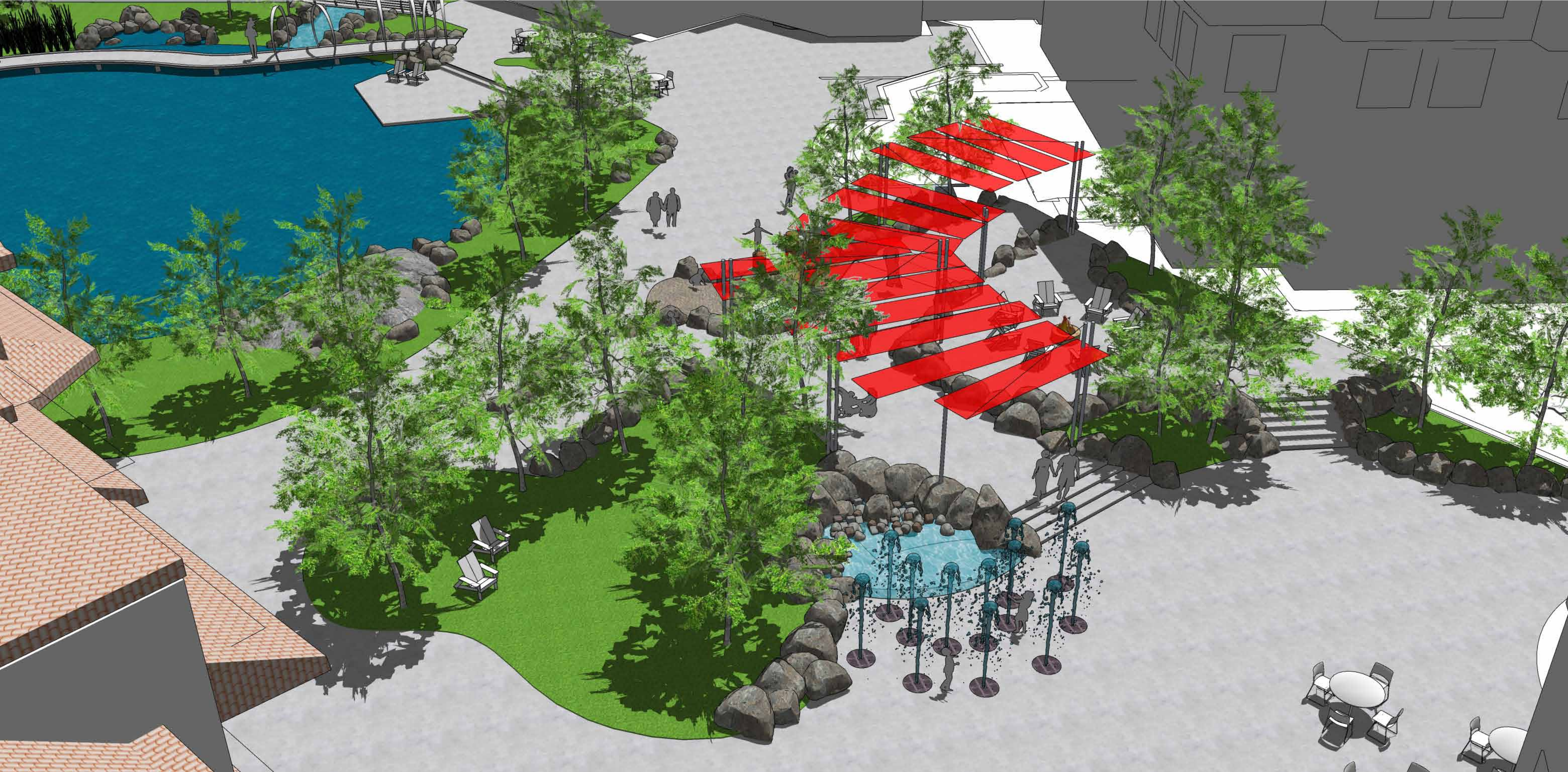
Boulder Plaza // Conference Center Event Overlay



