

**TOWN OF MOUNTAIN VILLAGE  
MINUTES OF THE APRIL 27, 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 27, 2020, at 11:03 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:**

April 16, 2020, BDAC Meeting Minutes

On a **MOTION** by Garrett Brafford and seconded by Sherri Reeder, the BDAC voted unanimously to approve the April 16, 2020 meeting minutes as presented.

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

- Agenda Item 3- Review of the Mountain Village COVID-19 business survey [results](#)
  - Zoe Dohnal presented this topic and discussion took place.
  - Interesting findings include businesses' use of funding resources and the open-end questions responses.
  - Staff was **DIRECTED** to follow up with businesses to ask why they have not utilized certain funding options, such as the Telluride Foundation's loan fund.
  - Businesses are wanting more information on what other businesses are doing and what can be expected. Garrett Brafford was **DIRECTED** to speak with Heidi to organize a Merchant Meeting to address this topic.
  - BDAC will not duplicate what the state and federal government are doing to assist businesses.
  
- Agenda Item 4- Review of council input on business recovery strategies.
  - Zoe Dohanl presented this item and discussion took place. BDAC agreed that hotel COVID-19 operation standards will we created on a larger scale and will not be the responsibility of BDAC. Zoe Dohnal was **DIRECTED** to reach out to Hollie Hannas with the Telluride Lodging Association and ask if they are creating standard hotel operation suggestions.

- It was agreed that marketing the 2020 wedding season will not prove beneficial. Zoe Dohnal was **DIRECTED** to reach out to the regional events planners and ask if there is anything that can assist them in the 2020 wedding season.
  - Zoe Dohnal was **DIRECTED** to reach out to Town staff to see if the terms and conditions of our PPE source allow the Town to assist in inventory needs.
- Agenda Item 5- Discuss a business relief program including funding type, amount, criteria, and application processes.
- Zoe Dohnal was **DIRECTED** to present our work plan to the council and see if they feel a relief program is necessary.
  - BDAC feels the focus of the group should be on how we can help our businesses adapt to this new economy such as Village center vitality, eCommerce, staff training, rent relief.
  - Zoe Dohnal was **DIRECTED** to remind businesses again of the local resources available.
- Agenda Item 6- Discuss the 2020 Market on the Plaza.
- Zoe Dohant presented this item and discussion took place. BDAC agreed to move forward with the current Market on the Plaza strategy.
  - Zoe Dohnal was **DIRECTED** to reach out to our current brick and mortar businesses to invite them to participate in the Market on the Plaza with all fees waived.
- Agenda Item 7- Discuss the 2020 COVID-19 work plan.
- Zoe Dohnal presented this item and discussion took place. A rent relief program and parking fee waivers were added to the work plan.
  - Zoe Dohnal was **DIRECTED** to work with John Miller and create a timeframe for each priority and give a priority ranking to each action item.
  - Garrett Brafford was **DIRECTED** to look into utilizing Dial-a-ride for delivery assistance.
- Agenda Item 8- Other Business
- There being no further business, on a **MOTION** by Laila Benitez and seconded by Sherri Reeder, the BDAC unanimously to adjourn the meeting at 12:42 p.m.

**Reminder:**

The next BDAC meeting will take place on Thursday, May 7, 2020, at 10:00 a.m. in the Mountain Village Town Hall via Zoom Webinar, details below.

Join Zoom Meeting

<https://zoom.us/j/92125761929?pwd=SFJONmRhRm82O2wwWE05eHdmSF12OT09>

Meeting ID: 921 2576 1929

Password: 355918

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Meeting ID: 944 3098 9985

Password: 758462

Find your local number: <https://zoom.us/j/94430989985>

Respectfully submitted,

Zoe Dohnal

Business Development & Sustainability Sr. Manager  
Town of Mountain Village