

**TOWN OF MOUNTAIN VILLAGE
 BUSINESS DEVELOPMENT ADVISORY COMMITTEE (BDAC) MEETING
 TUESDAY July 21, 2020, 11:00 AM
 TO BE HELD REMOTELY VIA ZOOM WEBINAR
<https://us02web.zoom.us/j/89333847385>**

(see login details below)

AGENDA

Item	Time	Min	Presenter	Type	
1.	11:00				Call to Order
2.	11:00	5	Caton	Action	<ul style="list-style-type: none"> • Approval of the June 23, 2020 Minutes • Approval of July 7, 2020 Minutes
3.	11:05	5	Caton	Informational	Economic Recovery Committee Update
4.	11:10	10	Dohnal	Informational	Marketing Assistance Fund Application Update
5.	11:20	20	Dohnal	Informational	Rural Economic Development Initiative Grant
6.	11:40	15	Dohnal	Informational	Plaza Vending Assistance
7.	11:55	5	Caton	Informational	Other Business
8.	12:00				Adjourn

Links to reference:

Merchant Meeting survey [results](#)

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.

Topic: Business Development Advisory Committee Meeting

Please click the link below to join the webinar:

<https://us02web.zoom.us/j/89333847385>

Or iPhone one-tap :

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Or Telephone:

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

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Meeting ID: 89333847385

International numbers available: <https://zoom.us/j/89333847385>

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 JUNE 23, 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 23, 2020, at 11:00 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

Consideration of Approval of Minutes:

June 9, 2020, BDAC Meeting Minutes

On a **MOTION** by **Sherri Reeder** and seconded by **Zoe Dohnal**, the BDAC voted unanimously to approve the June 9, 2020 meeting minutes.

Discussion and Committee Follow Up/Next Steps:

- Agenda Item 3- Economic Recovery Committee Update
 - **Dan Caton** updated BDAC on the ERC. The ERC reviewed the new county order and generally speaking many businesses are ready to open. Lodging has increased to 50% occupancy and many businesses are already reaching those numbers. Gondola will be increasing hours to midnight on Wednesday and that reflects the growing demands for business. Although there is optimism related to reopening but there are increasing cases and that impacts business and the abilities to open.

- Agenda Item 4- COVID-19 BDAC work plan discussion
 - Zoe updated the workplan to include a new column for the budget for each item.

- JD gave an update on **Plaza Seating** orders. The orders have shipped, and arrivals should start occurring as soon as tomorrow. Lights will be getting up as soon as Thursday. TSG has offered some temporary use of seating for the time being while we wait for the rest of the Items to arrive. We haven't really discussed sanitation stations for personal use within the plazas. The town shop is going to help out building some stations to go near seating areas.

Zoe provided some information on coordinating with TSG staff to assist in maintenance of the seating areas and plazas due to increased needs and elevating the experience of the core. Tabletop signs are being created to help explain process for using the seating areas. Zoe also detailed the new website page for dine-in and take out options in the Village. <https://townofmountainvillage.com/dine-outside/>

- Zoe gave an update on **Visitor Incentive Program** and the summer stroll program - and discussed potential options working with TMVOA. For the activities to occur outdoors in the plazas, music was important. Discussion related to hours for the event and what day would be the best to hold events given other municipalities are doing similar type events.

BDAC decided to review the budget for the events but Friday 5-7PM will be tentative date for event.

- Zoe provided an update of **the Utility Waivers** based on the spreadsheet provided by the Finance Department. Discussion related to the spread sheet and what line items are applicable and which should be excluded.

Some concern related to how the bills are processed and how to comp fees when its based on a whole building bill. Given the business are starting to re-open is this effort needed now.

Zoe also provided updates on **Marketing Assistance Program** and the parameters for applications, funding, and planning for business utilization of the funding. There was support from the members of BDAC utilize this program to help business and visitors. Application deadline projected to be August 1.

Zoe was **DIRECTED** to create and application and the application process for the MAP so that the Town can proceed with this effort.

➤ Agenda Item 5- Other Business

- Sherri Reeder discussed some Issues related to business in reflection plaza, and specifically elevators within Franz Klammer. This could result In Issues with deliveries to commercial buildings within the same building. There are some alternatives behind the Madeline in the unloading zone there.

➤ Agenda Item 6- Adjourn

There being no further business, on a **MOTION** by **Laila Benitez** and seconded by **Sherri Reeder**, the BDAC unanimously to adjourn the meeting at **12:00** p.m.