Boulder Plaza // Seasonal Shade Concepts



Boulder Plaza



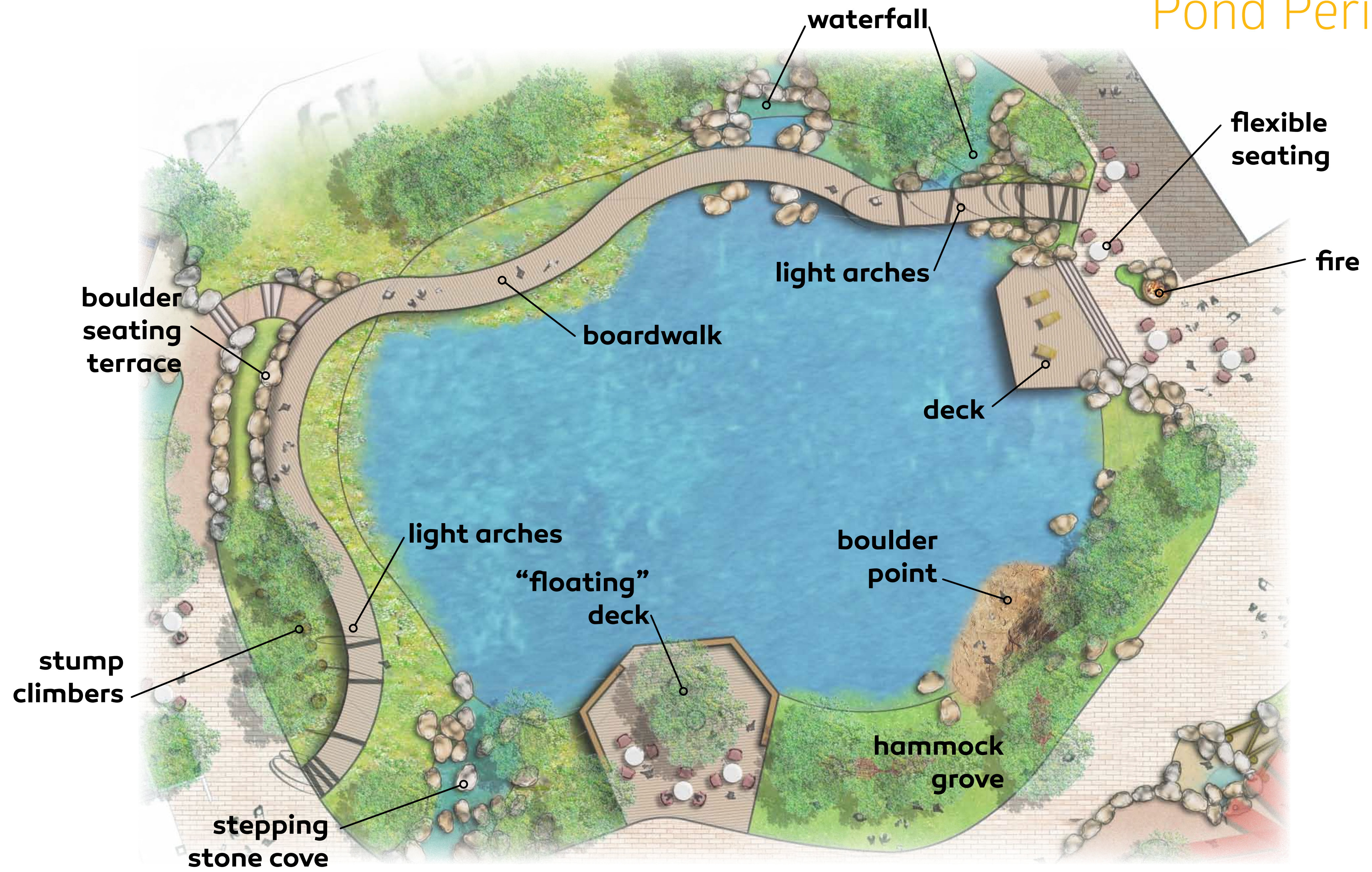
Boulder Plaza



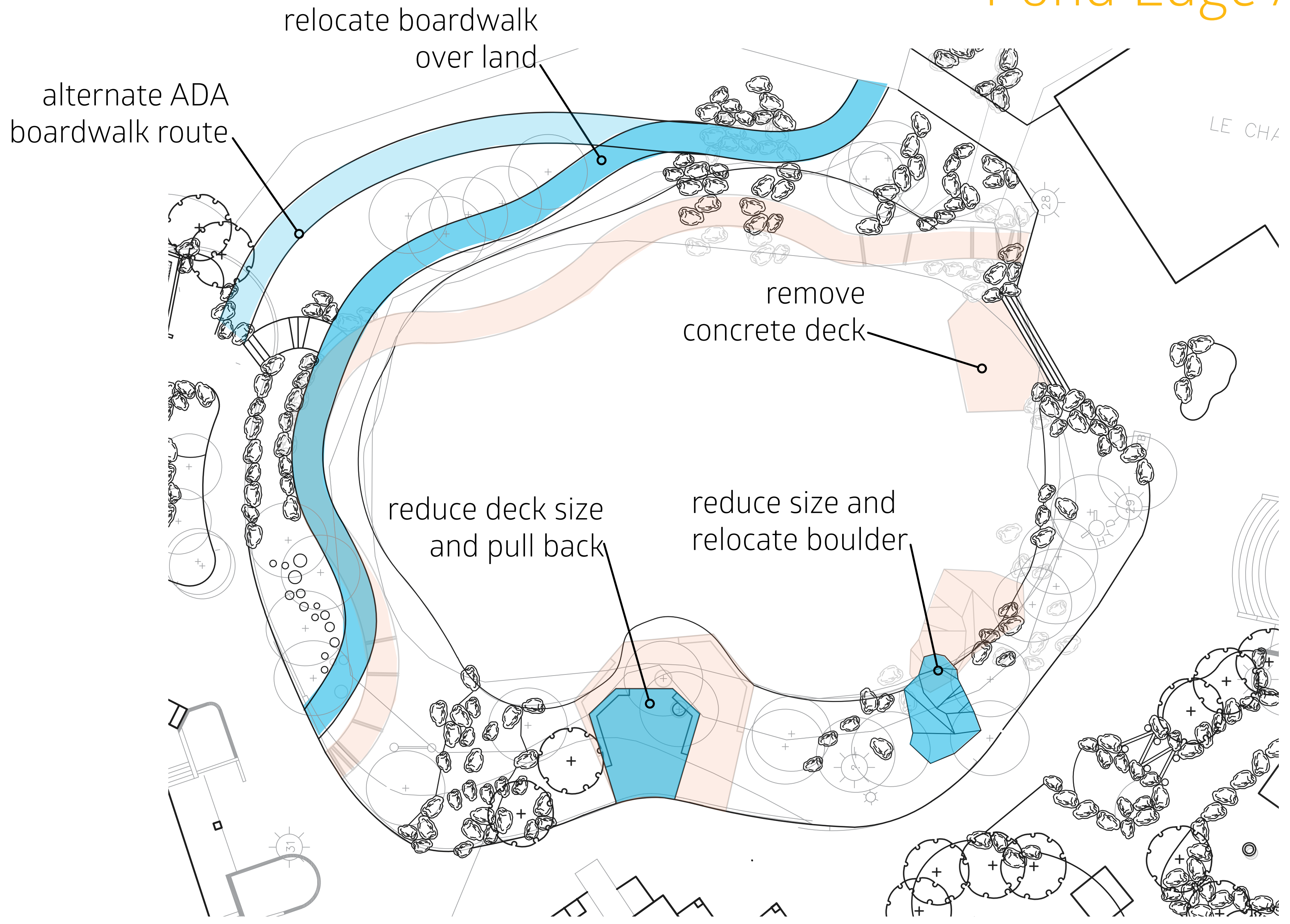
