

**TOWN OF MOUNTAIN VILLAGE
TOWN COUNCIL SPECIAL MEETING
THURSDAY, NOVEMBER 30, 2023, 5:00 PM
2nd FLOOR CONFERENCE ROOM, MOUNTAIN VILLAGE TOWN HALL
455 MOUNTAIN VILLAGE BLVD, MOUNTAIN VILLAGE, COLORADO
AGENDA**

https://us06web.zoom.us/webinar/register/WN_QsQXHh7IQLiDvaoV_KPUhg

Please note that times are approximate and subject to change.

	Time	Min	Presenter	Type	
1.	5:00				Call to Order
2.	5:00	5			Public Comment on Non-Agenda Items
3.	5:05	10	Johnston		Administration of Oath of Office to Huascar E. Gomez "Rick"
4.	5:15	30	Norton Wisor	Action <i>Quasi-Judicial</i>	Legal Counsel Recommendation Regarding Cheezy LLC's Appeal of Plaza Vending Panel Decision
5.	5:45	60	Wisor Loebe	Action	Consideration of a Memorandum of Understanding Regarding Paid Parking
6.	6:45	5			Other Business
7.	6:50				Adjourn

Individuals with disabilities needing auxiliary aid(s) may request assistance by contacting Town Hall at 970-369-6429 or email: mvclerk@mntvillage.org. A minimum notice of 48 hours is required so arrangements can be made to locate requested auxiliary aid(s)

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Zoom participation in public meetings is being offered as a courtesy, however technical difficulties can happen, and the Town bears no responsibility for issues that could prevent individuals from participating remotely. Physical presence in Council Chambers is recommended for those wishing to make public comments or participate in public hearings.

Public Comment Policy:

- All public commenters must sign in on the public comment sign in sheet and indicate which item(s) they intend to give public comment on.
- Speakers shall wait to be recognized by the Mayor and shall give public comment at the public comment microphone when recognized by the Mayor.
- Speakers shall state their full name and affiliation with the Town of Mountain Village if any.
- Speakers shall be limited to two minutes with no aggregating of time through the representation of additional people.
- Speakers shall refrain from personal attacks and shall keep comments to that of a civil tone.
- No presentation of materials through the AV system shall be allowed for non-agendized speakers.
- Written materials must be submitted 48 hours prior to the meeting date to be included in the meeting packet and of record. Written comment submitted within 48 hours will be accepted but shall not be included in the packet or be deemed of record.

**TOWN OF MOUNTAIN VILLAGE, COLORADO
TOWN COUNCIL**

Appeal of Plaza Vending Panel decision by Cheezy LLC

FINDINGS OF FACT, CONCLUSIONS OF LAW, AND DECISION

THE MOUNTAIN VILLAGE TOWN COUNCIL hereby makes the following findings of fact, conclusions of law, and decision regarding the appeal of Cheezy LLC heard by the Council at its regular meeting on November 16, 2023.

The hearing was conducted pursuant to the procedures set forth in Mountain Village Municipal Code Section 17.4.5.

At the hearing, Cheezy LLC was represented by its owner Greg Shawcraft. The Town was represented by J.D. Wise, Economic Development and Sustainability Director and Molly Norton, Community Engagement Coordinator. Neither party was represented by legal counsel. The Town Attorney attended the hearing and provided advice on procedures and applicable law to the Council but made no recommendation as to the outcome of the hearing.

Pursuant to Code Section 17.4.5, each party was allowed 30 minutes to present argument and evidence. Prior to the opening of evidence, the parties stipulated to the admission of all exhibits included in the Town Council packet under Item 15, which is available from the Town Clerk. Neither party offered any additional written exhibits.

In addition to statements by Mr. Shawcraft, Cheezy LLC called three witnesses: Tracy Nicole, Audrey Mosher, and Jay Luckenbach. Mr. Wise and Ms. Norton offered statements and evidence but did not call any third-party witnesses. Each party was offered the opportunity to cross-examine witnesses but declined to do so.

Following the close of evidence, the Town Council discussed the matter and made a motion directing the Town Attorney to prepare a written decision finding in favor of Cheezy LLC. The motion passed by a vote of 5 to 1. This written form of decision was then considered and approved by the Town Council at a public meeting held on _____, 2023, by a vote of __ to __.

I. FINDINGS OF FACT

On August 31, 2023, Cheezy LLC submitted an application to the Town of Mountain Village for approval to operate a vending cart in Heritage Plaza for the Winter season (the “Application”). The Application proposed operation of a vending cart that included various types of grilled cheese sandwiches as well as other menu items including, as relevant here, Philly Cheesesteak sandwiches, Steak and Swiss sandwiches, and Chicken sandwiches. The Plaza Vending Panel considered the application at a public meeting held on October 4, 2023.

At the time Cheezy LLC submitted the Application, the Town Vending Regulations provided that the Vending Panel should consider the following criteria:

- a. Offered food, goods, wares, merchandise, services and hours of operation;
- b. The number of summer and/or winter seasons the application has vended on public property in the Town;
- c. Appearance, quality, safety and attractiveness of the vending operation and display apparatus;
- d. Compliance and performance with vending regulations;
- e. It shall be the burden of the applicant to demonstrate that submittal materials and the proposed vending business substantially comply with the Vending Regulations; and
- f. The Plaza Vending [Panel] will have sole and absolute discretion in granting a vending permit and will base its decision on the town's needs for vending at that time.

At the same meeting on October 4, 2023, the Plaza Vending Panel considered and approved amendments to its Vending Regulations and added the following additional criteria:

- Diversity and compatibility of offering with existing businesses; and
- Food and services do not directly compete with existing Mountain Village plaza businesses

The Plaza Vending Panel considered the amended regulations, including the new criteria, with respect to the Application.

At the October 4, 2023 meeting, public comment was offered by Erica Jurecki of Tracks Restaurant. There was some conflicting testimony during the November 16, 2023 hearing as to the precise comments from Ms. Jurecki, but generally she expressed concern over the proposed menu for Cheezy LLC and whether Cheesesteak sandwiches, Steak and Swiss sandwiches, and/or Chicken sandwiches would be too similar to Tracks's menu.

Mr. Shawcraft argued that Cheezy's proposed menu items were in fact not in conflict with Tracks's actual menu and that, in any event, Cheezy was catering to a different market such as local employees who only had 30 minutes to eat and would not be patronizing a sit-down restaurant regardless. He also argued that a Philly Cheesesteak is not the same as a roast beef sandwich offered by Tracks.

The Plaza Vending Panel has considered other vendor cart applications in the past as well as on October 4, 2023 and has allowed some overlap with existing business offerings such as Mexican food dishes and ski tuning services.

The Plaza Vending Panel ultimately voted to approve the Application subject to a condition that Cheezy LLC not offer the Philly Cheesesteak, Steak and Swiss, or Chicken sandwiches on its menu. Cheezy LLC appeals that limitation on its menu.

II. LAW AND DECISION

The Council finds that the appeal was properly and timely submitted, properly noticed, and that all exhibits in the Town Council packet for November 16, 2023 were admitted without objection by either party. The Council finds that the arguments, evidence and testimony presented by both sides was professional, compelling, and generally credible.

With respect to the applicable criteria and the amendment approved on October 4, 2023, which occurred after the Application had been submitted, the Town Attorney advised the Council as follows:

Under the “pending ordinance doctrine,” a municipality may deny an application for a permit or license on the basis of a pending ordinance prohibiting the requested use, even though the application is made before the enactment of the pending ordinance. *City of Aspen v. Marshall*, 912 P.2d 56, 59 (1996). The rule “is subject to two provisos: (1) the municipality cannot unreasonably or arbitrarily refuse or delay issuance of the [license], and (2) the ordinance must be ‘pending’ when the application is denied.” *National Advertising Co. v. City and County of Denver*, 912 F.2d 405, 412 (1990).

“Pending” does not require that the proposal be before the governing body, but only that “the appropriate administrative department of the [town] must be actively pursuing it.” *Id.* (internal citations omitted). The proposal must have been legally pending on the date of the permit or license application. *Marshall*, 912 P.2d at 59.

