

**TOWN OF MOUNTAIN VILLAGE
 BUSINESS DEVELOPMENT ADVISORY COMMITTEE (BDAC) MEETING
 THURSDAY May 7, 2020, 10:00 AM
 2ND FLOOR CONFERENCE ROOM, MOUNTAIN VILLAGE TOWN HALL
 455 MOUNTAIN VILLAGE BLVD, MOUNTAIN VILLAGE, COLORADO
 TO BE HELD REMOTELY VIA ZOOM WEBINAR**

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

(see login details below)

AGENDA

Item	Time	Min	Presenter	Type	
1.	10:00				Call to Order
2.	10:00	5	Dohnal	Action	Approval of the April 27, 2020 Minutes
3.	10:05	5	Caton	Informational	Economic Recovery Committee Update
4.	10:10	30	Dohnal/Wise	Informational	COVID-19 BDAC work plan discussion, focusing on: <ul style="list-style-type: none"> • delivery assistance • Village Center outdoor space enhancement • inventory assistance
5.	10:40	15	Dohnal/Stenhammer	Informational	May 12 Merchant Meeting agenda and packet discussion
6.	10:55	5	Caton	Informational	Other Business
7.	11:00				Adjourn

Links to reference:

Mountain Village COVID-19 business survey [results](#)

To join the Zoom Webinar Meeting from Computer or Mobile Device download the Zoom App in the Appstore or go to the link below.

Zoom webinar.

When: May 7, 2020 10:00 a.m. Mountain Time (US and Canada)

Topic: Business Development Advisory Committee Meeting

Please click the link below to join the webinar:

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

Or iPhone one-tap :

US: +13462487799,,603416368# or +16699006833,,603416368#

Or Telephone:

Dial (for higher quality, dial a number based on your current location):

US: +1 346 248 7799 or +1 669 900 6833 or +1 253 215 8782 or +1 301 715 8592 or +1 312 626 6799 or +1 929 205 6099

Meeting ID: 921 2576 1929

Password: 355918

International numbers available: <https://zoom.us/j/92125761929>

Please note that times are approximate and subject to change.

Public Comment Policy:

- The Town Council will take your comments during all virtual Town Council meetings through the zoom conference app for items proper to receive public comment via the written comment feature on zoom.
- Please do not comment until the presiding officer opens the agenda item to public comment. Public comments submitted outside of the proper time may not be considered.
- All those wishing to give public comment must identify their full name and affiliation, if any, to the Town of Mountain Village.
- Please keep your comments as brief and succinct as possible as they will be read aloud at the meeting. Please refrain from repeating what has already been said by others in the interest of time. You may simply state that you agree with a previous speaker's comments.
- Commenters shall refrain from personal attacks and maintain a civil tone while giving public comment.

**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

One tap mobile

+13462487799,,94430989985#,,#758462# US (Houston)

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

Dial by your location

+1 346 248 7799 US (Houston)

+1 669 900 6833 US (San Jose)

+1 929 205 6099 US (New York)

+1 253 215 8782 US

+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/j/94430989985>

Respectfully submitted,

Zoe Dohnal

Business Development & Sustainability Sr. Manager
Town of Mountain Village



TOWN OF MOUNTAIN VILLAGE
455 Mountain Village Blvd. Mountain Village, CO 81435
(970) 369-8236

TO: Business Development Advisory Committee

DATE: May 5, 2020

FROM: Zoe Dohnal, Business Development and Sustainability Senior Manager

RE: COVID-19 BDAC work plan discussion

Introduction

- As we continue to enhance our COVID-19 BDAC work plan, it is important to discuss the details of execution on our high-priority items. This week we will focus on:
 - Delivery assistance
 - Village Center outdoor space enhancement
 - Inventory assistance

Attachments

- a) [2020 DRAFT COVID-19 Work Plan](#)
- b) Visit Telluride and the Economic Recovery Committee update regarding delivery strategies.
- c) Plaza maps for potential seating options

Delivery Assistance

- TMVOA Update:
 - Logistics are complicated and more time is needed to iron out details if TMVOA/TMV decides to move forward.
 - The purchase of a vehicle(s) may be necessary to use specifically for this purpose.
 - Ordering and incorporating inventory are complicated. The questions below are going to be worked on over the next week. Once a plan with options is created, TMVOA will run it by the board for their consideration. Then, more details can be shared.
 - How many employees/drivers needed?
 - Do we need a website or is there a call process for ordering: these are all questions we will address this week.



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- TMV Update
 - TMV transportation's vision of assistance is as an ad hoc dial-a-ride service that could move both people and goods using an on-demand model. The initial thought was that the current bus service shuts down at 6pm and when the gondola opens, it likely will be on a reduced scheduled, so it would fill an evening gap where there are no transportation services.
 - Jim Loebe was thinking of having two drivers with cell phones that would come on-line at 5pm and go to 10pm. We could expand those hours and vehicles if requires.
 - Spare town shuttle vehicles could be used and run whenever BDAC thinks it would be appropriate.
 - The last thing TMV wants to do is compete with private business, but if no one in the private sector wants to provide the service, TMV is happy to step up.
 - There may be some PUC issues if we leave TMV boundaries, so we should look into this.
 - According to Loebe, given the appropriate staffing / funding he sees transit being able to provide myriad of services to our community. They are already doing the school lunch and food bank deliveries. Anything BDAC dreams up, he feels confident his team could figure out ways to make it happen. From food and goods deliveries to anything with a pulse, they have the resources to get them from A to B.

