

**TOWN OF MOUNTAIN VILLAGE
 BUSINESS DEVELOPMENT ADVISORY COMMITTEE (BDAC) MEETING
 TUESDAY, FEBUARY 11, 2020, 11:00 AM
 TMVOA CONFERENCE ROOM, TELLURIDE MOUNTAIN VILLAGE OWNERS ASSOCIATION (TMVOA) OFFICE
 113 LOST CREEK LANE, MOUNTAIN VILLAGE, COLORADO**

AGENDA

Item	Time	Min	Presenter	Type	
1.	11:00				Call to Order
2.	11:00	5	Dohnal	Action	Approval of the January 12, 2020 Minutes
3.	11:05	95	Caton	Informational	Develop and Discuss the 2020 Workplan
4.	12:40	10	Caton	Action	Approval of the 2020 Workplan
5.	12:50	5	Caton	Action	Next Steps
6.	12:55	5	Caton	Informational	Other Business
7.	1:00				Adjourn

**TOWN OF MOUNTAIN VILLAGE
MINUTES OF THE JANUARY 21, 2020
BUSINESS DEVELOPMENT ADVISORY COMMITTEE MEETING DRAFT**

The meeting of the Business Development Advisory Committee (BDAC) Meeting was called to order by Zoe Dohnal on Tuesday, January 21, 2020, at 11:01 p.m. in the Mountain Village Municipal Building, 455 Mountain Village Boulevard, Mountain Village, Colorado.

Attendance:

The following BDAC members were present:

Zoe Dohnal, Mountain Village Business Development Department staff representative
John Miller, Mountain Village Planning Department staff representative
Laila Benitez, Mountain Village Town Council
Dan Caton, Mountain Village Town Council
Sherri Reeder, Telluride Ski Resort staff representative
Garrett Brafford, Telluride Mountain Village Owners Association (TMVOA) staff representative
Michael Doherty, Mountain Village merchant representative

The following were also in attendance:

Cody Davis, Owner of Los Rhinos Taco Cafe

Discussion and Committee Follow Up/Next Steps:

- Agenda Item 2- Introductions
 - **NEXT STEPS:** Zoe Dohnal presented this item to the committee and brief introductions took place.
- Agenda Item 3- Review of BDAC Bylaws
 - **NEXT STEPS:** Zoe Dohnal presented this item to the committee and discussion took place. No additional questions or clarification were needed.
- Agenda Item 4- Elect Chairperson
 - **NEXT STEPS:** Zoe Dohnal presented this item to the committee and discussion took place.
 - On a **MOTION** by John Miller and seconded by Garrett Brafford, the BDAC voted unanimously to appoint Dan Caton as the BDAC chair for a term of two years.
- Agenda Item 5- Approve 2020 meeting Dates
 - **NEXT STEPS:** Zoe Dohnal presented this item to the committee and discussion took place.

- Quarterly meeting dates for 2020 are set as January 21, March 24, July 21, and October 20, 2020, from 11-12noon in the Town of Mountain Village Municipal Building, Town Hall Conference Room.
- On a **MOTION** by Laila Benitez and seconded by Dan Caton, the BDAC voted unanimously to approve the 2020 meeting dates, as mentioned above.