The Council concludes that the appeal should be granted regardless of whether or not the new criteria applied. To the extent that the Plaza Vending Panel relied on the factors of diversity from existing businesses or not competing with existing businesses, the Plaza Vending Panel did not consistently apply these factors to the applications before it and approved some vending cart applications that provided services or products that may have overlapped with offerings from nearby plaza businesses. Further, the Council finds that Cheezy LLC’s menu is not in direct competition with Tracks because: (1) Cheezy caters to a different customer who may not have time for a sit-down meal; (2) a Philly Cheesesteak is not the same as a roast beef sandwich or “French Dip” type of sandwich; and (3) Tracks’s menu includes a wide variety of offerings with only a few items that might arguably overlap with Cheezy’s proposed menu. The Council also finds that offering a lower-priced meal to employees who may not have time to eat at a restaurant would foster diversity of offerings.

The Council finds that Cheezy’s Application should have been granted under the previous criteria that were in effect at the time the Application was filed and, to the extent that the two new criteria apply at all, they would not change the outcome.

The Council encourages Cheezy LLC, Tracks, and other local businesses to work cooperatively for their mutual benefit in the future to avoid disputed hearings but acknowledges that Cheezy LLC had the right to pursue this appeal.

Pursuant to Municipal Code Section 17.4.5(D)(8)(a), the Town Council has the authority to reverse, affirm or modify the appealed decision.

The approval of Cheezy LLC's Application is hereby modified to allow the full menu as proposed in the Application. This approval is for the 2023-24 Winter Season only.

SO ORDERED this __ day of _____, 2023.

TOWN OF MOUNTAIN VILLAGE

Martinique Prohaska, Mayor

Attest:

Town Clerk

Approved as to form:

Town Attorney



TO: Mountain Village Town Council

FROM: Paul Wisor, Town Manager; Jim Loebe, Transit & Recreation Director

DATE: November 27, 2023

RE: Consideration of Adoption of a Memorandum of Understanding Between TSG & the Town of Mountain Village Regarding Paid Day Parking at the Gondola Parking Garage and Meadows Parking Lot and Revised 2023 / Proposed 2024 Parking Guidelines

Executive Summary: The draft parking system analysis, including market rate study has been completed by Walker Consultants and was presented to Council at the September regular meeting. At the direction of Council, staff has been working with TSG leadership to develop a paid day parking model utilizing the framework provided by the Town’s consultant.

Overview

In order to more effectively manage the parking supply issue during the ski season, last fall the Town engaged the services of a consultant to perform a system and market rate analysis. The draft study finds that the single largest contributing factor to the parking supply issue is free day parking. Instituting fees, in combination with policy changes, will provide temporary relief to the supply issues. Parking fees will also bolster revenues which are currently inadequate to fund managed parking operations, existing maintenance requirements, and expansion efforts.

Staff is seeking council and public input on the following condensed rate schedule and policy change overview. These changes, where applicable, have been incorporated into both the TSG MOU and the Town’s revised 2023 and proposed 2024 parking guidelines.

Summary of Rate and Policy Changes:

GPG – Daily Rates (Winter Only)

	Current	Proposed
• Monday – Thursday	Free	\$10/Day
• Friday – Sunday	Free	\$15/Day
• Overnight (2am – 6:30am)	\$25	\$30
• Commuter / Employee Permit	N/A	\$200/Season
• Resident Permit	Free	Free
• Valet Bulk	\$17.50	\$25
• Monthly Overnight	\$270/Month	\$300/Month
• Business Overnight	\$100/Month	\$125/Month

Meadows – Daily Rates (Winter Only)

	Current	Proposed
• Monday – Thursday	Free	\$10/Day
• Friday – Sunday	Free	\$15/Day
• Commuter / Employee Permit	N/A	\$200/Season
• Free After 3pm		
• Overnight By Permit Only (2am – 6:30am)	\$100	\$100
• Resident Permits Exempt from Day Rates	Free	Free

Heritage – Hourly Rates

	Current	Proposed
• Monday – Thursday	\$2/Hour	\$5/Hour
• Friday – Sunday	\$2/Hour	\$10/Hour
• Max Rate	\$35/24 Hours	\$50/24 Hours
• Permit Parking	Not allowed	Not allowed
• Valet Bulk	\$25/24 hours	\$40/24 hours

North Village Center – Hourly Rates

	Current	Proposed
• Monday – Thursday	\$2/Hour	\$5/Hour
• Friday – Sunday	\$2/Hour	\$10/Hour
• Max Rate	N/A	\$50/Day
• Permit Parking	Resident free	Resident free after 3pm

South Village Center – Hourly Rates

	Current	Proposed
• Monday – Thursday	Free	\$5/Hour
• Friday – Sunday	Free	\$10/Hour
• Max Rate	N/A	\$50/Day
• Permit Parking	Not allowed	Not allowed

Market Plaza

	Current	Proposed
• 1 Hour Free 6:30am – 2:00am		
• Permit Parking	Resident free	Resident free after 3pm

Permits

- **Employee / Commuter (new)** \$200/Season (Winter Only)
\$50/Month if not paid in advance
 - Valid in Gondola Parking Garage and Meadows Lot
 - Available to anyone employed by a business located in Mountain Village
 - Proof of employment required
 - Transferrable to encourage carpooling
 - No overnight parking privileges
- **Resident** \$100/Year (no change)
 - Free unlimited day parking in Gondola Parking Garage
 - Free unlimited day parking in Meadows Lot
 - No longer valid in North Village Center or Market Plaza rock wall
 - Proof of Mountain Village residency required (Deed or 12 month or greater lease)

Violations

- All current \$30 violations increase to \$75

Proposed Motions

1. I move to approve the memorandum of understanding between TSG and the Town of Mountain Village regarding parking at the gondola parking garage and meadows parking lot.
2. I move to approve the revised 2023 and proposed 2024 parking guidelines.

MOU BETWEEN TSG & TOWN OF MOUNTAIN VILLAGE RE PARKING AT THE GONDOLA PARKING GARAGE AND MEADOWS PARKING LOT

This MOU is entered into on November __, 2023 (“Effective Date”), by TSG Ski & Golf, LLC (“TSG”) and the Town of Mountain Village, a home rule municipality (the “Town”).

RECITALS

- A. The Mountain Village Metropolitan District (“Metro District”) and Telluride Ski & Golf Company, LLLP entered into that certain Open Space Conveyance Agreement dated January 7, 2003 (“Agreement”), pursuant to which the Metro District agreed to allow free parking in perpetuity for all Telluride Ski & Golf Resort users at the Gondola Parking Garage (GPG) and the Meadows Parking Lot (“Meadows Lot”). The Agreement provides that the Metro District would not charge skiers and others visiting the Telluride Ski & Golf Resort for parking at the GPG or the Meadows Lot.
- B. The Town and TSG are successors-in-interest to the Metro District and Telluride Ski & Golf Company, LLLP.
- C. The Town requests it be allowed to charge for parking at the GPG and Meadows Lot. The primary reason the Town desires to charge for parking at the GPG and the Meadows Lot is to manage the parking better so that there are more parking spaces for guests during the Winter months for the benefit of all the businesses in Mountain Village.
- D. Pursuant to this MOU, TSG agrees to allow the Town to charge for parking at the GPG and the Meadows Lot during the ski season under the terms and conditions below.

AGREEMENT

- 1. Parking Rates. Except as provided herein, the Town may charge reasonable fees for parking at GPG and the Meadows Lot, pursuant to the rates shown on Exhibit A, attached hereto and incorporated herein. The Town shall only be permitted to charge for parking at the GPG and the Meadows Lot during the Ski Season, which is approximately from Thanksgiving through the first Sunday in April of the following year.
- 2. Term and Termination. The Term of this MOU is one (1) year, commencing on the Effective Date and terminating on October __, 2024 (“Term”). The Term shall renew only with the agreement of both TSG and the Town.
- 3. TSG Employee Parking. The Town shall offer an employee parking pass for all employees who work in the Mountain Village, including Town and TSG employees. The Town shall determine a reasonable rate for employee parking permits, which rate is set forth on Exhibit A.