- Delivery Website/App Options
 - Local Options - grocery and liquor delivery service.
 - [Telluride Delivers](#)
 - National Options – All of these platforms offer businesses a non-exclusive partnership to be displayed on their app/website within similar profit-sharing models. An iPad to process app requests is given to participating businesses.
 - [Postmates](#) - Vice President of Partnerships with Postmates, Justin Esch, is willing and eager to set up in Telluride and Mountain Village, even though this area would be really small for their scope. He would be able to move to Telluride this summer to assist businesses with the set.



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- [GrubHub](#)
- [Doordash](#)
- [Delivery.com](#)
- Heyo Inc. – Visit Telluride and the Economic Development Committee has been discussing this option. View Exhibit B for more details.

Village Center Outdoor Space Enhancement

- Option 1
 - Focus on enhancing common spaces vs. expanding individual restaurant/retail plaza use.
 - Encourage restaurants and bars to offer take out/curbside pickup where patrons can utilize additional outdoor seating.
 - While taking into consideration historic input, tents will be carefully placed as to not block visual corridors, detriment fire lanes or overhead gondola lines.
 - Tables and chairs will be placed to adhere to the 6-foot social distancing.
 - Table, chairs, and electric heaters will be purchased, tents will be rented from Viking Rentals.
 - Electric heaters can be set on a timer to minimize staff coordination. For each additional seating location, ask a neighboring business to help monitor heaters and seating.
 - Tents will assume that one set of table and chairs will fit into each ten-foot quadrant, i.e. four (4) table sets can fit into a 20 x 20 tent.
 - See Exhibit C for potential outdoor space enhancement.
 - Village Pond Plaza: four (4) table sets and a 20 x 20 tent.
 - Conference Center Plaza: up to twenty-four (24) table sets and a 60 x 40 tent in front of the Conference Center, two (2) table sets by pond stairs.
 - Heritage Plaza: ten (10) table sets along the beach, 10x10 tents could be used, but only one table set per tent. A 40 x 40 tent can be placed in the plaza center, along with eight (8) table sets.
 - Sunset Plaza: six (6) table and chair sets.
 - Gondola Plaza: while this may not be worth the investment due to lower restaurant traffic, up to thirteen (13) table sets can be placed in this area.
- Option 2



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- Number tables in the Village Center. Use previous working aps to accommodate ordering and delivery. Then possibly reimburse outlets processing fees. Outlets could charge a convenience fee to cover delivery but shouldn't unless it involves dial a ride. To core tables, it is free.

Inventory Assistance

This topic has been in many conversations over the past few weeks. As there are many strong options, I would like to have another look at this topic and its potential direction. The [Colorado Mask Project](#) is a great outlet for DIY mask donations and distribution.



2020 **DRAFT** COVID-19 Work Plan

Business Development Advisory Committee

The COVID-19 Work Plan has been compiled as a tool to help the Business Development Advisory Committee (BDAC) plan for future potential impacts to local businesses, help with the strategic allocation of resources to aid in recovery, and guide communication around specific decisions and actions. Specific elements found within the Work Plan are intended to help identify changing business climates over time and to help target specific activities and goals to best suit issues as they evolve.

Finalizing a work program helps the Committee prioritize work. It does not mandate project completion, nor does it preclude work on other projects not identified. Having this flexibility, together with support from the Council and other stakeholders, helps the Committee best serve the community.

Typically, much more work is identified on a work program than can be accomplished in any given year. Given the complexities facing the Town of Mountain Village and the local business community, staff will work to prioritize any feasible project that is deemed effective in assisting local businesses in a fiscally responsible way.

HIGH PRIORITIES

1. Economic Development Incentives – Town Resources

Priority Ranking	Action Item	Sub-Action Item	Team Member(s)	Date Completed
1	Demographic & Data Assistance	<ul style="list-style-type: none"> Survey business to understand current needs and hardships 	Zoe Dohnal/ John Miller	4.27.20
2	Focused Merchant Meetings	<ul style="list-style-type: none"> Ensure merchants are sharing information on operation strategies. Position TMV and TMVOA to answer any questions and provide appropriate resources. 		5.12.20 Ongoing
3	Fee waivers and payment deferrals	<ul style="list-style-type: none"> Sales tax deferral Business license waivers Rent relief program 		5.20.20

4	E-newsletter / blog	<ul style="list-style-type: none"> Business e-newsletter (incorporated into the COVID-19 e-newsletter) Zoe Dohnal 		On-going
5	Parking / Transit	<ul style="list-style-type: none"> Remove parking fee to encourage visitors to the MV center 	Parking Committee representatives	To be completed in the next few months
6	Village Center outdoor space enhancement	<ul style="list-style-type: none"> Additional outdoor seating areas – lighting, canopies, etc. Potential pop-up structures 		To be completed in the next few months

Postponed Action Items:

- Conference Center
 - Co-working space
 - Commercial Kitchen
- Planning Fee Waivers
 - Development Fee Rebate

2. Business Retention

Priority Ranking	Action Item	Sub-Action Item	Team Member(s)	Date Completed
1	Ecommerce Assistance	<ul style="list-style-type: none"> Providing resources to businesses to help them succeed in the 'new normal'. This will include consulting on website creation, marketing assistance, and training. 	Zoe Dohnal	Immediately
2	Delivery Assistance	<ul style="list-style-type: none"> Exploring repurposing dial-a-ride and Town of Mountain Village transportation to be a delivery service for restaurants, the pharmacy, and perhaps retail. 	Garrett Brafford	To be completed in the next few months
3	Help with supplies	<ul style="list-style-type: none"> Assisting businesses with PPE and other inventory shortages 		To be completed in the next few months
4	Business Recognition Program	<ul style="list-style-type: none"> Formal recognition among those businesses/ employees that contributed to the economic well-being of the town and have demonstrated a commitment to the vitality. This award is not on a consistent timeline. The community can submit a nomination through an online form on the TMV website 		Long term

Postponed Action Items:

- Retention
 - Tiered Reimbursements
 - A pay-for-performance program that pays out annually to qualified businesses. This could include wage reimbursement, an award for targeted job placement, relocation reimbursements. i.e. Austin Business Expansion Incentive Program.