Reminder:

The next BDAC meeting will take place on Tuesday, June 23, 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=SFJONmRhRm82O2wwWE05eHdmSF12OT09>

Meeting ID: 921 2576 1929

Password: 355918

One tap mobile

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Password: 758462

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Respectfully submitted,

John Miller

Senior Planner

Town of Mountain Village

**TOWN OF MOUNTAIN VILLAGE
MINUTES OF THE July 7, 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, July 7, 2020, at 11:00 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

Discussion and Committee Follow Up/Next Steps:

- Agenda Item 3- Economic Recovery Committee Update
 - Dan Caton updated BDAC on the ERC and these meetings are moving to every other week and no meeting last week due to holiday.
- Agenda Item 4 - Telluride Foundation Small Business Impact Survey Results and Takeaways
 - Zoe provided the results from the Survey and noted that there were similarities between what we have been doing and the feedback gathered from local business. The number one requested Item Is Marketing assistance.
- Agenda Item 5- COVID-19 BDAC work plan discussion
 - JD gave an update on **Village Center Outdoor Space Enhancement**

Zoe gave brief update thanking JD for his assistance in getting outdoor spaces ready. 50 tables are in place, 900 page views of the dine outside. July 2nd was the peak for traffic.

JD noted that the temporary furniture was delayed, and TSG helped with some furniture that was needed for the holiday. Umbrellas did arrive and are now Installed. JD thanked Town Shop for all the help they provided to modify the new furniture and umbrellas to that they were all functional. Polywood furniture should be shipping on Monday the 13th and anticipating the entire order to ship vs Incrementally. Additional discussion related to next steps for lighting on timers.

- Zoe gave an update on Sunset Stroll - the event worked well, and the different plazas and music helped to draw crowds to different areas. The weekend may be a bit skewed given the holiday, but It was an overall success. As we continue, we will monitor how to advertise and draw crowds but not too much and what Is the best mixture of plaza use and activities vs numbers of people. Zoe was **DIRECTED** to reach out to Judy Kline info@telluridearts.org and Super Fah <skyneverfall@gmail.com>
- Zoe provided an update of **the Marking Assistance Fund**. The form and page are live but funds have not been officially approved by council. Once there Is an approval, then the program will be ready to launch.

➤ Agenda Item 6- 2021 BDAC Stimulus Budget

- Zoe updated BDAC on spending in 2020 for stimulus budget and discussions were Initiated for 20201 Stimulus Budget. BDAC proposed a starting budget of 100k to request from Town Council.

➤ Agenda Item 7 - Other Business

- We are at a point with out workplan were we are working on ongoing Items. Before the next meeting members should brainstorm what other Items should move up In priority.

➤ Agenda Item 8 - Adjourn

On a **MOTION** by **Zoe Dohnal** and seconded by **Sherri Reeder**, the BDAC unanimously to adjourn the meeting at **11:34** a.m.

Reminder:

The next BDAC meeting will take place on Tuesday, July 21, 2020, at 11:00 a.m. in the Mountain Village Town Hall via Zoom Webinar, details below.

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Respectfully submitted,

John Miller

Senior Planner

Town of Mountain Village



COLORADO
Department of Local Affairs
 Division of Local Government

**RURAL ECONOMIC DEVELOPMENT INITIATIVE GRANT PROGRAM
 NOTICE OF FUNDING AVAILABILITY & APPLICATION GUIDELINES**

GUIDELINES AND ELIGIBILITY

The Rural Economic Development Initiative (REDI) program is designed to support communities in creating jobs locally and building resilient and diversified economies.

All applications MUST be submitted via the online grants portal:

https://dola.colorado.gov/grants_portal/

**Please contact your Regional Manager to discuss project development prior to submission
 Submission Deadline: August 11th, 2020**

Technical assistance availability

Applicants are encouraged to reach out to DOLA's Regional Managers for guidance as they develop their projects. DOLA's Rural Prosperity Manager is also available to provide technical assistance to communities in project development as well as broader development of community economic resilience visions and roadmaps.

Funding

- \$750,000 funds available per fiscal year: July 1st, 2020-June 20th, 2021
- In past cycles, REDI grants have ranged between \$8,000 and \$150,000. This is DOLA's recommended funding range for applicants.
- Funds must be spent by June 30th, 2022.