➤ Agenda Item 6- Develop and Discuss 2020 work plan

- **NEXT STEPS:** Zoe Dohnal presented this item to the Committee and discussion took place.
- The Committee will use the roles/responsibilities provided within the bylaws as the guideline in developing the 2020 work plan. Each role/responsibility is given a priority ranking of high, medium, or low.
 - Economic Development Incentives – State and Regional Resources *Low Priority
 - Staff was **DIRECTED** to have Nancy Murphy with Region 10 attend the March 24 meeting and educate the Committee on applicable state business resources.
 - Staff was **DIRECTED** to organize a spring Lunch and Learn educating community members on how to utilize state resources.
 - Staff was **DIRECTED** to build out [Town of Mountain Village Business Resource page](#) on the website with a clear description of each state resource and who/how it applies by the Lunch and Learn event date.
 - Economic Development Incentives – Town Resources *High Priority
 - Economic Development Incentives – Private/Commercial Resources *Low Priority
 - Staff was **DIRECTED** to research GIS tool options and capabilities, along with any other potential tools, to present at the March 24 meeting.
 - Business Attraction/ Retention and Investment in the Town *High Priority
 - Staff was **DIRECTED** to provide the wayfinding business directory listings to the Committee, , to present at the February 11 meeting.
 - Job Creation, Employee Development and Job Training *High Priority
 - Grant Applications that would benefit the Town’s Incentives * Medium Priority.
 - Staff was **DIRECTED** to contact DOLA, GOCO, and other industry contacts and provide a spreadsheet of types of grants available for business development, deadlines for those grants, and what they offer, to present at the March 24 meeting.
 - Staff was **DIRECTED** to provide a list of current grants awarded to the Town and confirm that applying for additional grants will not affect these in the future, to present at the March 24 meeting.
 - Marketing Opportunities and Public Outreach *Medium Priority
- Committee will finalize the high priority action items and then offer the TMV merchants the opportunity to provide their input through either a survey and/or a dedicated meeting.
- Cody Davis offered public comment and asked the Committee to remain focused on existing businesses and providing more for the year-round local economy.
- On a **MOTION** by John Miller and seconded by Dan Caton, the BDAC voted unanimously to continue the discussion of the 2020 Work Plan to the next meeting.

➤ Agenda Item 7- Next Steps

- Staff was **DIRECTED** to organize a **special meeting** on **February 11**, from **11:00 a.m. – 1:00 p.m.** at the **TMVOA offices**, 113 Lost Creek Ln, Suite A, Blue Mesa Building, to finalize the action items for the high priority roles/responsibilities.
- Staff was **DIRECTED** to prepare meeting facilitation supplies such as large easels and post-it notes to aid in the development of work plan action items.
- TMVOA was **DIRECTED** to give a summary of the recent economic study in the February 11 meeting, if available.

➤ **Other Business:**

- There being no further business, on a **MOTION** by Garrett Brafford and seconded by Laila Benitez, the BDAC unanimously to adjourn the meeting at 12:35 p.m.

Reminder:

A special meeting will take place on Tuesday, February 11, 2020, at 11:00 a.m. in the TMVOA conference room.

The next BDAC quarterly meeting will take place on Tuesday, March 24, 2020, at 11:00 a.m. in the Mountain Village Town Hall conference room.

Respectfully submitted,

Zoe Dohnal

Business Development & Sustainability Sr. Manager
Town of Mountain Village



2020 **DRAFT** Work Plan

Business Development Advisory Committee

Below is the proposed 2020 Work Program for discussion at the February 11, 2020 Business Development Advisory Committee meeting. We believe priority projects should primarily include:

- Business Attraction and Retention
- Job Creation and Job Training
- Economic Development Incentives
- Marketing Opportunities

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. However, staff will begin lower priority projects in the table below if Work Program items are completed early. At this time, we anticipate that resources available will remain stable over the next year and we will plan for one meeting quarterly, adjusting as needed.

Work Program Priorities:

High Priority tasks include the major projects identified below and other potential projects that must be addressed this year. Some high priority tasks will continue into 2021 and beyond because they are multi-year tasks.

Medium Priority tasks are projects and topics that are not scheduled to begin until later in 2020 or are tasks where there are insufficient staff resources or priority to address at this time. Some medium priority tasks need further evaluation to determine their importance. Because most of the Committee's resources will be devoted to high priority tasks, staff expects that few Tier 2 tasks will be addressed this year, and most will be carried over to 2021. Their priority in 2021 will be determined as part of next year's work program.

Low Priority tasks are projects and ordinance issues that were previously authorized by the Council and the Committee but there are insufficient staffing resources or funding to address them. These are projects and ordinances that can potentially advance to a medium priority as we begin to understand opportunities individually. Also, they be addressed in future years, or they may drop off the work program entirely.