3. Employee Development and Job Training

Priority Ranking	Action Item	Sub-Action Item	Team Member(s)	Date Completed
1	Job Training	Training for new skills in our COVID new normal (also being contemplated by the Economic Recovery Group).	Sherri Reeder	To be completed in the next few months
2	Job Training	Telluride Foundation opportunities	Zoe Dohnal with Telluride Foundations partners	Long term
3	Job Training	Open TSG hospitality classes to the public	Sherri Reeder	Long term

Postponed Action Items:

- Job Training
 - Telluride Mountain College opportunities.
 - TIPS certification program
 - Colorado First Job Training
 - Cross-Training
 - Management Training
 - Sales tax education
- Remote Market
 - Location Mentor Employment Program.
 - How to utilize remote workforce for MV businesses.
 - How to encourage remote workers to work out of MV.

4. Marketing Opportunities and Public Outreach

Priority Ranking	Action Item	Sub-Action Item	Team Member(s)	Date Completed
1	TMV Website Enhancement	Develop a marketing strategy to help Mountain Village businesses during their recovery period.	Zoe Dohnal	Immediately
2	TMV Website Enhancement	Building out the TMV business resource page and directory	Zoe Dohnal	Ongoing

Postponed Action Items:

- Provide a menu of items of what TMV has to offer to new businesses.

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

Priority Ranking	Action Item	Sub-Action Item	Team Member(s)	Date Completed
	DOLA Grants		John Miller	Ongoing
	GOGO Grants			Ongoing
	Other Grants			Ongoing

6. COVID Economic Development Incentives – State and Regional Resources

Priority Ranking	Action Item	Sub-Action Item	Team Member(s)	Date Completed
1	Colorado Department of Economics and International Trade	https://choosecolorado.com/covid19/	Zoe Dohnal	Ongoing

LOW PRIORITIES

7. Economic Development Incentives – State and Regional Resources

Postponed Action Items:

- 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](#)

8. Economic Development Incentives – Private/ Commercial Resources

Postponed Action Items:

- Utilizing TSG resources
- Utilizing Madeline resources

Hotels

Daycare grants (connecting people with providers)