Eligibility

- Rural communities, which are defined as a county with a population of less than 50,000 or a municipality with a population of less than 25,000.
- County or municipal governments as well as council of governments may apply with the following eligible entities as a partner:
 - Intergovernmental agencies
 - Housing authorities
 - Economic development organizations
 - Nonprofits
 - Private employers
 - Tribes

- Due to limited availability of funds, except for the most extreme cases, funds will not be available for out of cycle deployment for communities experiencing disruption from the COVID-19 virus. Communities that experience an unexpected closure of a major employer brought by COVID-19 or other event, should consult with the Rural Prosperity Manager and/or their Regional Manager.

Types of eligible projects

Projects that will be funded include plans, construction, programs, and capacity building. All applications must create and retain jobs, either direct or indirect.

- **Job creation and retention** - Both through direct and indirect means.
 - Direct examples
 - Business attraction and retention projects
 - Projects which support startups or business expansion
 - Indirect examples
 - Infrastructure and placemaking projects, which enable a local government to activate a space for entrepreneurs and businesses
 - Actionable economic development/diversification plans, marketing studies, consulting service for specific project implementation
 - Any plans or studies should have an associated implementation/action plan, which creates a roadmap for communities
- **Capacity Building** - Under special circumstances DOLA will consider funding local economic development capacity. Staff must be tied to a specific outcome, project, and timeline, which contributes to goals of job creation, business attraction/retention, and economic resilience. REDI funds cannot be used to support staff's existing, ongoing work. Communities will have to illustrate economic hardship and inability to fund staff within their budget. Capacity building grants can be funded for up to 2 years with the following match requirements.
 - Match for capacity building- 75/25 year 1; 50/50 year 2 grant/match
 - If applying for a capacity building grant, the applicant must create a plan for funding the position beyond the grant term.
- **Economic resilience** - Economic resilience is the ability of a community's economy and systems that support the economy to withstand disruption and thrive in the face of change. Projects that build economic resilience could include any or all of the following:
 - Economic diversification
 - Take the long-view and build towards outcomes that will endure for future generations
 - Build on community assets and strengths
 - Build economic ecosystems, which support job growth, as well as the systems that enable/attract people to live and work in a place such as:
 - Renewable and clean energy business development
 - Access to child care
 - Projects which support a thriving arts and culture industry
 - Access to health care

- Education opportunities - vocational trainings, curriculum development, mentorship programs
 - Workforce development opportunities
 - School district or college/university vocational trainings
 - Projects which promote innovative approaches to challenges
- **Supports entrepreneurial ecosystems-** Entrepreneurial ecosystems provide trainings, networking opportunities, and infrastructure to support local entrepreneurs.
 - Accelerator and incubator programs or projects, which support entrepreneurs and startups
 - Match for accelerator and incubator programs- 75/25 year 1; 50/50 year 2 grant/match
 - If applying for an accelerator or incubator program grant, the applicant must create a plan for funding the program beyond the term of the grant.
 - Infrastructure which supports entrepreneurs such as coworking spaces, maker-spaces, workshop space, innovation centers, communal kitchens, etc.

Grant requirements

- Grant fund spending is time sensitive. Awards could require spending within 12 months or 18 months of award.
- Match is required. DOLA's Regional Managers will work with communities to determine the appropriate level of match based on financial data, typically resulting in 20% to 50% match.
- New building construction or significant renovation projects meeting certain thresholds may need to work with DOLA to ensure achievement of energy efficiency measures (e.g., LEED or Green Globes certification or commissioning, HPCP). The project may need to comply with energy efficiency rules if: the project receives 25% or more of its funds from state funding, contains 5,000 or more square feet, includes an HVAC system, or, in the case of renovation projects, the cost of renovation exceeds 25% of the current property value.

PROJECT SCORING

- **Job creation and retention (directly and indirectly) (40%)**
 - Expands a local business/industry
 - Anticipated jobs created and supported
 - Anticipated businesses attracted
 - Serves to retain existing businesses in changing economic climates
 - Provides services which attract/support entrepreneurs
 - Workforce development such as skill building opportunities, trainings, and curriculum development
- **Economic resilience (35%)**
 - Increases economic diversification
 - Promotes innovation and creativity

- Takes a long-term view
- Builds on community assets and strengths
- Builds economic ecosystems, which support job growth, as well as the systems that enable/attract people to live and work in a place.
- **Collaboration and readiness (25%)**
 - Harmonizes with and/or implements existing plans
 - Promotes collaboration by either:
 - Promoting regional economic development
 - Leveraging resources and ideas of stakeholders across the community
 - Aligns with other sources of funding/program participation to meet community goals
 - Has strong support from local governments, workforce agencies or boards, and/or partner agencies
 - Realizes mutual community benefits

AWARD PROCESS

The DOLA Executive Director makes all final funding decisions. If a project is approved, DOLA staff will work with the grantee on the contracting process.