HIGH PRIORITIES

1. Economic Development Incentives – Town Resources

Time Frame	Action Item	Team Member(s)	Time Spent	Date Completed
	•			

Potential Resources:

- Conference Center
- Parking/ Transit
- Housing
- Business License Waivers
- Planning Fee Waivers

- [GIS tool for property searches](#)

Colorado Municipality Examples:

- [City of Evans](#)
- [Delta](#)
- [City of Loveland](#)

2. Business Attraction and Retention, Helping Businesses Invest in the Town

Time Frame	Action Item	Team Member(s)	Time Spent	Date Completed
	•			

Notes:

- CDC and code process amendments
- Incentives to enhance store fronts and signage.
- Leveraging the lifetime of an investment from businesses/private parties
- Revisit EDDI report to better understand current state of business types, vacant spaces and sales tax potential.

3. Job Creation, Employee Development and Job Training

Time Frame	Action Item	Team Member(s)	Time Spent	Date Completed
	•			

Notes:

- Understanding the hiring needs of the Town.
- Telluride Foundation is working with neighboring schools to provide training for hospitality and food services.
- Use TCC for hospitality training/ classes.
- Use TSG hospitality college classes.
- Telluride Mountain College providing education opportunities within the community.
- Have a TIPS certification program available.

MEDIUM PRIORITIES

4. Marketing Opportunities and Public Outreach

Time Frame	Action Item	Team Member(s)	Time Spent	Date Completed
	•			

Notes:

- Building out the TMV business resource page
- Provide a menu of items of what TMV has to offer to new businesses.
- Provide a clear list of the benefits to the community by attracting more business.
- **Need to decide on workplan direction and resources first and develop a clear message of offerings.**

5. Grant Applications that would benefit the Town's Incentives

Time Frame	Team Member(s)	Time Spent	Date Completed
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Notes:

- DOLA
- GOCO Grant

LOW PRIORITIES

6. Economic Development Incentives – State and Regional Resources

Time Frame	Action Item	Team Member(s)	Time Spent	Date Completed
	<ul style="list-style-type: none"> • Build out Town of Mountain Village Business Resource page on the website with clear description of each state resource and who/how it applies. • Have Region 10 provide a Lunch and Learn event on how to utilize state resources. 			

Notes:

- Understand policy barriers to why people choose where they locate their business
- [Colorado Business Resource Book](#)
- [SBDC Consulting](#)
- [Colorado Office of Economic Development & International Trade - PROGRAMS](#)
 - [Job Growth Incentive Tax Credit \(JGITC\)](#)
 - [Colorado Microloans](#)
 - [Colorado Capital Access \(CCA\)](#)
 - [Global Consultant Network](#)
 - [Job Growth Incentive Tax Credit](#)
- [Regional Tourism Act](#)
- [Sales and Use Tax Refunds](#)
- [Space to Create](#)
- [Strategic Fund](#)
- [Transferable Tax Credit](#)
- [Venture Capital Authority](#)
- [Cash Collateral Support](#)
- [Region10 Business Loan Fund](#)
- [Colorado First and Existing Industry Customized Job Training Grant Programs](#)

7. Economic Development Incentives – Private/ Commercial Resources

Time Frame	Action Item	Team Member(s)	Time Spent	Date Completed
	•			

Notes:

- Utilizing TSG resources
- Utilizing Madeline resources

WELCOME TO VILLAGE CENTER

MOUNTAIN VILLAGE, COLORADO
ESTABLISHED: 1995 / ELEVATION: 9,545

FREE WIFI IN MOUNTAIN VILLAGE CENTER

IN CASE OF EMERGENCY
CALL OR TEXT 911



FOR MORE INFORMATION ABOUT MOUNTAIN VILLAGE, PLEASE VISIT townofmountainvillage.com