PROCESS / LOGISTICS

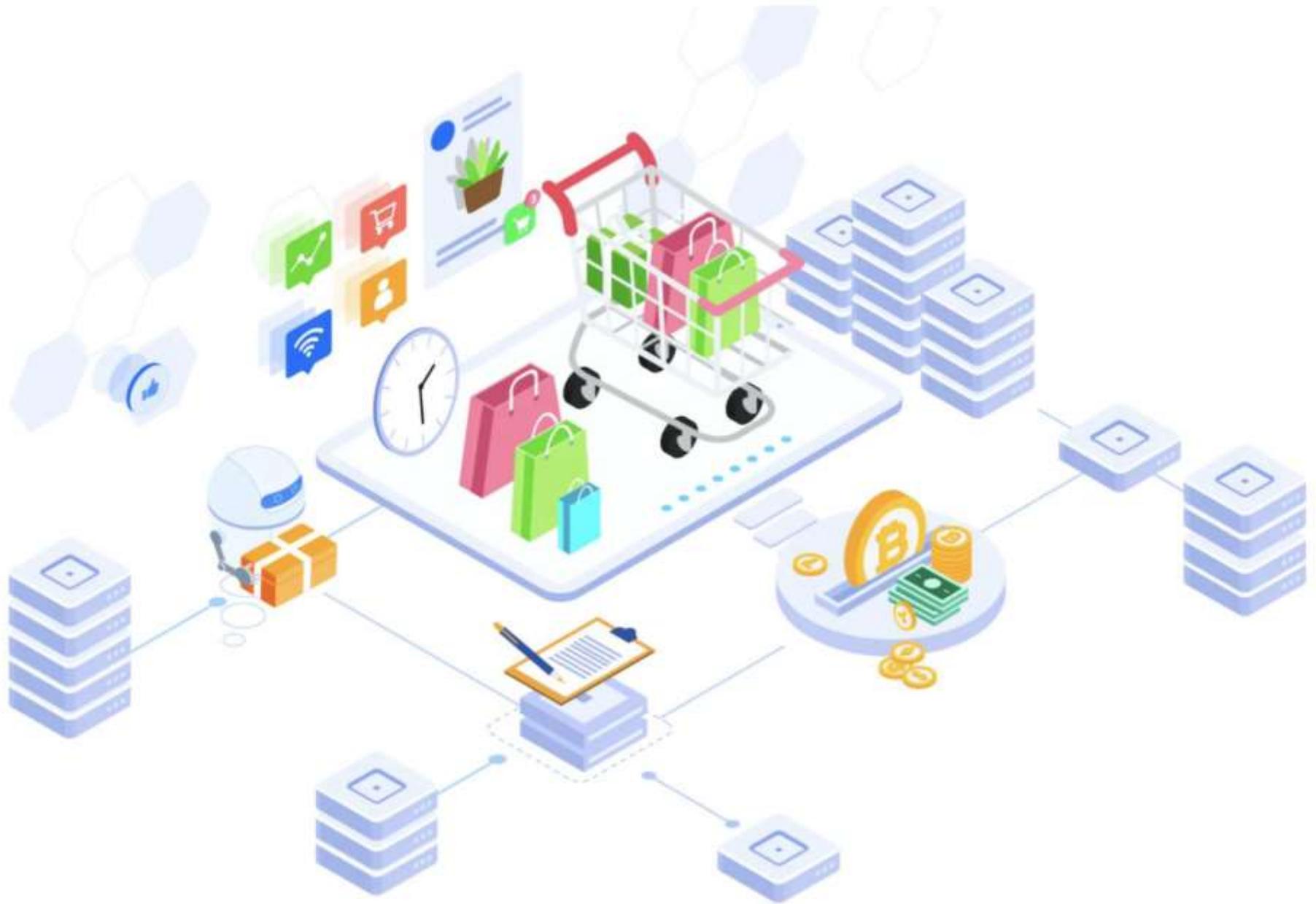
Agenda Item #4
Exhibit B



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E-Commerce *PERFECTED*



The Evolution of E-Shopping

1. 1970's - MIT students saw an unusual offer come across their terminal style computer.... An offer to buy marijuana
2. 1994 - Pizza Hut - A large pepperoni, mushroom and extra cheese pizza was the "first" order ever paid for over the internet
3. 1995 - Amazon is Born
4. 2001/02 - Tech Bubble Crashes
5. The last 18 year
 - a. Facebook, Amazon, Postmates, Uber, Lyft, Instacart and PayPal all came together to solve an isolated problem. All of them solved one problem but created many more.

Heyo Inc.

Solve THEIR problems

E-Commerce apps evolve to solve problems within their own genre (platform), however they have failed to solve problems across multiple platforms. Heyo will allow for grocery shopping, liquor purchase, retail shopping, dining, take-out, delivery and payment through our Heyo app.

The beauty of our platform.... We have reversed the process!

.....we are taking our regional culture and offering it to the world.





Mission & Vision



Digital Storefront

To give all Telluride merchants a mortarless platform to help them reduce the negative financial impacts of social distancing



Aggregation of Human needs

Our goal is to provide a single conduit that meets the needs of all Telluride residents and guests where payments are aggregated and dispersed daily to each merchant



Our Goal

To provide a medium for merchants and citizens to access the needs with greater ease so we can all spend more time following our own path

Company Service



E-Commerce

Should be perfect harmony between merchants and humankind. We should be allowed to make our own choices



Online Shopping

Buying and selling of goods and services or transmission of funds or data over an electronic network



Delivery

We make delivering your product more manageable and affordable

E-Commerce Advantages

Society

- need not travel to shop a product, thus less traffic on road and lower air pollution
- enable rural areas to access services and products, which are otherwise not available to them.
- E-commerce helps the government to deliver public services such as healthcare, education, social services at a reduced cost and in an improved manner.

Buyer

- 24/7 Support
- More options to make decisions within seconds...Higher perceived value
- You choose when to buy
- Real time buying reduces waste

Seller

- Reduces customer acquisition cost
- Improves brand exposure
- Increased sales due to 24/7 availability
- Better data leads to greater customer satisfaction



REDUCE WASTE



SALES INCREASE

Desktop Mockup

HEYO Dashboard

The current problem with e-commerce is the number of services and competition around those platforms. E-commerce in a community that should be exactly that - A COMMUNITY. Statistically each merchant reduces the likelihood of gaining a customer by 28% each time they have to complete a new profile. The goal should be to aggregate all merchants into one medium or app and allow the consumer to make their choice from there.

ONE PROFILE! ONE PAYMENT PLATFORM!

Great Features ONE COMMUNITY!