4. Maintenance. The Town, at its sole cost and expense, shall be responsible for the day to day operation, maintenance and management of the GPG and Meadows Lot and shall have full and absolute authority, except as set forth otherwise in this Agreement, to operate, maintain and manage all parking at the GPG and the Meadows Lot as it determines to be reasonably necessary in order to assure the health, safety and welfare of the general public, including residents and guests.
5. Exhibit B – Parking Management Plan. Exhibit B shall set forth the Town’s parking management plan for GPG and the Meadows Lot (“Parking Plan”) for the Term and any Renewal Term. Each year during the Term and any Renewal Term, the Town shall prepare an updated Parking Plan and submit it to TSG, prior to June 1 of each Term and each Renewal Term, for TSG’s review and approval. The Parking Plan shall contain, among other things, a detail of the parking management plan and all fees to be charged. Jim Loebe shall be the one in charge of managing the parking plan for the Town.
6. Reporting. On a quarterly basis during the Term and any Renewal Term, the Town shall provide TSG with regular reporting on the parking operations at GPG and the Meadows Lot (“Reports”). The Reports will contain such information as reasonably requested by TSG and at minimum, financial information on the operation and management of the GPG and the Meadows Lot, including fees collected and funds spent on operation and maintenance and detailed usage information as such is available to the Town.
7. No Cost or Expense to TSG. The Town, at its sole cost and expense, shall be solely responsible for all cost and expenses related to the GPG and the Meadows Lot and nothing herein shall create any new obligations of TSG related thereto.
8. USFS Permit and ROD. The Parties recognize and acknowledge that TSG operates the Telluride Ski Area under a special use permit from the USFS. The Parties further recognize and acknowledge the USFS issued a Record of Decision (ROD), which requires TSG to direct its employees and day skiers to park in the Mountain Village parking lots to eliminate vehicle trips to the Town of Telluride. Nothing in this MOU (or subsequent agreement) shall violate any terms of the USFS permit or ROD or negatively impact TSG’s obligations under those agreements.
9. Rights under the Open Space Conveyance Agreement. This MOU does not terminate the Open Space Conveyance Agreement or terminate any rights of TSG to free parking under the Agreement. Rather, this MOU shall be construed as a temporary waiver by TSG of its rights to free parking in the GPG and the Meadows Lot. Neither party is waiving any rights or obligations under the Open Space Conveyance Agreement not expressly stated herein, nor is either party waiving any claims or defenses as to the enforceability or non-enforceability of the Agreement.

IN WITNESS WHEREOF, TSG and the Town have caused this MOU to be executed as of the date first above written.

TOWN OF MOUNTAIN VILLAGE

By: _____

ATTEST:

Susan Johnston, Town Clerk

APPROVE AS TO FORM:

David McConaughy, Town Attorney

TSG SKI & GOLF, LLC

By: _____
M.C. Horning, Jr., Manager

EXHIBIT A

GPG – Daily Rates (Winter Only)

- Monday – Thursday \$10/Day
- Friday – Sunday \$15/Day
- Overnight (2am – 6:30am) \$30
- Commuter / Employee Permit \$200/Season
- Resident Permits Exempt from Day Rates

Meadows – Daily Rates (Winter Only)

- Monday – Thursday \$10/Day
- Friday – Sunday \$15/Day
- Commuter / Employee Permit \$200/Season
- Free After 5pm
- Overnight By Permit Only (2am – 6:30am)
- Resident Permits Exempt from Day Rates

Permits

- **Employee / Commuter** \$200/Season (Winter Only)
\$50/Month if not paid in advance
 - Valid in Gondola Parking Garage and Meadows Lot
 - Available to anyone employed by a business located in Mountain Village
 - Proof of employment required
 - Transferrable to encourage carpooling
 - No overnight parking privileges

EXHIBIT B

2023-2024 PARKING MANAGEMENT PLAN

Summary

In response to unprecedented demand for parking in Mountain Village during the winter season, the Town engaged the services of Walker Consulting in the fall of 2022 to perform a parking system and market rate analysis. The study found that the single largest contributing factor to the parking supply issue is the availability of free day parking in the Gondola Parking Garage and Meadows parking lots. The consulting team has advised the Town that instituting day parking fees, in combination with other policy changes, will provide temporary relief to the supply issue until such time that the parking system can be expanded.

Collaborating with the Telluride Ski and Golf Company, the Town will actively manage parking operations throughout its public parking system during the winter season, in-line with certain consultant recommendations.

Plan Elements

- Define Rate and Policy Changes
 - Rate and policies changes as outlined in TSG/TMV MOU to be considered at the 11/30/2023 special council meeting
 - See attached revised 2023 / proposed 2024 Parking Guidelines for detailed outline
- Communication / Roll Out
 - Develop roll-out plan with comms team
 - Push rate and policy information over all appropriate channels – social, website, print, press release
 - Utilize existing fixed VMS and portable rental VMS for pre and post implementation messaging
 - Develop FAQ / How To hand-outs for parking staff
 - Have staff in GPG beginning 12/4/2023 to start messaging with a go-live date of 12/22/2023
- Signage
 - Amend language on existing roadway signage
 - Amend existing / install new signage in all public lots
- Staffing
 - Two parking ambassadors on staff 8am to 2pm (as demand warrants) daily in GPG daily
 - Assist day users with initiating parking sessions
 - Assist commuters / employees with permitting options
 - Actively direct parking in GPG for maximum utilization

- Perform guest services functions
 - Coordinate with CSOs to actively monitor GPG, HPG, and Meadows to push real-time capacity updates
 - Collect daily utilization data in all public parking lots
- Fee Collection
 - Decommission Parkeon meters in all lots
 - Migrate to 100% mobile payments via app, QR, text, or voice call
- Permitting
 - Utilize TBD permitting platform so eligible user groups (commuter/employee, resident, business, etc) can apply and pay for permits on-line
 - Permits to be digital by license plate
 - See attached revised 2023 / proposed 2024 Parking Guidelines for detailed requirements
- Enforcement
 - Move system to TBD LPR based platform that integrates permitting and mobile parking session payments into the same ecosystem
- Technology / Parking Management System
 - Implement all-in-one enforcement / permitting / mobile payment system
 - Expandable capabilities to monitor lot utilization and push notifications to parking staff and end system users regarding lot status

PARKING IN MOUNTAIN VILLAGE

Jim Loebe – Transit & Recreation Director



1: PARKING HISTORY

PRE 2010

Prior to winter season 2010-2011, parking throughout Mountain Village was free, in large part due to the 2003 Open Space Conveyance Agreement in which TSG conveyed to TMV the land where the Gondola Parking Garage and Meadows Lot are located in exchange for perpetual free use of these facilities for users of the Telluride Ski Area.



2: PRIOR PAID PARKING

2010 - 2015

Due to ongoing capacity issues in the Gondola Parking Garage, the Town requested permission from TSG to charge for day parking and subsequently entered into a parking management agreement with the Ski Area in October of 2010. This agreement remained in effect through the 2014-2015 ski area. Day use of the Gondola Parking garage was **\$7/day**, both winter and summer seasons. Employee / Commuter Permits were offered at **\$200/season**. Charging day user fees proved to be an effective tool in solving daily overflow conditions.



3: EXPIRATION OF PAID PARKING

2015

TSG terminated the parking management agreement in the fall of 2015 and day parking has remained free in GPG ever since. As predicted, GPG began overflowing on a regular basis and the entire TMV public parking system fills **30+ days per winter season**.



4: CURRENT DAY

2023

To assist the Town with its parking challenges, TMV engaged Walker Consulting in the Fall of 2022 to perform a full parking system analysis. The Town's primary motivations for commissioning the study:

1. Short-term strategies to increase capacity during the ski season
2. Increase revenues to make parking a self-sustaining enterprise
3. Develop a long-term plan to fund system expansion



WHY IS PARKING FULL ALL THE TIME?

CONSULTANT'S FINDINGS

1

FREE PARKING

Free parking in the Gondola Parking Garage and Meadows Lot is the single largest contributing factor to parking being full too often.

2

SOV

Single occupancy vehicles is the second largest contributor to the parking supply being full too often. Free parking leads to more people driving alone.

3

POLICIES

Some policies are no longer appropriate with today's needs; therefore, don't allow for alternative transportation options to be incentivized.

4

VISITATION

Visitation to the area continues to grow.