ACCOMMODATIONS

- 1 Blue Mesa Condos
- 2 Blue Mesa Lodge
- 5 Columbia Place
- 8a Fairmont Heritage Place, Franz Klammer Lodge
- 4 Granita
- 3 Inn At Lost Creek
- 10 Le Chamonix
- 19 Lumière Hotel
- 9 Madeline Hotel & Residences
- 6 Residences at The Plaza
- 16 See Forever Village
- 14 Shirana
- 11 The Centrum
- 15 The Palmyra
- 17 The Peaks Resort & Spa
- 7 The Residences at Heritage Crossing
- 13 Westermere

BANKS

- 13 US Bank
- 15 Wells Fargo

BEAUTY & HEALTH

- 11 Breathe Skin & Body
- 9b M Salon at Madeline Hotel
- 9b M Spa at Madeline Hotel
- 9b M Studio at Madeline Hotel
- 17 Peak Performance Therapy
- 1 Rolling Relaxation Massage & Bodywork
- 15 Telluride Spa Concierge
- 8b The Himmel Spa
- 17 The Salon at The Peaks Resort
- 17 The Spa at The Peaks Resort

MEMBERSHIP CLUBS

- 11 Latitude 38 Club House
- 7 Telluride BASE Club (winter only)
- 6 Telluride Ski & Golf Club House
- 7 Telluride Ski & Golf Club House

PROFESSIONAL SERVICES

- 12 Beyond the Groove Music Productions
- 8b Fairmont Heritage Place Executive Offices
- 11 Dr. Tara Gray Counseling & Wellness
- 11 Luminosity
- 11 Mountain High Fire & Safety
- 11 Lea Sisson Architects
- 1 Telluride Mountain Village Owners Assoc.

PROFESSIONAL SERVICES (continued)

- 6 Telluride Ski & Golf Offices
- 15 Telluride Stone Company
- 3 Telluride TV
- 1 Trulinea Architects
- 11 Tueller & Assoc., P.C. Counselors at Law
- 1 Uncompahgre Engineering

PROPERTY MANAGEMENT

- 4 Full Circle HOA Management
- 2 Keith Brown Biz Inc.
- 14 Silver Star Rentals & Property Mgmt.
- 15 Telluride Resort Lodging

REAL ESTATE

- 11 Berkshire Hathaway HomeServices Telluride Real Estate Group
- 13 Sally Field Broker
- 6 Sotheby's International Realty
- 17 Sotheby's International Realty
- 11 Telluride Mountain Properties
- 4 Telluride Properties
- 8a Telluride Real Estate Corporation
- 8b Village Real Estate

RECREATION SERVICES & AMENITIES

- 4 Black Tie Ski Rental Delivery (winter only)
- 18 Colorado 145 Jeep Rentals (summer only)
- 18 Eco Kids Camp
- 17 Fitness Club & Pool at The Peaks Resort
- 10 Further Adventures
- 17 Helitrax (winter only)
- 18 Nursery & Childcare
- 14 Ryder Walker Alpine Adventures
- 18 Ski & Snowboard School
- 11 Ski Butlers Ski Rentals (winter only)
- 4 Telluride Adaptive Sports Program Admin.
- 9c Telluride Adaptive Sports Program Office
- 18 Telluride Adventure Center
- 14 Telluride Mountain Guides
- 18 Ticket & Pass Office
- 18 Ticket Window

RESTAURANTS & BARS

- 17 Altezza at The Peaks Resort
- 17 Bean Café at The Peaks Resort
- 9a Black Iron Kitchen + Bar
- 5 Crazy Elk Pizza
- 2 La Piazza Del Villaggio Ristorante
- 2 La Pizzeria, Lasagneria, Soup & Salad
- 9a M Lounge at Madeline Hotel
- 1 Poachers Pub
- 19 Scratch Kitchen & Cocktails
- 8a Shake N Dog Grub Shack
- 3 Siam's Taley Grille
- 9c Starbucks
- 6 Telluride Coffee Company
- 17 The Deep End Pool, Bar & Restaurant
- 17 The Great Room at The Peaks Resort
- 11 The Village Table
- 6 Tomboy Tavern
- 7 Tracks Café & Bar