Price



Flash Sale



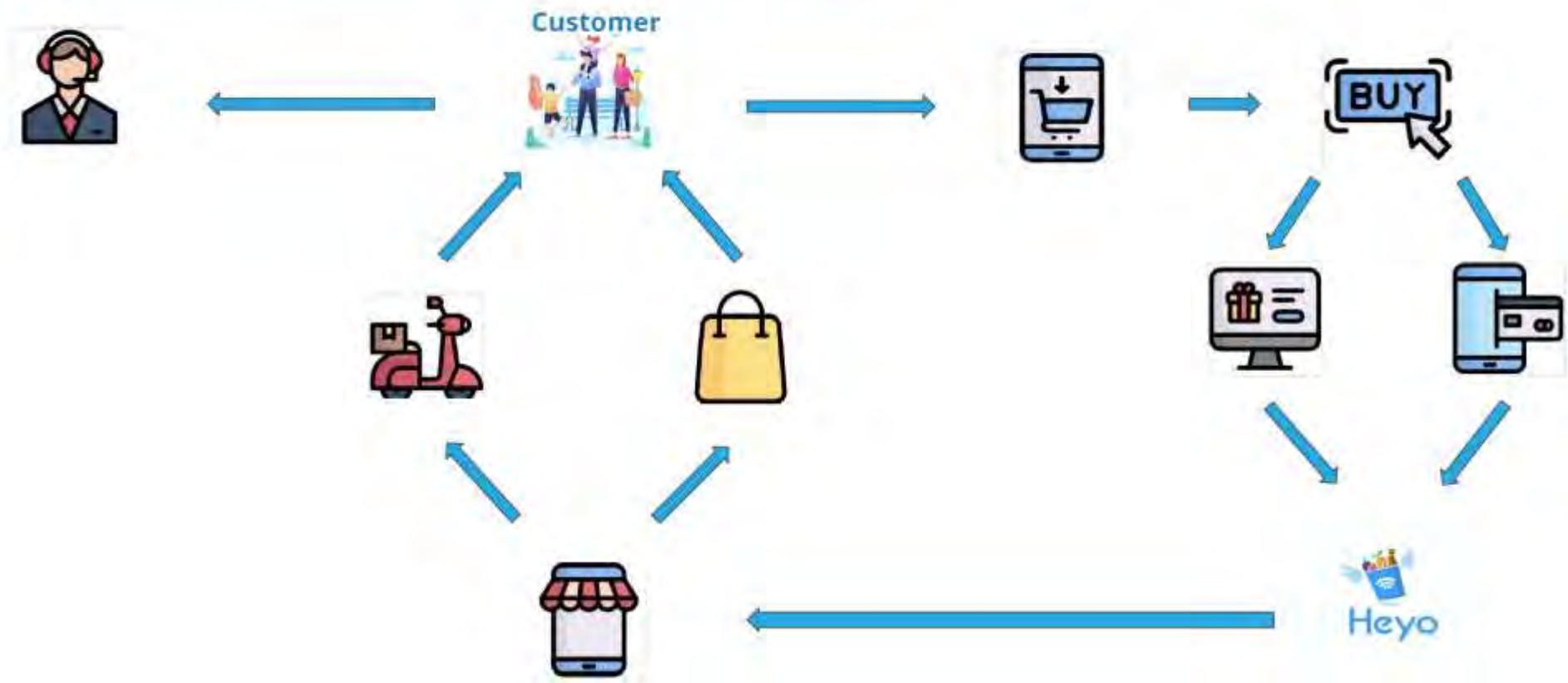
Option



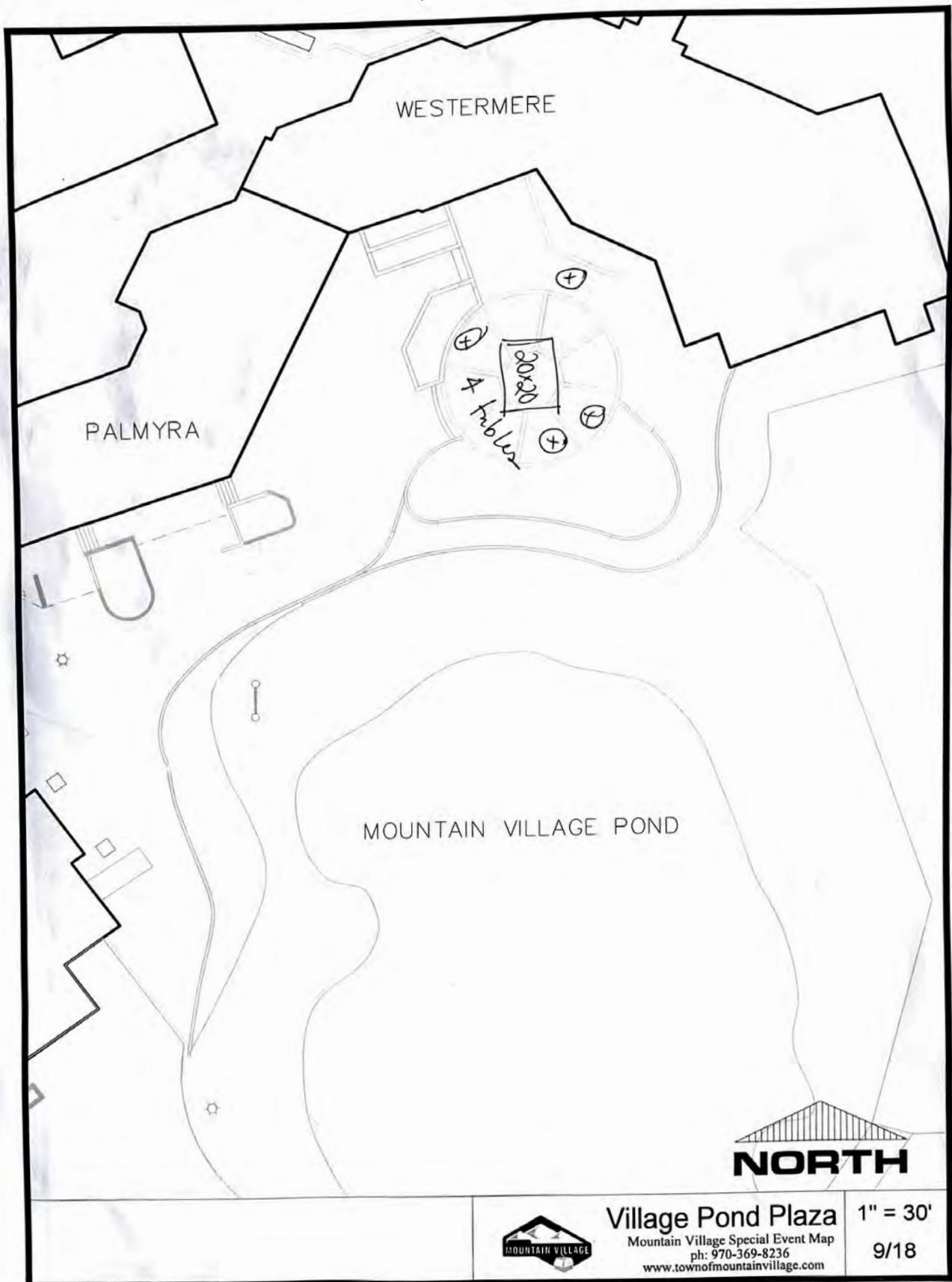
Chat



Process Flowchart

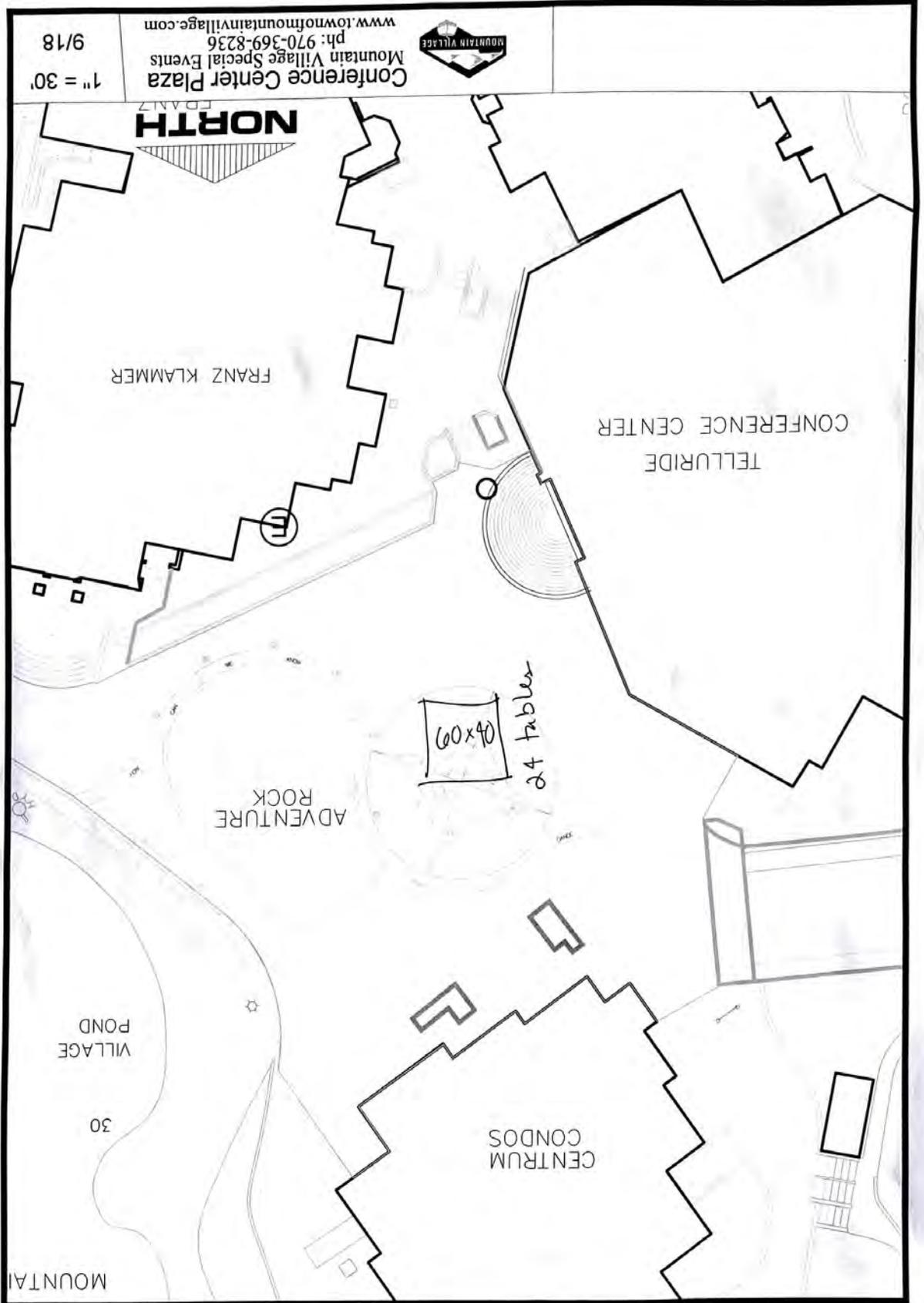


