

**TOWN OF MOUNTAIN VILLAGE
MINUTES OF THE JUNE 2, 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 Tuesday, June 2, 2020, at 11:02 a.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
Mike Doherty, Mountain Village Business Owner Representative
Garrett Brafford, Telluride Mountain Village Owners Association (TMVOA) staff representative

The following members of the public present:

JD Wise, Mountain Village Public Works staff representative
Anton Benitez, TMVOA Staff representative

Consideration of Approval of Minutes:

May 26, 2020, BDAC Meeting Minutes

On a **MOTION** by Sherri Reeder and seconded by **Mike Doherty**, the BDAC voted unanimously to approve the May 26, 2020 meeting minutes.

Discussion and Committee Follow Up/Next Steps:

- Agenda Item 3- Economic Recovery Committee Update
 - Dan Caton was not present at the May 26th meeting. Zoe Dohnal updated BDAC on the ERC. County Orders and the future expectations for the businesses were important. Different Industries have different concerns - Lodging seemed generally OK with new rules, retail felt nervous about the restrictions. Restaurants do not all feel 100% comfortable in opening for dine-in seating - others are still moving forward with opening dine-in as soon as this week.

- Agenda Item 4- COVID-19 BDAC work plan discussion

- JD gave an update on **outdoor seating space furniture and lighting** orders. Umbrellas, furniture, etc. has been ordered. JD provided a presentation on plaza lighting for umbrellas and public space lighting. Generally, this included lighting under umbrellas and bridges as well as string lighting between different points throughout the plaza areas. A lighting professional was not hired as discussed at May 26 meeting. BDAC was supportive of the string lighting that JD presented, and gave feedback that continuity of the lamp style was important throughout the core. Lighting in the Town Hall subarea was also important to BDAC. JD was **DIRECTED** to investigate architectural lighting options and to go ahead and order the solar lighting for umbrellas and the initial string lighting as shown. Sherri Reeder was **DIRECTED** to investigate the brand and make of the lighting within the BootDoctors corridor.
- Zoe Dohnal discussed the **rent relief and grant program**. Zoe spoke with Region 10 as directed but the program options did not seem like a great fit. Zoe provided a memo discussing grants and loan programs In Colorado. Laila also provided an update on a conceptual regional grant / loan program but there were concerns during those conversations that came from both the Mountain Village and Telluride related to equitability of fund disbursement.
- Zoe Dohnal discussed **Business Marketing and Communications** for business In the Mountain Village. There has been an uptick in requests for website assistance. There could be some benefit in a marketing grant program. The overall messaging was discussed and how-to best market re-opening.
- Anton Benitez of TMVOA discussed TMVOA efforts for summer music in the core. Hoping to have commitments for June and July.

He also discussed Information consistency, signage, etc. He provided emailed documents for Eagle Co and Pitkin CO. This includes communications and messaging catering to businesses who need to get Information to their customers. It would be good to pursue info for restaurants, retail, lodging - one pager that would be helpful to put into windows or kiosks or to staff but needs to be consistent between TMV, TMVOA, and TSG. Zoe was **DIRECTED** to work with TMVOA and TSG to develop marketing and communication materials for businesses.

➤ Agenda Item 5- Nominations and selection for the Business Recognition Program

- Zoe gave an overview of the BRP

- Laila nominated the Telluride Distillery with their outreach that was provided during the initial stages of the COVID pandemic. Through a unanimous vote, Telluride Distillery will be recognized.
 - Mike offered to provide a prize of a RZR tour for 2.
- Agenda Item 6- Other Business
- No other business was discussed.
- Agenda Item 7- Adjourn

There being no further business, on a **MOTION** by **Laila Benitez** and seconded by **Mike Doherty**, the BDAC unanimously to adjourn the meeting at **12:09** p.m.

Reminder:

The next BDAC meeting will take place on Tuesday, June 9, 2020, at 11:00 a.m. in the Mountain Village Town Hall via Zoom Webinar, details below.

Join Zoom Meeting

<https://zoom.us/j/92125761929?pwd=SFIONmRhRm82Q2wwWE05eHdmSF12QT09>

Meeting ID: 921 2576 1929

Password: 355918

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Password: 758462

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

Respectfully submitted,

John Miller

Senior Planner

Town of Mountain Village