CONSULTANT'S RECOMMENDED SHORT-TERM ACTIONS

Completed in fall of 2022

- ✓ Adjust number of permits issued for Big Billie's residents to Meadows Lot so more overflow parking can be accommodated in this lot.
- ✓ Temporary use of airport lot by permit

Recommendations for next winter season

- Modify policies for resident permit parking
- Modify tiered parking rates
 - Increase parking rates in HPG and North and South Village Lots
 - Implement day user fees in Gondola Parking Garage and Meadows Lot
 - Increase parking permit rates
 - Increase parking violation fees
- Establish a parking permit program for employees and commuters

PROJECTED OUTCOMES OF ACTIONS



Increased carpooling: Reduction in SOV

Climate action goals: Reduced GHG



Increases use of SMART

Increased revenues will allow for investment in:

- Technology
- More actively managed system
- New infrastructure



Provide commuters and employees not living in TMV the ability to park without negatively impacting them for living outside of town.

**Additional revenue sources may be required to support debt service of new infrastructure.*

WHAT WE'VE DONE AND WHERE WE'RE GOING

- Presented consultant's findings and recommendations at three public meetings over the past year
- Engaged and collaborated with TSG on an MOU to reinstate paid day user fees in order to achieve our goals
- Rolling out new integrated fee collection, permitting, and enforcement systems
- Active management of GPG during the winter season with dedicated parking staff – 1.25 FTEs
- Updating wayfinding

SUMMARY OF PROPOSED RATE AND POLICY CHANGES

	CURRENT	PROPOSED
GPG – Daily Rates (Winter Only)		
Monday – Thursday	Free	\$10/Day
Friday – Sunday	Free	\$15/Day
Overnight (2am – 6:30am)	\$25	\$30
Commuter / Employee Permit	N/A	\$200/Season
Resident Permit	Free	Free
Valet Bulk	\$17.50	\$25
Monthly Overnight	\$250/month	\$300/Month
Business Overnight	\$100/month	\$125/Month

	CURRENT	PROPOSED
Meadows – Daily Rates (Winter Only)		
Monday – Thursday	Free	\$10/Day
Friday – Sunday	Free	\$15/Day
Overnight By Permit Only (2am – 6:30am)	\$100	\$100
Commuter / Employee Permit	N/A	\$200/Season
Free After 3pm	Free	Free
Resident Permits Exempt from Day Rates	Free	Free

	CURRENT	PROPOSED
Heritage – Hourly Rates		
Monday – Thursday	\$2/Hour	\$5/Hour
Friday – Sunday	\$2/Hour	\$10/Hour
Max Rate	\$35/24 Hours	\$50/24 Hours
Permit Parking	Not Allowed	Not Allowed
Valet Bulk	\$25/24 hours	\$40/24 hours

	CURRENT	PROPOSED
North Village Center – Hourly Rates		
Monday – Thursday	\$2/Hour	\$5/Hour
Friday – Sunday	\$2/Hour	\$10/Hour
Max Rate	N/A	\$50/Day
Permit Parking	Resident free	Resident free after 3pm

	CURRENT	PROPOSED
South Village Center – Hourly Rates		
Monday – Thursday	Free	\$5/Hour
Friday – Sunday	Free	\$10/Hour
Max Rate	N/A	\$50/Day
Permit Parking	Not Allowed	Not Allowed

	CURRENT	PROPOSED
Market Plaza		
1 Hour Free 6:30am – 2:00am	Free	Free
Permit Parking	Resident free	Resident free after 3pm



SUMMARY OF PROPOSED RATE AND POLICY CHANGES

PERMITS & VIOLATIONS

Employee / Commuter (new)

\$200/Season (Winter Only)
\$50/Month if not paid in advance

- Valid in Gondola Parking Garage and Meadows Lot
- Available to anyone employed by a business located in Mountain Village
- Proof of employment required
- Transferrable to encourage carpooling
- No overnight parking privileges

Resident

\$100/Year (no change)

- Free unlimited day parking in Gondola Parking Garage
- Free unlimited day parking in Meadows Lot
- No longer valid in North Village Center or Market Plaza rock wall
- Proof of Mountain Village residency required (Deed or 12 month or greater lease)

Violations

- All current \$30 violations increase to \$75

	2024 Budget excluding paid parking assumptions	2024 Budget with new proposed rates		Increase
Permits - Parking	38,000	101,200		63,200
Parking Meter Revenues	30,000	58,000		28,000
Gondola Parking	125,000	358,700	<i>*assumed 50% decline in usage</i>	233,700
Special Event Parking	120,000	120,000		-
Heritage Parking Garage Revs	260,000	316,000	<i>*assumes slight decline in usage</i>	56,000
EV Charging Station Revenues	2,500	2,500		-
Parking Fines	62,000	62,000		-
Total	637,500	1,018,400		
Operating Expenses	755,268	805,268	<i>\$50 K for parking software</i>	
Capital Expenses	872,500	872,500		
Overhead Allocation	60,496	60,496		
Surplus/(Deficit)	(1,050,764)	(719,864)		

Capital Expenditures

2017 Actual	4,800
2018 Actual	5,615
2019 Actual	94,266
2020 Actual	5,415
2021 Actual	54,997
2022 Actual	458,323.00
2023 Projected	337,500.00
2024 Projected	872,500.00
2025 Projected	347,500.00
2026 Projected	449,500.00
2027 Projected	182,500.00
2028 Projected	182,500.00

From: [Dasaro, Chantry \(FKL\)](#)
To: [mvclerk](#)
Subject: Proposed parking charge
Date: Tuesday, November 28, 2023 4:48:27 PM

Hello,

I have been a town of mountain village employee since 2000 (23 plus years). I live in the town of Telluride now and I don't have to drive to work but I have lived down valley and the complimentary parking is an amazing benefits to workers. So many of us drive from all of the surrounding areas with wear and tear to our vehicles and long commutes just to make ends meet, this is a punch in the gut to our service industry workers. I have a colleague who has to commute from Delta and another from Naturita and they are both devastated that this is being considered. As an employer who has a hard time staffing my department as is it, I do think that this will play a part in staffing as \$200.00 per season/ \$400 annually is a lot of money for people commuting just trying to just make ends meet.

I purpose we charge our visitors more for parking or tax the 2nd home owners a parking tax. The Mountain Village work force can apply for a parking pass at the town offices and we can put a parking pass in our windows so that you can tell the visitors from the workers.

Please don't do this, it is targeting the wrong crowd. Thank you so much for listening.

CHANTRY DASARO (she/her)
OWNER SERVICES MANAGER

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From: [Dan and Greer Garner](#)
To: [council](#)
Subject: Parking
Date: Tuesday, November 28, 2023 4:30:29 PM

I understand the need to reform our parking regulations and to offset the costs. However, I believe several factors were not adequately addressed in the document circulated.

1. How are parking fees to be collected?
2. Will Park Mobile be in effect?
3. Enforcement has always been inadequate and this new approach will fail without rigorous enforcement. Has that added cost been budgeted for?
4. MV Residents deserve a more robust benefit. I suggest retaining free parking for permit holders along the Town Hall parking lot wall and a discount in the Heritage Garage. Enforcement along the wall has been particularly lax.

Dan Garner

From: [Emory Smith](#)
To: [council](#)
Subject: Proposed Parking Regulations
Date: Tuesday, November 28, 2023 4:49:40 AM

Council - thank you for your time on this matter. I suggest that free parking for residents be maintained for the "North" lot, not just after 3 PM. As a resident I use that lot to frequent the businesses in the core. Without that parking lot, I would be inclined to stop visiting those businesses and I will put those dollars into locations where parking is more readily available.

Thanks very much ~ Emory

--

Emory Smith, LEED AP
emory@emorysmithconstruction.com
970-708-4641

"Proactive, Collaborative and with Integrity."



From: [Dina Beserra](#)
To: [council](#)
Subject: re: Parking Fees Special Meeting Comments
Date: Wednesday, November 29, 2023 4:53:18 PM
Attachments: [image001.png](#)

Mountain Village Town Council,

Due to a prior commitment Thursday evening I am unable to attend the Town council meeting in person therefore I am emailing my comments regarding the proposed parking fee structure.

I have been employed in Telluride since 1993 and I have owned a condo in Parker Ridge since 1999.

My husband and I lived in Telluride until 2009 when we decided to build a home in Ridgway.

Since moving to Ridgway I have been commuting 5-days a week for the last 14 years from Ridgway to Mountain Village. During this time I have been employed at the Mountain Lodge and have always appreciated

the parking provided by the Town of Mountain Village knowing that after a long drive I can park my car in a safe place, convenient to my work. Most days I do try to commute with my husband however that is not always possible due to different work schedules and his job site locations.