RETAIL

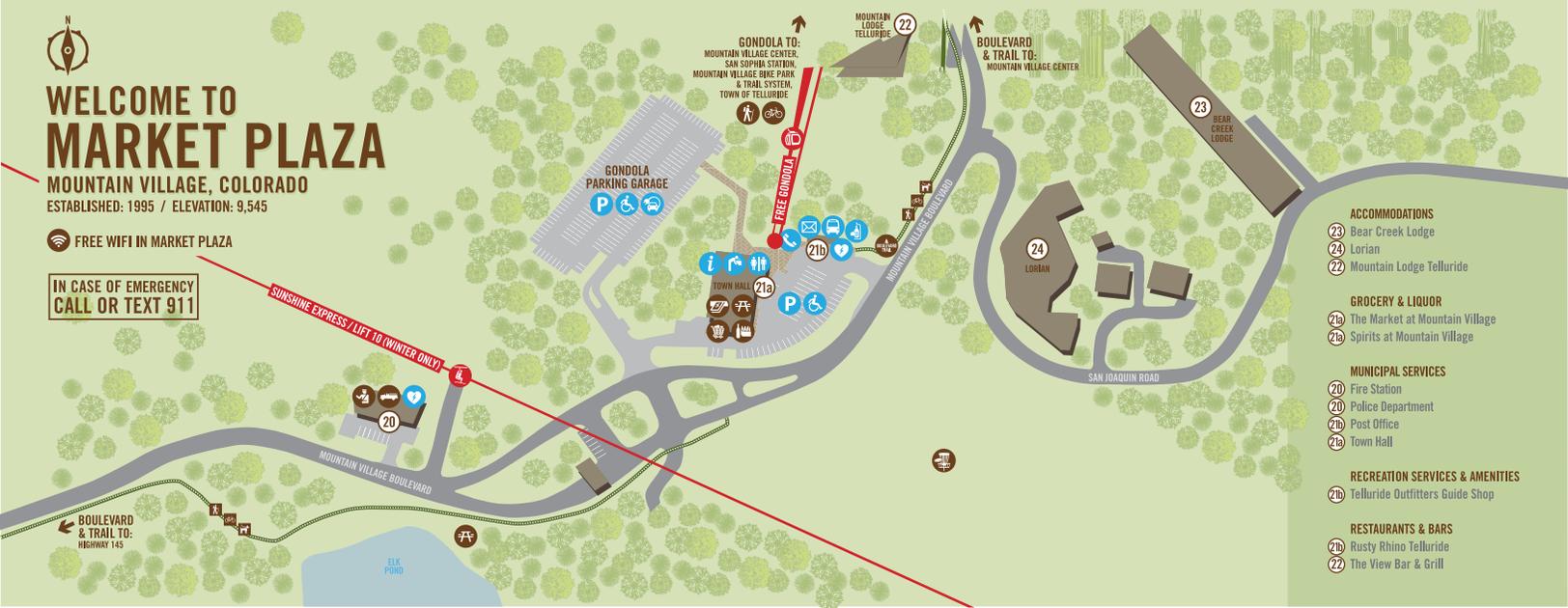
- 11 Babies of the Bush
- 10 BootDoctors & Paragon Outdoors
- 7 Burton
- 3 Christy Sports
- 2 Christy Sports
- 9b Dylan's Candy Bar
- 6 Elevation Imaging (summer level) (winter only)
- 17 Golf Pro Shop (lower only)
- 8a Heritage Apparel
- 9b Neve Sports
- 3 Neve Sports (winter only)
- 17 Provisions at The Peaks Resort
- 18 Resort Store (gondola level)
- 8a Stalk-It
- 8b Telluride Naturals
- 17 Telluride Sports (winter only)
- 8b Telluride Sports Franz Klammer Lodge
- 18 Telluride Sports Rentals
- 1 The North Face
- 17 The Spa Boutique at The Peaks Resort
- 15 Wagner Custom Skis

