

**TOWN OF MOUNTAIN VILLAGE  
MINUTES OF THE APRIL 16, 2020  
BUSINESS DEVELOPMENT ADVISORY COMMITTEE MEETING DRAFT**

The meeting of the Business Development Advisory Committee (BDAC) Meeting was called to order by Dan Caton on Thursday, April 16, 2020, at 3:03 p.m. through the online meeting platform, Zoom.

**Attendance:**

**The following BDAC members were present:**

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

**Consideration of Approval of Minutes:**

February 11, 2020, BDAC Meeting Minutes

On a **MOTION** by Sherri Reeder and seconded by Michael Doherty, the BDAC voted unanimously to approve the February 11, 2020 meeting minutes as presented.

**Discussion and Committee Follow Up/Next Steps:**

- Agenda Item 3- Brief Overview of CARES Act and other [COVID-19 Business Resources](#)
  - Zoe Dohnal presented this topic and discussion took place.
  - Michael Doherty pointed out there is an expectation of a month lag between a request of funds and the reward.
  - Garrett Brafford noted that PPP loan applications are still being accepted despite fund exhaustion. The Federal government is looking to allocate more funds shortly.
  - Zoe Dohnal gave a brief overview of what resources businesses are utilizing from her one on one conversations. It was determined that a survey would provide the most accurate and most up-to-date information from businesses.
  - Staff was **DIRECTED** to create a survey to better understand the needs of businesses and what resources they are currently utilizing and present a draft by the end of day Friday, April 17.
  - BDAC committee members were **DIRECTED** to provide feedback by Sunday, April 19.
  - Staff was **DIRECTED** to send the finalized survey to business owners by Monday, April 20.
  
- Agenda Item 4- Review [Other Colorado Municipalities Business Relief Programs](#)

- Zoe Dohanl presented this item and discussion took place. A Town of Mountain Village (TMV) business relief program was narrowed down to three possible types: low/no-interest loan, grant, or payment deferrals.
  - Loans are to assist with cash flow issues.
  - Grants are to supplement income or hard costs.
- It was determined that a focus of three goals will provide direction in the creation of a program.
  - Keep the village center as vibrant as possible.
  - Assisting street-level brick and mortar establishments.
  - Assisting medium so small-sized businesses of 30 employees or less.
- Criteria will be another key component, knowing the number of businesses that qualify to determine the amount of funds needed by the Town.
  - Understanding the cash flow of individual businesses and their ability to prove a loss from the pandemic.
  - Knowing the amount of sales tax collected by each entity.
- Garrett Brafford and Sherri Reeder were **DIRECTED** to select the pool of businesses to survey from the most-up-to-date list of Mountain Village business license holders and provide this list by Monday, April 20 to Zoe to send the survey.

➤ Agenda Item 5- Discuss the 2020 Workplan with a focus on Economic Incentives through Town Resources

- **BACKGROUND:** In light of the financial hardships created as a result of the COVID-19 pandemic, the BDAC committee looks at refocusing the 2020 working plan. The result is a COVID-19 specific work plan to assist businesses in the new environment.
- Zoe Dohanl presented this item and discussion took place. The BDAC work plan was gone through item by item and only those priorities that will benefit our business community during the COVID-19 pandemic remained.
- Staff was **DIRECTED** to clean up the work plan. The most up-to-date work plan is a [live document](#) that can adapt and change in response to the current environment.

➤ Agenda Item 5- Next Steps

- Staff was **DIRECTED** to organize a follow-up meeting.

➤ Agenda Item 6- Other Business

- Sherri Reeder is offering farm-fresh eggs to those who would like to be on her weekly eggs share.
- There being no further business, on a **MOTION** by Zoe Dohanl and seconded by Laila Benitez, the BDAC unanimously to adjourn the meeting at 4:32 p.m.

**Reminder:**

The next BDAC meeting will take place on Monday, April 27, 2020, at 11:00 a.m. in the Mountain Village Town Hall via Zoom Webinar, details below.

Join Zoom Meeting

<https://zoom.us/j/94430989985?pwd=T2pxSWo5WW1FdTRIZVZ6UGdudlpJUT09>

Meeting ID: 944 3098 9985

Password: 758462

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+16699006833,,94430989985#,,#758462# US (San Jose)

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+1 301 715 8592 US

+1 312 626 6799 US (Chicago)

Meeting ID: 944 3098 9985

Password: 758462

Find your local number: <https://zoom.us/u/acCvpQclkn>

Respectfully submitted,

Zoe Dohnal

Business Development & Sustainability Sr. Manager  
Town of Mountain Village