I agree there is an issue in regards to ample parking in the parking structure on certain peak dates during the winter season. Since the start of Telski selling Epic passes I have noticed an increase in the skiing day traffic.

While I have mixed feelings about charging for skier day parking I **do not** support charging employees \$200 to park for the season.

Below are some of my concerns and reasons why I do not support charging employees parking.

- Businesses are already struggling to find employees. This fee will be another obstacle. We want to encourage people to work in Mountain Village. It does not make sense and upsets me to charge employees to park who are servicing our community and guests. In the memorandum it is stated that Mountain Village wants to charge for parking so there are more spaces for guests but if employees chose not to work here there won't be anyone to provide these services.
- \$200 is a lot of money. Workers living out of town are already paying for more gas, car maintenance, tires, on top of all their other expenses. Inflation is the highest it's ever been. Many employees are driving 130 miles roundtrip each day risking their lives in snowstorms, mudslides, navigating wildlife just to get to work and support their families. My husband and I commute 80 miles each day so I understand the challenges.
- Providing an intercept lot in close proximity to Mountain Village such as what is currently offered in Lawson Hill requires continuous bus service to accommodate employee work schedules. In my opinion, 3 buses in the morning and 3 in the afternoon is not enough and the bus service should be available on the weekends. I don't feel the current bus schedule is accommodating enough at this time to rely on this as a free solution. And I am sure this lot will fill up too.
- more transportation options are needed for people to get here from out of town. Especially from the Montrose, Ridgway, Ouray, & Cortez area. I understand SMART has a van pool from Ridgway but that is only 1 van at this time.
- car-pooling should be encouraged however that is not always possible as employees work many different schedules. We need to think of car pool incentives or an incentive for

businesses to purchase their own employee shuttle. The Mountain Lodge does their part as we have a purchased an employee shuttle and provide transportation from Montrose.

- Does a \$200 pass mean you are guaranteed a parking spot? Charging employees for parking should ensure they have a guaranteed space as the structure will most likely still be sold out on busy days and powder days making it more frustrating. At the Mountain Lodge employees can't park on site as we don't have enough parking at the property to accommodate even our guests needs.
- Are there other means we can fund the parking? Does Telski pay a portion of lift ticket sales towards the structure?
- And as we all know more affordable housing in Telluride so more people can live and work here

Thank you for letting me voice my concerns. I think more research needs to be done on the parking challenges before we can move forward on a decision. I am confident the Town Council will discuss & evaluate all possible solutions in regards to our ongoing parking issue for a positive & fair outcome for everyone.

Kind Regards,



Dina Beserra

Director of Revenue

457 Mountain Village Blvd., Telluride, CO 81435

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dbeserra@mountainlodgetelluride.com



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From: [Amber Burkholder](#)
To: [council](#)
Subject: Thoughts on the Day time parking charges
Date: Wednesday, November 29, 2023 10:19:46 AM
Attachments: [image001.png](#)

Addressing the Town Council for the meeting on Thursday November 30th 5:45pm,

It is unfortunate that I am unable to attend this meeting in person. However, I would like to give my input on the topic.

As a commuting employee of the Telluride Mountain Lodge, it is a daily battle getting to work. I live in Montrose due to the scarcity of housing options in Telluride and spend 3 hours a day, 15 hours a week, 780 hours a year in a vehicle getting to the job I am very passionate about. I spend my own fuel most days and do not get re-imbursed or compensated for it in any way. I even bought myself a SUV last year to have a safer drive to work on those white out winter days. With all this money I spend just to get to work (\$125 a week in gas) other fees on top of that make it that much harder for me to make money on a pay check. Instating a day time parking fee on the regular employees of Mountain Village for the gondola parking structure would be a detriment to all of us. How many people commute into work and are the backbone of the working class of mountain village? The majority of our front desk staff and bellman come from everywhere BUT Telluride to stimulate the hospitality industry. The parking fee during the day would be a huge problem to the people that already struggle to get to work in the first place. I can see how making money is an important thing for the Mountain Village and town of Telluride but with rising prices on everything in this economy it's an unrealistic thing for regular wage employees to compensate for as well. Please consider the everyday folk who work in this lovely town when making the final call on day time parking charges for the Gondola structure!

Thank you for your time,



Amber Burkholder
Guest Services Supervisor

457 Mountain Village Blvd., Telluride, CO 81435

(O) 970-369-6119 (C) 970-708-0809



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From: [Janice gerona](#)
To: [council](#)
Subject: parking fees
Date: Wednesday, November 29, 2023 8:34:56 AM

We live in Ophir and the free parking has kept us buying ski passes. If this goes through my husband said he will not buy a ski pass in the future. Just because other ski resorts charge does not mean we cannot be different. Already, locals cannot afford to eat out in restaurants. The rents in the area are out of control. Ski tickets are very expensive for the average person. Adding a parking fee will only stop people from buying anything from the ski area restaurants or the supermarket or coming up at all. Keep it free!

--

All the Best,

JANICE GERONA

BROKER/OWNER

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authorized agents for
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web: telluridevillagerealestate.com



Wire Fraud is Real

Before wiring any money, call the intended recipient at a number you know is valid to confirm the instructions.

From: [Jason Habib](#)
To: [council](#)
Subject: Comment on New Parking Policies
Date: Wednesday, November 29, 2023 2:38:54 PM

Dear Council,

I live in VCA and also work for the Town of Mtn Village as a Planning Technician. This comment is solely related to my status as a resident.

I do agree we should charge for parking.

There is a current policy that allows Mtn Village Center deed-restricted residents to purchase Gondola garage permits (overnight included) for \$300 per vehicle per season (\$600 a year). There is no mention of this in the new policy. I would like to ask the council to continue this policy, and ensure VCA residents are also a qualifying party in this policy.

VCA has a huge parking shortage. Residents of studios and 1 BRs are strictly limited to one vehicle. This is problematic since many couples reside in these units and both need vehicles for work, personal use, travel, and health. The existing gondola permit option is a great compromise to allow VCA residents to pay \$600 a year to park a second vehicle nearby in the garage. Though expensive, this is well worth it for households needing two vehicles. Meadows permits are unrealistic for VCA residents as the lot is far away, and demands relocating the car two nights a week in the winter for plowing, a near impossibility for anyone working full-time (not to mention that the lot does not have capacity to fit all cars during plowing closures). The airport lot renders a vehicle useless, and should not be looked at as anything beyond storage. I want to make sure that this overnight Gondola permit policy for Mtn Village Center deed-restricted units stays in place, and includes VCA as well. For many couples, this policy ensures that both partners can maintain independence and each have a vehicle at their disposal for commuting, traveling, and emergency use.

Please continue this deed-restricted policy and allow VCA residents to qualify to pay \$600 annually to park a needed vehicle in the garage.

Thank you for your time and hard work serving our community.

From: [Kathleen Reagan](#)
To: [council](#)
Subject: Proposed Parking Fees
Date: Wednesday, November 29, 2023 12:59:38 PM
Attachments: [image001.png](#)

Dear Mountain Village Council Members,

I respectfully request that you reconsider adding parking fees for the Mountain Village Parking Structure.

I have been a Down Valley resident (Fall Creek) for 25 years and have been employed by Mountain Lodge for the last 7 years.

I commute to work 5 days a week - Sundays – Thursdays.

I very much live paycheck to paycheck and this additional fee might just be the straw that breaks the camel's back.

I have never been able to find housing in Telluride or Mountain Village but have managed to stay Down Valley.

While I appreciate the Smart Bus options they rarely work with my schedule and my family's needs. I would consider parking in the Lawson Hill lot if you offered more times for the Mountain Village Bus.

Current times are not workable for my schedule.

My paychecks barely cover my bills and I live fairly frugally.

To have to pay parking fees would be a major struggle.

It seems very unfair to punish those of us forced to commute for jobs providing necessary services for Mountain Village residents & guests with expensive parking fees.

Please reconsider this proposal.