Boulder Plaza // Splash Pad



Pond Perimeter



Pond Edge Alternates



alternate ADA boardwalk route

relocate boardwalk over land

remove concrete deck

reduce deck size and pull back

reduce size and relocate boulder

LE CH

28

31

Pond Perimeter



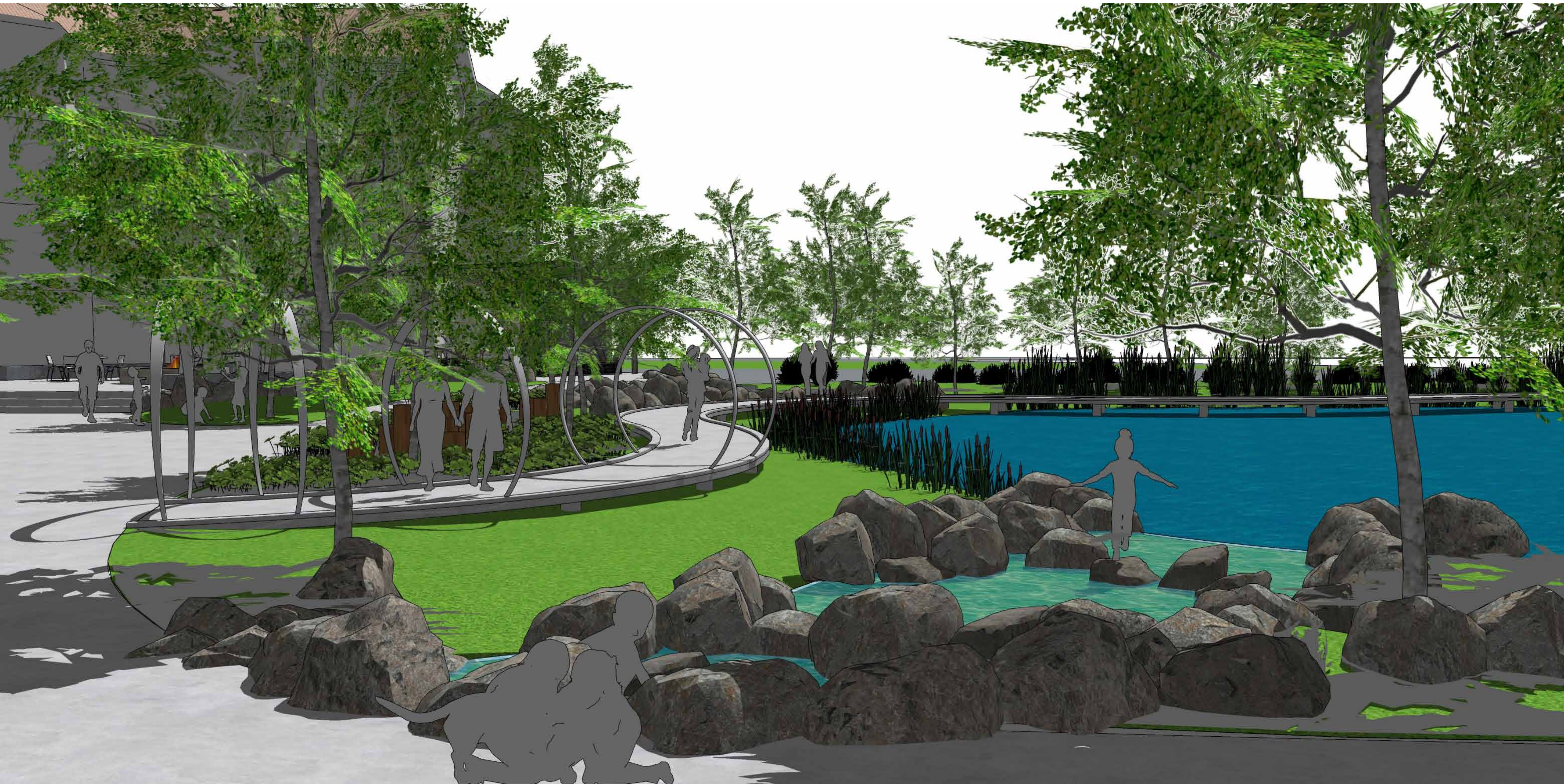
Pond Perimeter // Light Rings