4 tables



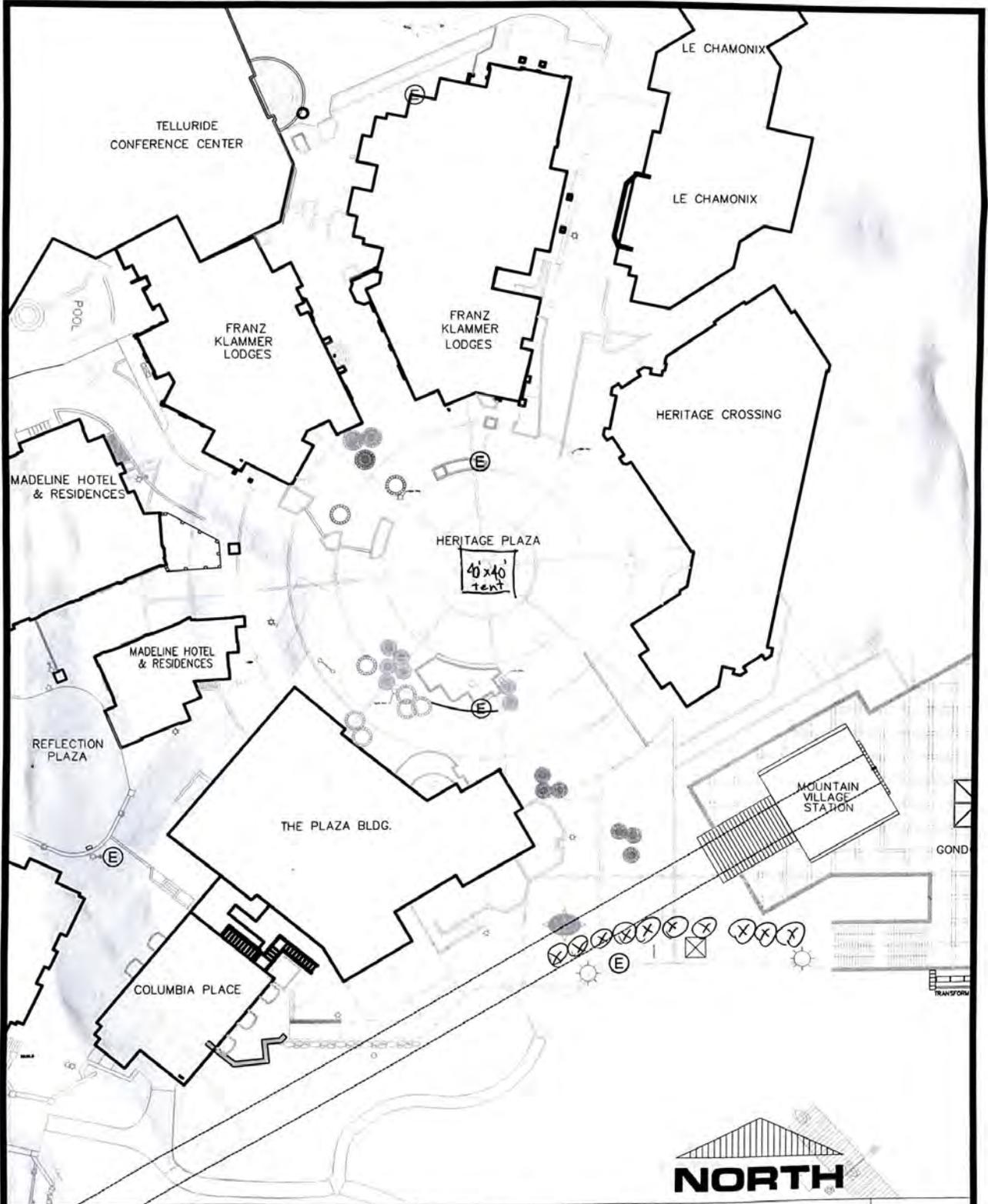
2 tables by Bootdoctors / Pond Stairs

2 tables



10 tables on the Beach

No 40x40 tent