Thanks for your time,
Kathy Reagan



Kathy Reagan
Reservations Supervisor

457 Mountain Village Blvd., Telluride, CO 81435
(O) 970-369-6119 (F) 970-369-4317



From: [Justine Warren](#)
To: [council](#)
Subject: Public comment - proposed parking changes - please KEEP resident parking at Market Plaza rock wall
Date: Wednesday, November 29, 2023 1:54:00 PM

Hello,

I'm a full-time resident of Mountain Village and would like to share a comment on the proposed parking changes to be discussed on Nov 30.

I strongly oppose the resident permit change that would make parking no longer valid at the Market Plaza rock wall. **This is one of the few benefits for our resident permits and is a huge differentiator in my experience and happiness at the ski resort.** I do not think this solves a problem - I have never experienced issues parking at the market (shop there several times a week) and non-residents can still park at the rock wall for a short period of they're shopping. Furthermore, I don't think resident parking has been enforced well in the past (e.g., some cars without permits sit there all day without ticket).

Could we please keep resident parking at the Market Plaza rock wall (with stronger reinforcement)?

I am fine with all the other proposed changes - but STRONGLY would like to keep resident parking at the rock wall.

Thank you for your consideration.
Justine Warren

From: [Karen West](#)
To: [council](#)
Cc: [Karen \(me\) West](#)
Subject: Proposed Parking Fees
Date: Wednesday, November 29, 2023 4:25:48 PM

I was very unhappy to see the proposed parking fees for the gondola parking garage. My husband and I live in Ski Ranches and often ride the gondola to the Mountain Village core for dining and also to Telluride to avoid parking problems. We know other residents of Ski Ranches who do the same.

We are not going to pay \$10-\$15 every time we want to eat out or run other errands. That is ridiculous for locals. (The only season pass mentioned is \$200 for Mountain Village workers, probably a hardship for them given the already exorbitant cost of living here.)

This means we will no longer eat, drink or shop in Mountain Village. We will use the market less because we often pick up items when returning from Mountain Village or Telluride on the gondola. We will also drive to Telluride, thus increasing congestion and parking problems for the town.

Regards,
Karen West
292 Beaver Pond Lane, Ski Ranches

From: [macey bryan](#)
To: [council](#)
Subject: No to massive rate hikes for parking garages
Date: Thursday, November 30, 2023 12:00:34 PM

I didn't realize we were aspiring to be like Steamboat or any other resort that over charges for daily parking. Telluride is a unique place that people come to enjoy and pay an appropriate parking fee at. Hiking the Heritage parking garage from \$35 to \$50 a day is absurd and a money grab.

I am against raising the parking fee to \$50/day in the Heritage garage.

thanks,
Macey Bryan

From: [Jeff Butler](#)
To: [council](#)
Cc: [Jen Butler](#)
Subject: Parking proposal
Date: Thursday, November 30, 2023 11:09:20 AM

Hi,

I just read the update sent out re: proposed parking fees in the town's parking lots.

We are the owners of 134 High Country Rd. In general, we are supportive of implementing parking fees for daily parkers, but I wanted to clarify how resident parking permits work (or should work).

When we tried to get our residency parking permits a few years ago, we were told we could not get permits because we held title to our home through an LLC. This did not make a lot of sense to us... as many homeowners are advised by their legal and accounting advisors to use an LLC structure from a liability standpoint... but given there were no daily parking fees we didn't press the issue as we didn't really need the permit.

If this proposal is passed, can we please ensure that residents who hold title to their properties through an LLC can get permits - like all other tax paying residents? Note that we only hold title through an LLC for liability reasons... we don't rent out the property and never have.

Would appreciate your thoughts on this and a clarification if maybe the rules have changed and we can indeed get a residency parking permit now.

many thanks-

Jeff & Jen Butler

--

Jeff Butler
Elusive Ventures LLC

McLean, VA
m: 202.361.6277 | e: jeff@elusiveventures.com : www.elusiveventures.com



e·lu·sive

adjective: difficult to find, catch, or achieve.

From: [Carolyn](#)
To: [council](#)
Subject: 11/30 meeting on Free Parking
Date: Thursday, November 30, 2023 4:38:30 PM

Good evening,

I'm writing as a concerned member of the community for the possibility of no longer offering free parking. I think that it will hurt our community significantly if we take that option away.

As a business manager in Mountain Village it is already extremely difficult to find employees to work on a regular basis. Then the potential of forcing them to pay \$200 just to work is outrageous. This charge would most likely fall back onto the businesses themselves to pay for parking passes for their employees so they can actually work, inevitably passing this cost along to our consumers.

I highly encourage you to think about the impact this would have on the Town of Mountain Village's work force and those who commute from outside our community and ask you to vote no.

Thank you,

From: [Bob End](#)
To: [council](#)
Subject: MV Parking
Date: Thursday, November 30, 2023 12:53:18 PM

Great idea to charge a fee for parking. Seems like we are one of the few ski areas not charging for parking. My only suggestion is that if the intent is to discourage single occupancy cars, the fees suggested will have little impact. It is still a bargain. \$25 would be reasonable.

Thanks,

Bob End

Sent from my iPhone

From: [Elena Ferrall](#)
To: [council](#)
Subject: MV parking costs increase
Date: Thursday, November 30, 2023 1:33:58 PM
Importance: High

Dear All,

I live at the Madeline Residences and am shocked to hear about such a steep increase in parking - 50%.

This will turn our small and delicate community into a disorderly parking wild west. People will simply be poaching our parking at P2 and park illegally, leaving us nowhere to park in our private parking garage.

As many will park at the Village Market to go skiing/hiking, this will lead to us – the residents not able to use our only supermarket and having to compete for parking for hours just to do our grocery shopping.

The parking in MV is very pricy as it is. Please let people park legally and don't price them out of following the rules.

This is a thoughtless act and will lead to a chaos in our small community, as well as deter tourist.

I urge you to reconsider!

Cordially,
Elena Ferrall-Farnsworth
eferrall@madeline-telluride.com
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Spain: +34 620 70 51 12

From: [Peter Harrelson](#)
To: [council](#)
Subject: Parking fees in Mountain Village
Date: Thursday, November 30, 2023 8:12:13 AM

Hello, My name is Peter Harrelson and as a longtime resident of Ophir I have often used Mountain Village in the parking garage to lower my carbon footprint for skiing and gondola access into Telluride.

Not having to drive to Telluride and seek out parking there has been-I think-a benefit to the environment.

Please consider not creating these new fees as I believe they will cause many of my neighbors and other locals to avoid Mountain Village and have negative financial impact on businesses there.

I will not pay \$10 as a daily rate and consider it off puttingly high. Also it runs counter to the stated environmental goals of Mountain Village and the whole area.

Thanks for your consideration

Sincerely, Peter Harrelson, MD

Sent from my iPhone

From: [Kathrine Warren](#)
To: [mvclerk](#)
Subject: FW: Parking structure fees
Date: Thursday, November 30, 2023 9:31:41 AM

Attached is a public comment to pass onto council.

Thanks,



Kathrine Warren
Public Information Officer, Town of Mountain Village

Office | [970-369-6415](tel:970-369-6415) | Mobile | [970-708-7285](tel:970-708-7285)

kwarren@mtnvillage.org

455 Mountain Village Blvd., Ste. A. Mountain Village, CO 81435



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From: Phil Hayden <philhayden54@gmail.com>
Date: Thursday, November 30, 2023 at 9:30 AM
To: Kathrine Warren <KWarren@mtnvillage.org>
Subject: Parking structure fees

Attn: Town of Mountain Village Town Council

Please include this comment in the council meeting record

I'm a longtime skier free parking structure user living in Ophir, now a senior.
My spouse is a longtime TSG employee

Of course, more parking needs to be added in general

Not allowing parking on the streets of Mountain Village is helping to create a parking crunch & that's where your easiest, cheapest parking solution lies- perhaps "just for this winter"

What & who are your priorities to park in this Winter?

Perhaps construction parking should be "paused" during ski season or required to be

accommodated on the bldg site or otherwise relocated

Employees used to be allowed to park on MV Blvd above the gondola

My suggestion would be to create Winter season ski pass holders parking structure passes, free for TSG employees, \$50 for seniors

This is a cost share proposal with the Town & competing structure users which benefits the Town & resort significantly

Sorry to ramble Thanks for your time

Phil

Sent from my iPhone

From: [Christopher Johnson](#)
To: [mvclerk](#)
Subject: Parking situation
Date: Thursday, November 30, 2023 9:17:45 AM

Please, please, please do not charge money for the working people that are already struggling to make it by. Seems so cruel, this could easily be the tipping point that encourages me to leave this town that has kept me broke for so long (14 years).