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ACCOMMODATIONS

- 23 Bear Creek Lodge
- 24 Lorian
- 22 Mountain Lodge Telluride

GROCERY & LIQUOR

- 26 The Market at Mountain Village
- 26 Spirits at Mountain Village

MUNICIPAL SERVICES

- 20 Fire Station
- 20 Police Department
- 20 Post Office
- 26 Town Hall

RECREATION SERVICES & AMENITIES

- 20 Telluride Outfitters Guide Shop

RESTAURANTS & BARS

- 21 Rusty Rhino Telluride
- 22 The View Bar & Grill



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 - 16 See Forever Village
 - 14 Shirana
 - 11 The Centrum
 - 15 The Palmyra
 - 17 The Peaks Resort & Spa
 - 7 The Residences at Heritage Crossing
 - 13 Westernare
- BANKS**
- 13 US Bank
 - 15 Wells Fargo

BEAUTY, HEALTH & WELLNESS

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- 8b M Salon at Madeline Hotel
- 8b M Spa at Madeline Hotel
- 8b M Studio at Madeline Hotel
- 11 Peak Performance Therapy
- 1 Rolling Relaxation Massage & Bodywork
- 8b Sunshine Store
- 15 Telluride Spa Concierge
- 8b The Himmel Spa
- 17 The Salon at The Peaks Resort
- 17 The Spa at The Peaks Resort

FOOD & DRINK

- 17 Altezza at The Peaks Resort
- 17 Bean Cafe at The Peaks Resort
- 8a Black Iron Kitchen + Bar
- 5 Crazy Elk Pizza
- 2 La Piazza Del Villaggio Ristorante
- 2 La Piazza, Simple Italian!
- 8a M Lounge at Madeline Hotel
- 1 Pizachers Pub
- 8a Shoko N Dog Grub Shack
- 3 Siam's Taley Grille
- 8a Snowberry
- 8c Starbucks

FOOD & DRINK (continued)

- 8 Telluride Coffee Company
- 8a Telluride Distilling Company
- 17 The Deep End Pool, Bar & Restaurant
- 17 The Great Room at The Peaks Resort
- 6 The Pick
- 11 The Village Table
- 5 Tomboy Tavern
- 7 Tracks Cafe & Bar

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- 11 Latitude 38 Club House
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- 7 Telluride Ski & Golf Club House
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- 15 Telluride Stone Company

PROFESSIONAL SERVICES (continued)

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- 8b Village Real Estate

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- 6 Lost & Found (winter only)
- 4 Mountain Adventure Equipment (summer only)
- 18 Nursery & Childcare
- 11 Ryder Walker Alpine Adventures
- 18 Ski & Snowboard School
- 11 Ski Butlers Ski Rentals (winter only)
- 6 Slopeside Lockers (winter only)
- 4 Telluride Adaptive Sports Program Admin
- 8c Telluride Adaptive Sports Program Office
- 18 Telluride Adventure Center
- 17 Telluride Golf Club
- 17 Telluride Halitraz (winter only)
- 14 Telluride Mountain Guides
- 18 Ticket & Pass Office
- 18 Ticket Window

SEASONAL VENDING CARTS

For additional food and retail options, visit the vending carts found in Heritage Plaza and Sunset Plaza.

RETAIL & MANUFACTURING

- 8c Babies of the Bush Wildlife Art Gallery
- 10 BootDoctors & Paragon Outdoors
- 7 Burton
- 3 Christy Sports
- 6 Christy Sports
- 8a Dylan's Candy Bar
- 6 Elevation Imaging (lower level), (winter only)
- 8a Heritage Apparel
- 8a Neve Sports
- 8a Neve Sports (winter only)
- 17 Provisions at The Peaks Resort
- 18 Resort Store (gondola level)
- 4 Rinkovich Art Gallery
- 8b Sunshine Store (convenience store)
- 17 Telluride Golf Club Pro Shop (summer only)
- 8b Telluride Naturals
- 17 Telluride Sports (winter only)
- 8b Telluride Sports Franz Klammer Lodge
- 18 Telluride Sports Rentals
- 7 The North Face
- 17 The Spa Boutique at The Peaks Resort
- 8a T.Korn Imports
- 15 Wagner Custom Ski Factory



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