Pond Perimeter // Boardwalk



Pond Perimeter // Stepping Stone Cove



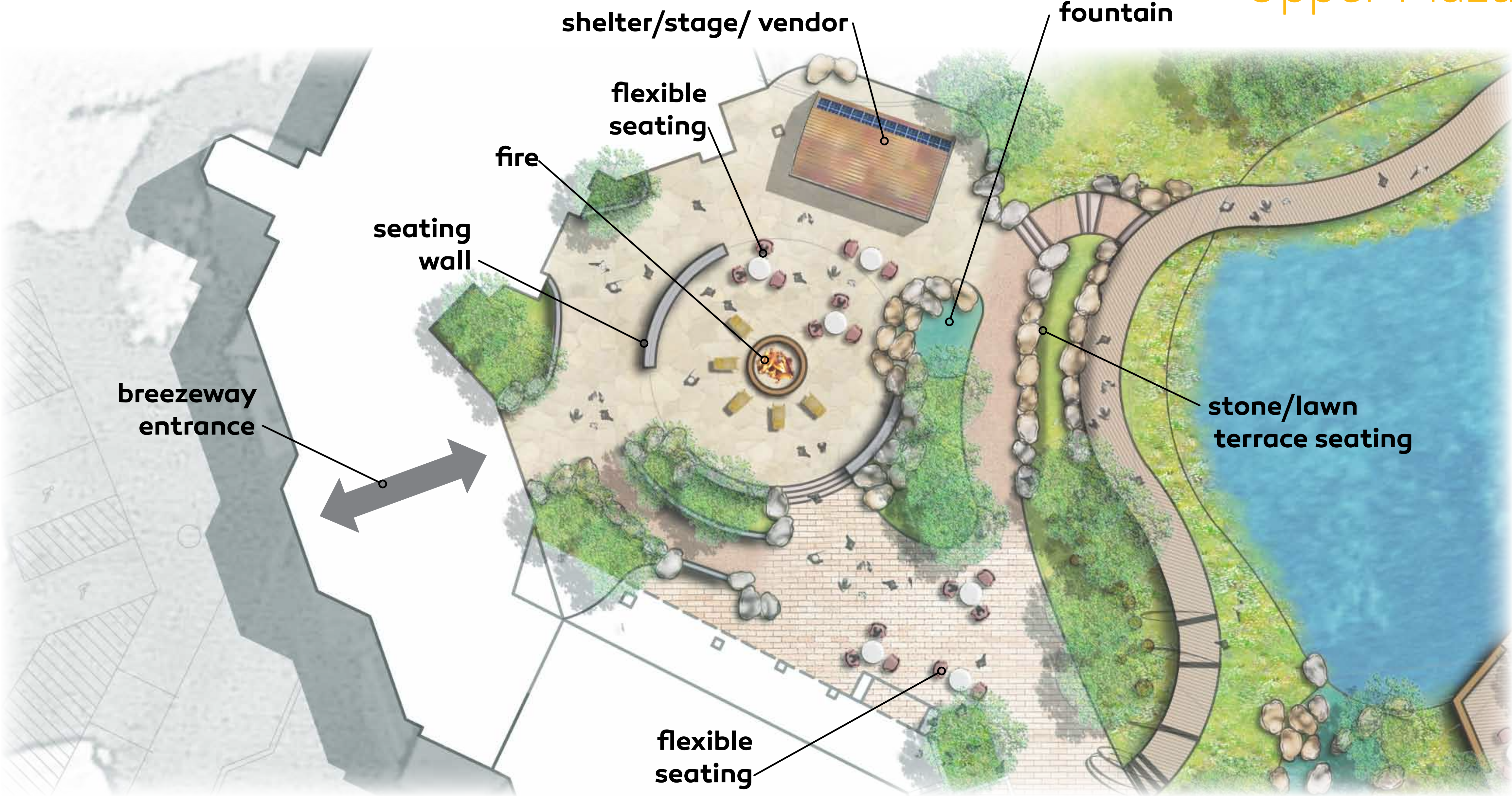
Pond Perimeter // view from Boot Doctors