Thanks,
Chris Johnson

From: [Max Kaye](#)
To: [council](#)
Subject: New Parking Fees
Date: Thursday, November 30, 2023 3:55:55 PM

Hello,

My name is Max Kaye. I am a resident of Mountain Village, living in Telski Employee Housing. I am also a hiring and staffing manager for both winter and summer operations for Telluride Ski and Ski and Golf (though the following is in no way an effort to represent TSG or express a shared opinion of TSG employees). From both of these viewpoints, I would like to offer my opinions regarding any decisions to add or modify parking fees in Mountain Village.

Firstly, I'd like to show my appreciation for the transparency your council has provided on what these new fees will be, where they will be implemented, and how the funds will be used. In part, I agree, there should be funds put aside to help with new parking solutions in the town. I am also in support of using a transferable parking pass as an incentive to increase carpooling.

My concerns with these decisions relate directly to who would be most impacted by the new fees and other uses of these fees by Mountain Village.

As you well know, the current housing situation in Mountain Village and in Telluride have made it so many of the folks hired to work here commute from out of town. I am optimistic that the transferrable parking pass for employees will promote carpooling. However, I fear that this expense is excess of what many commuters are comfortable paying. Unfortunately, I know all too well that there are people who will pay this fee not because they can afford it, but because they have no other choice. Bus schedules, carpooling, and scheduling or employment changes can be difficult to manage for our commuters. They will simply be left to eat the cost of this new fee regardless of affordability or any "option B". I ask that the council consider reducing the price of the Commuter / Employee Permit.

To recuperate lost revenue, I suggest passing that cost along in the form of taxes. As a voter in Mountain Village, it seems there is always a way for public tax opinion to end up on the ballot. As an appreciative voter and tax payer, I would suggest a progressive tax measure of which some funds can go to building and maintaining new parking solutions. Please consider drafting a progressive tax measure to be voted on before passing this large parking off to our commuting employees.

Finally, while I believe some of the funds of this new parking fee plan should go to building existing and maintaining new parking, I believe that much of the revenue from this plan should go to building more affordable housing. A commuter problem is directly related to a housing problem. Mountain Village should be more than proud of its amazingly unique and free public transport system. But, as this system is only usable for residents of Mountain Village and Telluride, people travelling from out of town in order to work here must use in excess your parking structures. More local housing options would make for less parking needs.

Thank you for reading my opinions regarding the new parking fees. Please answer the below questions via email:

When would these new winter only fees begin? My concern is that people have signed up to be a commuter this winter, not realizing this fee would be in place.
Who qualifies as a resident for the Resident Permit that is exempt from day rates? My concern is that folks living in Big Billies will have to pay a fee to use the Meadows Lot.

Many thanks,

Max Kaye
mbkaye16@gmail.com

From: [Ann Lents](#)
To: [council](#)
Cc: [David Heaney](#)
Subject: Parking
Date: Thursday, November 30, 2023 10:34:44 AM

Members of Town Council:

I am concerned that the parking proposal doesn't seem to provide for homeowner parking adequately. Homeowners are paying for the gondola and subsidizing commercial interests in MV already. Are we to also pay to park for convenient access to the gondola? Relying on Dial a Ride is not always practical even with the improved service achieved last year. At some point you are killing the goose that laid the golden egg.

What is the plan for "free" homeowner parking?

Thank you for all your efforts for Mountain Village!

Best regards,

Ann Lents

140 San Sophia

Sent from my iPhone

From: [Kevin Preble](#)
To: [council](#)
Subject: Increase of parking rate
Date: Thursday, November 30, 2023 12:45:38 PM

In a small town, even an affluent small town, to raise parking prices is just going to piss people off. They already complain over \$35 and raising them to 50 just gives us a bad name. Please do not raise the price is further. It seems that everything there lately is nothing but a money grab and eventually people will just go away. I own property in Mountain Village and in Telluride and I am 100% against this.

Regards, Kevin Preble.

If the city Council wants to raise money reach in to your own pockets, not ours.

From: [Kevin Preble](#)
To: [council](#)
Subject: Parking fees
Date: Thursday, November 30, 2023 12:47:42 PM

I figured I would add this. I have course will be keeping track of anybody offering to raise taxes in the city of Mountain Village, and will not vote for any council. Member chooses to continue the money grab. I will encourage my employees and college to do the same. And I pay their salaries.

Regards,

Kevin Preble

From: [David Schillaci](#)
To: [council](#)
Subject: Parking Meeting 11-30-23
Date: Thursday, November 30, 2023 12:42:19 AM

Dear Mountain Village Town Council Members,

As a former member of the Town Council and the parking committee (2009-2015), I truly appreciate the complexities of parking issues in the Mountain Village.

Having said that, I would like to express my **complete opposition to any changes to the Residential Parking Permit** in terms of where and when they are valid. I have spoken with many residents who feel the same.

Moving on, a few comments based on my experience on the parking committee and as a resident since the early 90s:

- **Parking rates should not vary between weekdays and weekends.** This can be confusing. In other words, people should not need to memorize when the rate may be "X" and when it may be "Y". Keep it consistent.
- **There should be no "Valet Bulk" parking.** Any hotel that does not have adequate parking should not be subsidized by the Mountain village. Additionally, it is simply wrong that a Mountain Village resident with or without a Residential Permit should pay more than a non-resident visitor.
- **There should not be Monthly Overnight Rates or Business Overnight Rates.** The best way to free up spaces is to discourage vehicle storage! The one exception I would make would be for vendors that store delivery vehicles that supply local businesses, such as Sysco or High Country Beverages.
- **The Employee/Commuter Permit rate should be cut in half.** Unfortunately, Telluride and the Mountain Village wages are low when compared to other ski towns that have similar costs of living. With that said, some businesses may decide to pay the parking costs for employees and raise their prices to cover these costs. This may include grocery prices, which would increase the cost of living.
- **Meadows Parking Lot was never meant to be a generally public parking solution.** The original intention of this parking lot was to be overflow parking for Big Billies apartments and the Meadows housing developments. This was because most/all of these developments were designed with minimal parking in order to maximize

employee beds. Additionally as a Meadows resident, I can tell you that most Meadows residents do not want increased traffic for visitor parking. In fact, please remove all signage directing where the Meadows Parking is!!!

With that said, I feel that it is very late to be changing the rules. I suggest that this item be put off to next summer or winter, but addressed several months before any effective date. If you disagree, please lean towards taking care of the Mountain village residents and the Meadows residents, rather than just thinking about "solving a problem" or worrying about visitor experiences.

Finally, I appreciate your time reading my comments. Please, feel free to reach out to me concerning anything, including issues that may need some historical background.

Sincerely,

David Schillaci
308 Adams Ranch Rd.
Unit 22
Mountain Village, CO 81435

From: [Courtney Stuecheli](#)
To: [council](#)
Subject: Fwd: TASP Public Comment for parking fee increase
Date: Thursday, November 30, 2023 3:13:17 PM

Please include in this evening's discussion
Sent from my iPhone

Begin forwarded message:

From: Courtney Stuecheli <director@tellurideadaptivesports.org>
Date: November 30, 2023 at 3:06:30 PM MST
To: Kathrine Warren <KWarren@mtnvillage.org>
Subject: TASP Public Comment for parking fee increase

November 30, 2023

Subject: Concerns Regarding Proposed Parking Fee Increases and Impact on Telluride Adaptive Sports Program's Volunteerism and Participation

Dear Mountain Village Town Council,

I am writing to express my concerns regarding the proposed parking fee increases and their potential adverse effects on volunteerism at the Telluride Adaptive Sports Program (TASP). As Executive Director of TASP, I've witnessed firsthand the invaluable contributions that this program and our many volunteers make to others and the community at large.

As one of few or maybe the only nonprofit organization owning properties and operating exclusively in Mountain Village, we face a unique challenge of needing parking for more than 12 staff members and an additional 20 plus volunteers on any winter day. While we certainly encourage carpooling and some of our crew can gondola, there are many who drive from out of town and require their vehicle for various reasons.

