

**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.

Join Zoom Meeting

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

Meeting ID: 921 2576 1929

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Password: 758462

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

Respectfully submitted,

John Miller

Senior Planner

Town of Mountain Village