## TOWN OF MOUNTAIN VILLAGE BUSINESS DEVELOPMENT ADVISORY COMMITTEE (BDAC) MEETING TUESDAY October 20, 2020, 11:00 AM TO BE HELD REMOTELY VIA ZOOM WEBINAR

https://us02web.zoom.us/j/89338361781?pwd=QjNLY0NoRUx6R2VTUDRyM09SekJ0QT09 (see login details below)

AGENDA					
ltem	Time	Min	Presenter	Туре	
1.	11:00				Call to Order
2.	11:00	5	Caton	Action	Approval of the September 15, 2020 Minutes
3.	11:05	5	Caton	Informational	Economic Recovery Meeting Update
4.	11:10	5	Caton	Informational	Restaurant Association Meeting Update
5.	11:15	40	Caton/Wise	Informational	<ul><li>COVID 19 BDAC Workplan</li><li>Winter plaza enhancements</li></ul>
6.	11:55	5	Miller	Informational	Other Business
7.	12:00				Adjourn

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/89338361781?pwd=QjNLY0NoRUx6R2VTUDRyM09SekJ00T09 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: 893 3836 1781 Passcode: 643397 International numbers available: <u>https://zoom.us/u/acCvpOcIkn</u>

> 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 SEPTEMBER 15, 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, September 15, 2020, at 11:01 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 Garrett Brafford, Telluride Mountain Village Owners Association (TMVOA) staff representative Mike Doherty, Mountain Village Business Owner Representative

### The following members of the public present:

JD Wise, Mountain Village Public Works staff representative Anton Benitez

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

- Agenda Item 1- Approval of the Minutes from September 1, 2020 On a MOTION Dan Caton and seconded by Sherri Reeder, the BDAC unanimously to approve the meeting minutes from September 1, 2020.
- Agenda Item 2- Economic Recovery Committee Update
  - Dan updated BDAC on the **ERC**. The Meeting Notes from the ERC were provided and reviewed. No action taken.
- > Agenda Item 3 Restaurant Association Meeting Update
  - Zoe updated us on the RAM. Restaurant Committee hasn't met but created a google group. Created a survey asking what businesses would like.
- Agenda Item 4- 2020 COVID-19 Workplan
  - Zoe reviewed the Winter Plaza Enhancement Phased Plan memo. In addition to the refurbished gondola cars the committee is going in direction of using a TBD number of Weatherport Yurts as pop-up pavilions for multi-season use and cost efficiency. They will

continue to explore other long-term options. The number of additional gondola cabins has been increased to 20 and the number of yurts will be 3-4. Restaurants are wanting additional structures as well. Those that currently have plaza license agreements in TOMV will be able to rent additional yurts from the town. Locations and final number of structures is not finalized yet.

- Zoe updated us on heating grants. There is not enough Inventory of heaters for vendors to choose from our pre-approved list of heaters, so they will need to pick based on availability and we will then determine if they meet our standards
- Dan and Laila would like to Investigate the possibility of using one of the yurts as a kid/family zone
- There was some additional discussion related to consistency of design, signage and other aesthetic considerations.
- Agenda Item 6- Other Business
- Zoe reviewed Polis Restaurant Letter TOMV seems to be ahead of the curve, having planned ahead
- Zoe reviewed Colorado Association of Ski Town Survey Results.
- MD discussed the possibility of creating some sort of Fast Pass System for Employees to access gondola Quicker especially for work. Tourists have kept coming yet lines have grown and added stress to the work commute, and it is projected to get worse for the winter. Dan (per the gondola committee) says that a system like this could be rampant for abuse and they have avoided it in the past, also according to Loebe combining singles probably wouldn't relieve lines significantly as there aren't that many singles. Anton says each rider needs to be treated the same. TMVOA pays for the gondola, yet TMVOA members don't get special access.
- MD discussed the Atrium Bus stop at Market Plaza could we get rid of or greatly reduce excessive rack cards and magazines and turn the east side by the window into a bar top to have a reasonable easy place to eat for El Rhino and Market Food?
- Agenda Item 7 Adjourn

On a **MOTION** by Dan Caton and seconded by Zoe Dohnal, the BDAC unanimously to adjourn the meeting at 11:37 a.m.

#### Reminder:

The next BDAC meeting will take place on Tuesday, October 20, 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=SFJONmRhRm82Q2wwWE05eHdmSFI2QT09

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/u/acCvpQcIkn

Respectfully submitted,

Amy Ward

Planner Town of Mountain Village

#### Economic Recovery Committee Meeting September 18, 2020 10:00 am-12 pm

- Welcome from Commissioner Kris Holstrom
  - o Discussed new format of meeting with panel
- Medical Reporting- Grace Franklin
  - Metrics look good for the past month. Only one new case over the past week state came out with new risk meter dial-we are still safer at home level 2 per state regulations.
  - In two weeks, we could request to get us to the next level with fewer restrictions.
  - An increase in positive cases in expected with kids back in school and Labor Day
  - Waste Water COVID surveillance is in place. More data expected next week. The first read came back as zero cases. This provides a 24 hour snapshot. The more we can test and do waste water samples, the better picture we will have.
  - Surveillance data gives broader perspective that gives a higher level view of what the virus is doing in our community. It does not allow you to pinpoint the number of cases or who is infected. Telluride, Mountain Village, Lawson Hill and Allasio is included in the waste water numbers. Anything west of that, is not.
  - o County received a \$50,000 grant from the state to plan for COVID.
  - o Lodging will go to 75% capacity starting Oct. 1
  - Restaurant capacities (per state regulations) will remain at 50% capacity even through our Protect Our Neighbor Phase which is the least restricted stage. Plexiglass option might not be an option to increase capacity per state regulations. Communications need to be clearer.
- Business Community Reporting
  - TSG- Tom Richards
    - Bike park closes Sept 27 and so do core restaurants, except the Pick, golf course closes Oct. 4
    - Donation day is 10 weeks away. Working with Colorado Ski Country on opening plan. Internal operations plan to be given to SMC on Sept. 28.
    - Tools are in place if we are forced into a more conservative operating phase. Advanced purchase of all lift tickets/passes are required. This gives ski area an opportunity to control numbers of skiers.
    - All markets will be treated equally. A lot of group businesses has been cancelled this season.
    - Advanced purchased requirements allows us to communicate to guests ahead of time. There will be a special section on website for COVID related info. Signage will be increased and refined.