Pond Perimeter // Sensory Stream



Upper Plaza



Upper Plaza // Shelter Concepts



Upper Plaza



Upper Plaza



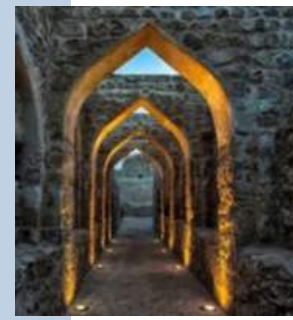
Lighting Concepts

SEATING AREA

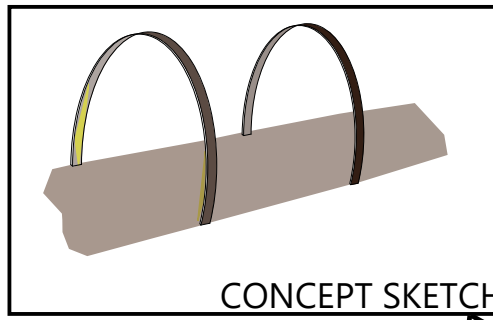


gathering

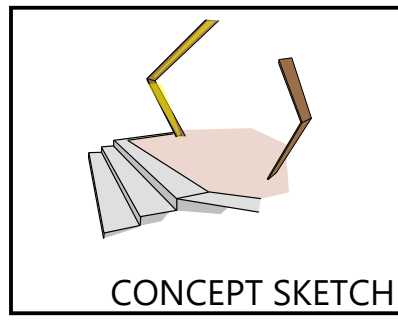
contemplative



ARCHWAY TUNNEL



CONCEPT SKETCH



CONCEPT SKETCH



INSPIRATION

TREE MOUNTED SPOTS



OPEN BREEZE-WAY STRING LIGHTS



FLOATING REFLECTIVE ORBS

soft, sophisticated



LINEAR UNDERLIT FIREPLACE

MOONLIGHTING



Use gobos to create moonlit paths in uncovered breeze-ways.

natural, activating



iconic

MURAL

Lighting Concepts



UNDERLIT BOARD WALK

peaceful, reflective



ICY WATERFALL



INSPIRATION

Utilize blue accent lighting to emphasize waterfall and catchpool

FIERY PATHWAYS



DINING AREA



Use amber lighting to create a warm, intimate seating area.