Local governments are required to submit regular (monthly or quarterly) reports based on the project's scope of work. Reports and payment requests will be done through the DOLA Grants Portal.

REDI Program Manager:

Kate Guibert

kate.guibert@state.co.us

720-822-7803

APPLICATION QUESTIONS

Applicant/Contact Information

- Local Government/Organization
- Principal Representative (Please list the Chief Elected Official)
- Responsible Administrator for the Application (This is the person who will receive grant communications)

Community Information

- Population of town/municipality
- Population of County
- Data Source Used
- Community Benefit of Project

Project Description

- Project Type (drop down and select one of the three priorities)

- Project Name: Begin with your community name. Example: Town of Oak Creek PROJECT X, Y, Z
- Short Project Description (2-3 sentences describing the project).
- Project Overview
- Project Outcomes/Key deliverables
- Project Start and End Date
- Project Timeline
- Description of project scope of work including timeline and deliverables.

Job creation: Describe how this project creates or retains jobs locally. This could include both direct and indirect creation/retention. Consider one or more of the following in your answer:

- How many anticipated jobs will this project create?
- How will this project support expansion of an existing industry or business?
- How will this project support retention of current businesses?
- How will this project help attract businesses in the future?
- How will this project expand services available to businesses or entrepreneurs?
- How will this project support or create opportunities for the local workforce?

Economic resilience: Describe how this project builds economic resilience locally or regionally? Economic resilience is the ability of a community's economy and systems that support the economy to withstand disruption and thrive in the face of change. Consider one or more of the following in your answer:

- How will this project increase economic diversification locally?
- Does this project bring an innovative approach to the challenge?
- How will this project strengthen the systems that enable/attract people to live and work in the community?
- How does this project build on community assets and strengths?
- How does this project take a long-term view of the community and build towards outcomes that will endure for future generations?

Collaboration and readiness: Describe support for this project. Consider one or more of the following in your answer:

- How does this project align with community or regional plans, goals, or projects?
- How does this project support local or regional collaboration? What partners are at the table?

Construction/Renovation Projects only: If this project involves new construction or renovating a building, please upload a document responding to the following items:

1. If renovation, existing square footage
2. Total square footage once expanded
3. Current value of building (assessed value is sufficient)
4. Is the building on the state or national historic register
5. If new construction, planned total square footage
6. Does/Will the building contain HVAC

7. Is the building in a floodplain

Project Budget

- Total Project Budget
- Private Investment
- How were cost estimates determined
- Upload budget spreadsheet: Please upload a PDF of your budget spreadsheet with the following columns:

Detailed Line Item	Total Cost	REDI Request	Cash Match	Source of Match
TOTAL				

- Amount REDI Funds Requested

Local Government Financial Information (Current Year)

Local Government Financial Information

Please upload a PDF with the following table:

	Lead Application	Co-Applicant (if applicable)
Assessed Valuation (AV) for most recent year		
Total Mill Levy		
Property Tax Revenue Generated (mill levy x AV/1000)		
Sales Tax (percentage and estimated annual revenues)	% / \$	
General Fund Balance as of DEC 31 of the previous year		

POST GRANT AWARD

- Tracking-Communities will be required to track quarterly milestones through the contract period as well as the impact of the grant for the first three years following the award through a quick survey. This survey will ask about the following:
 - Jobs created or supported or anticipated jobs created

- If the project was a planning document, what has been implemented as a result of the plan?
- Did the project lead to other economic development projects or opportunities?
- Approximate number of workers who received support or benefit as a result of the project? What did this support look like?
- Approximate number of entrepreneurs who received support or benefit as a result of the project? What did this support look like?
- Did the project directly or indirectly lead to attraction of new businesses or industries?
- How is the project contributing to your long-term goals?
- Projects must meet performance criteria, such as construction completion milestones or other project deliverables. Projects may be denied reimbursement or may be required to pay back funds if performance criteria are not met.
- Applicants must follow local procurement rules. If rules are not in place, State procurement rules must be followed.