b/c of gondola line

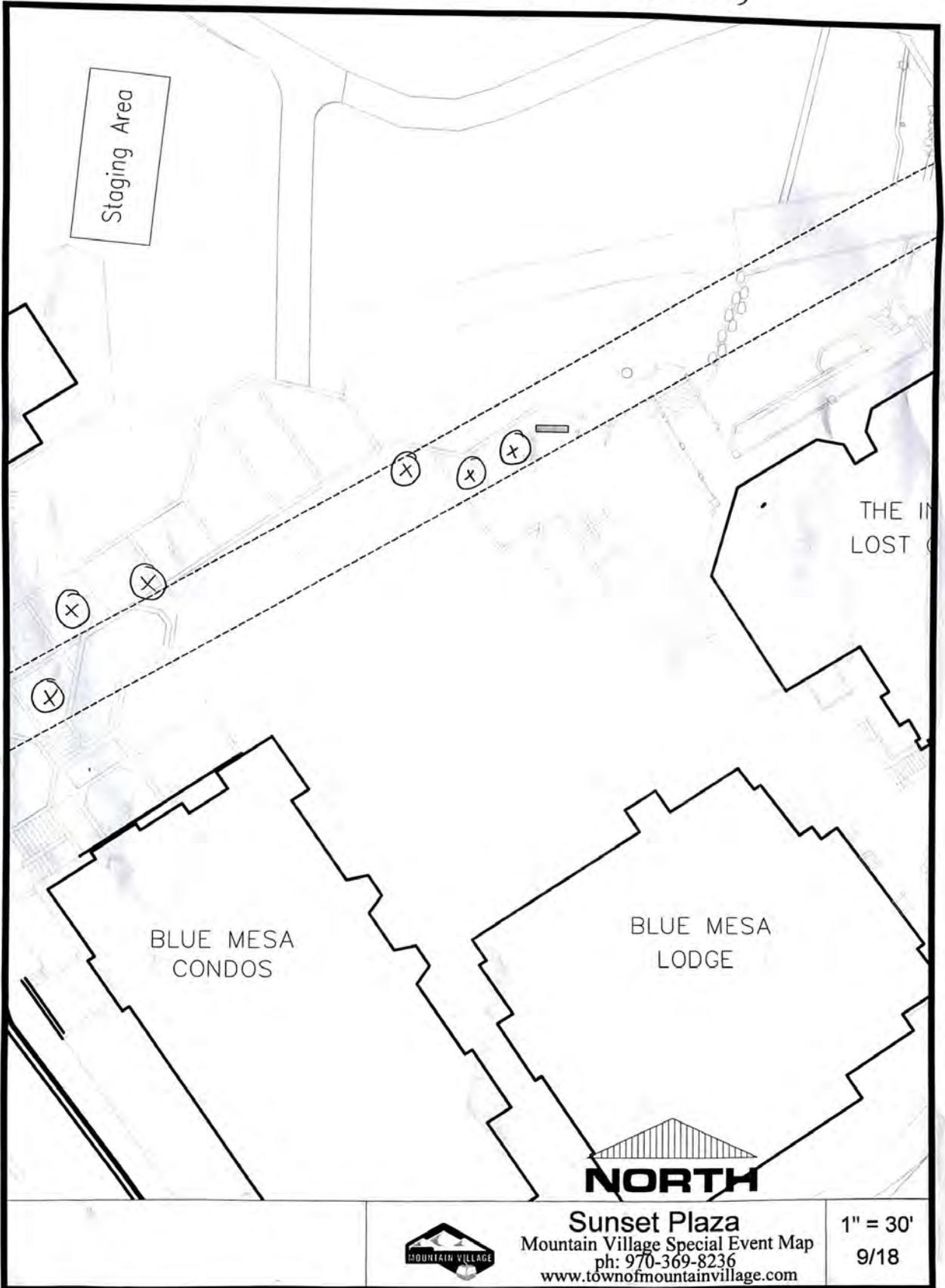


Heritage Plaza
 Mountain Village Special Event Map
 ph: 970-369-8236
 www.townofmountainvillage.com