intimate



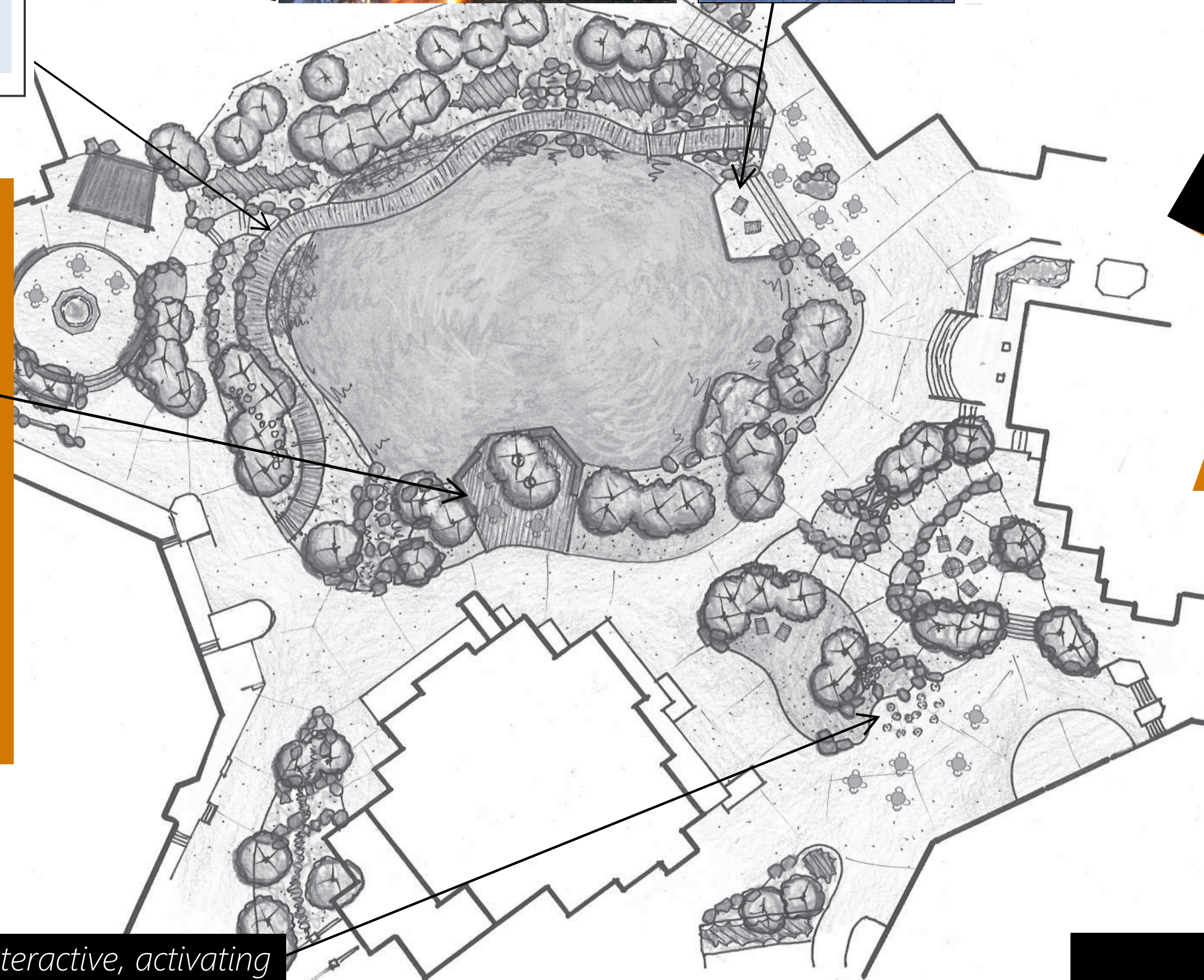
interactive, activating

SPLASH PAD

ACCENTED FIREWALL



warm, inviting





Town of Mountain Village Village Pond Plaza





**2021 DRAFT Budget
Business Development Advisory Committee**

	Total Expenses	TMV Expenses	TMVOA Expenses
Ajax Cleaning for Cabins (Jan-April)	\$ 19,482.00	\$ 9,741.00	\$ 9,741.00
Propane for Heaters	\$ 15,000.00	\$ 7,500.00	\$ 7,500.00
PPE (N95 Masks)	\$ 15,000.00	\$ 15,000.00	
Electrical Upgrades	\$ 5,000.00	\$ 2,500.00	\$ 2,500.00
5 star program fund match	\$ 15,000.00	\$ 15,000.00	
Cabins cleaning crew (2 seasonal Town staff members)	\$ 36,000.00	\$ 18,000.00	\$ 18,000.00
Continued Infrastructure Updates	\$ 40,000.00	\$ 20,000.00	\$ 20,000.00
4th of July Celebrations			\$ 40,000.00
TMV App Project			\$ 30,000.00
Gondola Wrap Project			\$ 30,000.00
Expenses Total	\$ 245,482.00	\$ 87,741.00	\$ 157,741.00
	Total Budget	TMV Budget	TMVOA Budget (2020 Roll-over funds)
Budget Total	\$ 303,031.65	\$ 100,000.00	\$ 203,031.65
Surplus (Deficit)	\$ 57,549.65	\$ 12,259.00	\$ 45,290.65



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"> Infrastructure optimization 		Potential
2	Planning Fee Waivers	<ul style="list-style-type: none"> Development Fee Rebate 		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"> 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 		Ongoing
2	Marketing Grants for Businesses	<ul style="list-style-type: none"> Potentially reopen grants 	Zoe Dohnal	Potential
3	Tiered Reimbursements	<ul style="list-style-type: none"> 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., <u>Austin Business Expansion Incentive Program</u>. 		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
	DOLA Grants		Zoe Dohnal	Ongoing
	GOGO Grants		Zoe Dohnal	Ongoing
	Other Grants		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	Colorado Department of Economics and International Trade	https://choosecolorado.com/covid19/	Zoe Dohnal	Potential

6. Employee Development and Job Training

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

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 A

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

Economic Development Incentives – Town Resources

Action Item	Sub-Action Item	Notes	Team Member(s)
Village Center Vitality	<ul style="list-style-type: none"> Continuing permitting special events, plaza vending, and plaza license agreements Continue networking with special event promoters to capture event opportunities. Continuing enhancing and expanding Market on the Plaza Continuing working with TMVOA on plaza music and weekly events 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. Gondola 25th anniversary celebration in partnership with TMVOA. 		Zoe Dohnal
E-newsletter / blog	<ul style="list-style-type: none"> Business e-newsletter 		Zoe Dohnal
Business Resources	<ul style="list-style-type: none"> Enhance webpage with updated information and resources. 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. Create a streamlined process to connect interested entrepreneurs with available commercial space. 		Zoe Dohnal
Optimize the plaza infrastructure	<ul style="list-style-type: none"> Cleaning and operations plan 		JD Wise

Regulation Advocacy

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

Business Retention

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

Marketing Opportunities and Public Outreach

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

Grant Applications that would benefit the Town's Incentives

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