The Telluride Adaptive Sports Program relies heavily on volunteers who generously offer their time, skills, and passion to support individuals with diverse abilities in enjoying outdoor activities. These volunteers are crucial in providing assistance, guidance, and encouragement to participants, fostering an inclusive and supportive environment.

A significant portion of our volunteers come from Montrose, Ridgway and beyond. For many, increased parking fees would present an additional financial burden, potentially dissuading them from continuing their volunteer commitments. Some of our most dedicated volunteers might find it

challenging to justify the increased cost, especially considering that their efforts are entirely altruistic and aimed at serving the community.

Moreover, an increase in parking fees might deter potential new volunteers from joining our cause. This could limit the pool of individuals willing and able to contribute their time and expertise to TASP, ultimately impacting the quality and reach of our programs.

I urge the Town Council to consider the broader implications of these proposed parking fee increases on the vital volunteer workforce that supports organizations like TASP. I kindly request that Town Council explore a nonprofit exemption, subsidy or something of the like be explored to ensure that volunteers and staff can continue their essential contributions without facing financial barriers.

Thank you for your attention to this matter and for your commitment to fostering a vibrant and supportive community.

Sincerely,

Courtney Stuecheli, Executive Director
Telluride Adaptive Sports Program

Sent from my iPhone

From: [Leigh Sullivan](#)
To: [council](#)
Subject: Parking rates
Date: Thursday, November 30, 2023 9:55:58 AM

As a long term seasonal worker (43rd season for tsg) i would request you consider a discounted employee parking pass for senior or long term employees. I have suffered a stress injury requiring surgery from so many years in boots. For the first time i can only work part time and am now a fixed income senior. I would appreciate your consideration for soo many years of service. Thanks Leigh Sullivan

Sent from my iPhone

From: [shannon.swyka](#)
To: [council](#)
Subject: parking
Date: Thursday, November 30, 2023 10:55:41 AM

Dear Town Council,

We agree with Jim Royer's email to you about resident parking. Not only do we agree with his proposal, but also with the fact that there was not much emphasis given to this issue for the residents to consider.

Thank you,
Shannon and Nick Swyka

From: [Derek Tuohy](#)
To: [council: Marti Prohaska](#)
Cc: [Paul Wisor](#); [J.D. Wise](#); [Amy Ward](#)
Subject: MV Town Council - RE parking fees (Urgent)
Date: Thursday, November 30, 2023 10:23:11 AM

Subject: Concerns Regarding New Paid Parking Regulations and Impact on Patient Access and Financial Viability (Balanced Physical Therapy)

Dear Mountain Village Town Council,

I am writing to express my concerns regarding the suggested implementation of paid parking regulations, particularly in light of the challenges it poses to our physical therapy office at the Westermeier (622 Mountain Village Blvd). I am the owner of both Balanced Physical Therapy, and the commercial space in which we operate. Along with Balance Medical Integration (Dr. Jessica Balbo DC) and acupuncturist Bridget Schuler, our office currently serves approximately 80 patients per week (visit duration 1-2 hrs / session), many of whom rely on convenient parking for their mobility-impaired conditions.

The imminent commencement of two major hotel projects adjacent to our office is set to further exacerbate our parking situation, resulting in the loss of spaces for both our staff and patients. Given that a majority of our clients face mobility challenges, the alternative parking options, such as the gondola parking lot or the Madeline lot, already present significant difficulties for them. With that said, these lots have been our ONLY other viable option for parking in Mountain Village, especially during busy times when the lots adjacent to our office are full. Some clients require frequent visits, up to three times a week, and the additional financial burden and inconvenience that these changes will pose, could discourage them from choosing our services. Running a viable service based business in Mountain Village already has its financial challenges. The proposed changes could multiply those financial burdens and negatively affect our bottom line and our ability to do business in Mountain Village.

Historically, parking proximity has been a challenge for our patients, and the upcoming changes will undoubtedly intensify the strain on our operations, client access and our bottom line. In light of these concerns, I kindly request your assistance in exploring viable options to address this issue and ensure continued accessibility and cost effective options for our patients.

Thank you for your attention to this matter, and I look forward to a collaborative resolution that benefits both our business and the community.

Sincerely,
Derek Tuohy
Balanced Physical Therapy
622 Mountain Village BLVD 102
970-708-4042 (mobile)

From: [Julia Vollendorf](#)
To: [council](#)
Subject: Public Comment on parking fees
Date: Thursday, November 30, 2023 10:05:48 AM

Hello,

I wanted to submit a comment on the proposed parking fees. While I do not reside in Mountain Village, I am a full time year round employee of a business in Mountain Village (SilverStar Properties). I have been working for SilverStar for 14 years and have been commuting from Ridgway for the past 12 years.

While I agree and understand regarding the winter daytime fee proposal for daytime visitors, I would ask for consideration of providing employee permits for NO FEE. Just as resident permits are no fee.

It is hard enough to find & retain employees in this seasonal tourist community, and even more so since the housing crisis has forced a vast majority of the workforce to live outside of the public transport system of the gondola/town buses. Having ZERO free parking for workforce in the village is one more hurdle for both employees and employers. The businesses - and those whom work for them - is WHY Mountain Village exists as a destination. Let's not forget that.

I would also point out that the "resident permit" free parking is very questionable. Those residents live within the confines of Mountain Village - and it's public transportation network of buses, Dial-A-Ride FREE shuttle, and obviously the gondola. There is no need to drive and park when you live within the small confines of the village. These folks should be paying to park if they choose to drive a few minutes from their home in order to park directly adjacent to core/gondola etc. This congests and takes up valuable parking that commuting employees MUST use. Not to mention the carbon output/environmental aspect of driving a vehicle when it's not necessary for purely personal convenience.

Thank you for your time,

Respectfully,

Julia Vollendorf
SilverStar Properties Guest Services
(970) 728-3001 Office
(970) 519-1811 Cell

From: [Clint W](#)
To: [council](#)
Subject: Parking comment - please save our rock wall parking
Date: Thursday, November 30, 2023 8:18:35 AM

Dear Council,

PLEASE preserve some resident parking along the rock wall at the market. I think the existing system there has been working well and it is rarely totally full. Market goers can still use those spots to shop. For those of us who live full time in the Adams Ranch area, this parking means a tremendous difference to our experience living here. We are the area of town farthest from ski access. I live and work here full time. Sometimes parking at the market wall is the difference between me being able to ski for 90 mins at lunch vs. not getting out at all.

You can implement all the other parking changes but please, I am begging you to please keep something special for residents by maintaining resident parking along the market rock wall!

-Clint Warren
117 Lawson Point

From: [Michelle Haynes](#)
To: [Harvey Mogenson](#); [Huascar Gomez](#); [Jack Gilbride](#); [Kim Schooley](#); [Marti Prohaska](#); [Michelle Haynes](#); [Paul Wisor](#); [Pete Duprey](#); [Scott Pearson](#); [Susan Johnston](#); [Tucker Magid](#); [Susan Johnston](#)
Subject: FW: Council to consider new parking fees in special meeting
Date: Thursday, November 30, 2023 4:05:35 PM

See public comment below for distribution.



Michelle Haynes
Assistant Town Manager, Town of Mountain Village

Office | [970-239-4061](tel:970-239-4061) | Mobile | [970-417-6976](tel:970-417-6976)

mhaynes@mtnvillage.org

[455 Mountain Village Blvd., Ste. A, Mountain Village, CO 81435](#)



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From: Kim Wheels <kim@ecoactionpartners.org>
Sent: Thursday, November 30, 2023 3:27 PM
To: Michelle Haynes <MHaynes@mtnvillage.org>
Subject: Fwd: Council to consider new parking fees in special meeting

Hi Michelle,

This may be too late to ask, and I admit I haven't stayed up to speed on this topic in MV... but I'm curious if any sort of reduced day rates have been considered for regional locals who may not qualify for a commuter / employee pass and don't typically park for an entire day when they visit MV? The qualifying region could be within the R-1 school district, a few select counties or some other appropriate "loca" qualification method. I could see a \$10-\$15/day rate resulting in a lot more people driving into Telluride, instead of paying in MV, which impacts overall regional GHG emissions and any purchases that would otherwise be spent in MV.

Thanks,
Kim



Kim Wheels
Energy Specialist
EcoAction Partners