1" = 60'
 9/18

maybe 10x10 tents but only 1 table per tent

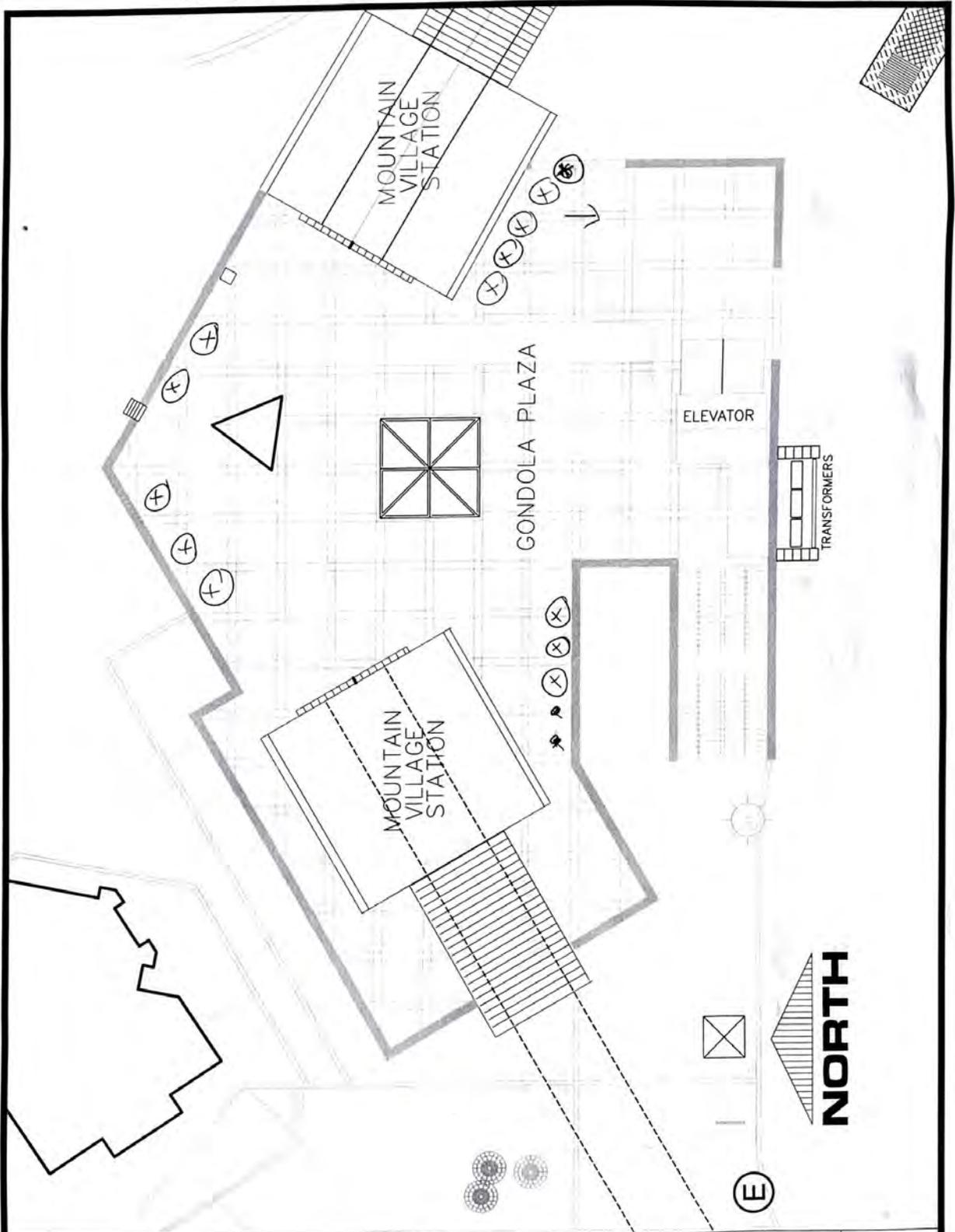
6 tables (+ chairs)



Sunset Plaza
Mountain Village Special Event Map
ph: 970-369-8236
www.townofmountainvillage.com

1" = 30'
9/18

13 tables



Gondola Plaza
Mountain Village Special Event Map
ph: 970-369-8236
www.townofmountainvillage.com

1" = 30'
9/18



**Mountain Village Merchants Meeting Agenda
GoToMeeting
May 12, 2020 @ 10:00 AM**

1. Call to Order
2. SMC Health & Safety Directives
3. Preparedness Survey Results & Assistance Resources
4. Answers to Pre-Submitted Questions
5. Summer Events Status
6. Q & A
7. Next Meeting – June 9, 2020 @ 10am
8. Adjournment

*Agenda prepared by TMVOA Board Commercial Representative and TMVOA staff.
If you have additional items that you would like added to the agenda, please contact
TMVOA at (970)728.1904 ext. 7 or tmvoa@tmvoa.org*