- Additional shelters are in the works for High Camp, Gorrono, Giuseppe's to help with capacity with social distancing. Sanitation stations will be set up.
- Staff management: All staff will be trained for COVID protocol. Rigid stay at home model for any staff not feeling well. Employee work pods wil be used this winter.
- Employee Housing: Big Billie's will have to go back to single occupancy. Furniture will be removed from gathering areas. Employee lounges will be locked so employees can't congregate.
- Air-Matt Skinner
  - Small tourism related businesses can apply for grants from Energize Colorado
  - Merchant Pass Program-the program will be announced very soon. An unrestricted pass will be an option but there will be a slight price increase
  - Sept and October are about 50-55% down from last year but they continue to fill
  - Winter-we are about a month behind for winter bookings but people are showing interest in ski vacations. The booking window is shorter than usual. The holidays have not really started to book.
  - We are about 20% down in seat capacity for the winter season.
- Reminder about Holiday Prelude (Dec. 12-13) and Noel Night Dec. 2
  - Daiva Chesonis: Maybe this year should be Noel Week. Launch a shop early, ship early campaign. Ski Tree lighting is traditionally Noel Night. Should a merchant task force form for Noel Night?
- Lodging- Larry Mallard
  - Lodging Oversight Committee: Lodging capacity goes to 75% on Oct. 1 and it will be calculated monthly.
  - Succession Plan for Lodging Oversight Committee: 2 people will be rotated off every 6 months. This starts in April. Thanks to all the current members of the Lodging Oversight Committee.
- Lodging Panel-Larry Mallard, Kevin Jones, Larry Mallard, Steve Togni, Bryan Woody and Lee Zeller
  - What are the major changes in lodging since COVID? (answered by Steve Togni): This summer was surprisingly busy. Hotels in cities are still suffering. COVID protocols worked well
    - -Bryan Woody: booking windows are much shorter than usual.
  - Are hotels more difficult to manage during COVID than other properties? -TS We had to modify some procedures like check in. We tried to create as many touchless practices as possible and informed guests ahead of time. BW Adopted same approach and emphasized advanced communication
  - What steps in terms of housekeeping standards contributed to us being ranked very high on AirBnB for cleanliness?:

-Keith Hampton: We are honored to receive this recognition. Started with a very stringent training commitment to COVID protocols, employee pods, left gaps in reservations

-Lee Zeller: guests appreciated a housekeeping check list that showed we were following safety protocols

-Kevin Jones: Training and retraining were critical. Reinforcing the covid protocol message to employee

What changes did you make in operations to limit guest interactions?
 -KJ: Virtual tours, virtual check-ins, people on the phones 24-7 fielding guest questions on how to operate things in house
 -LZ: It was strange not to be able to greet guests in person and get to know them a little.

-KH: No touch check-ins, invested in supplies so guests are self sufficient

- We need to know how to deal with guests who come here and are unable to purchase a lift ticket. Guests will be able to purchase tickets starting Oct. 8. and will be encouraged to buy tickets early. A list of alternative activities should be created.
- Owner stays were double for the summer and we anticipate this to continue for the winter. This concerns us we are down 30% YOY and we will have less inventory due to owners occupying their units. Michael Martelon clarified owner stays were way up for summer but should not be as drastic for this coming winter.
- Question from DeLanie Young: Will owner stays be counted in occupancy numbers for the winter? LM: Owners are not counted in occupancy numbers and do not count towards restrictions. Owners probably move the needle 5 to 10 percent. MM: The public health order specifically addresses paid accommodations so owners are not included. Data is available to show owner stays. LM: We should have discussion about other levers we could use to keep visitors down in case we need for next summer.MM owner stays were up 36% YOY, owner occupancy for whole summer was 17%
- Mike Bordogna
  - Next meeting October 2. Panel discussion will be restaurants and bars. ON Wednesday, Sept. 23, Grace Franklin will share a comprehensive 6 moth report on COVID. Energize Colorado is a grant program and maybe towns could start another one.
- Public comment
  - Bonnie Watson, Telluride Foundation is pursuing a technical assistance grant for small businesses, Colorado Gap Fund will reopen on October 5
  - o Doug Tuelle-level of caution needs to remain high

# Economic Recovery Committee Meeting October 2, 2020 10:00 am-12 pm

- Welcome from Commissioner Kris Holstrom
- Regular Updates
  - Public Health Reporting- Grace Franklin
    - We are in the blue stage (cautious normal level)
    - Confident we are doing well and maintaining it.
    - Uptick of cases for the state a few weeks after Labor Day/school starting/college starting.
    - Shifting to prepare for the holidays and winter.
    - Lodging moved to 75% capacity on Oct 1.
  - Telluride Ski Resort Update- Jeff Proteau
    - Full transition from summer operations to winter
    - $_{\odot}$  Submitted winter COVID-19 operating plan to the county.
    - Collaborating with public health during this dynamic and fluid situation.
    - Building our sales program on locals and loyalty.
    - $_{\odot}$   $\,$  We think we will have a 20-30% reduction in skier visits this year.
    - Looking at some temporary structures to get people out of the cold on the mountain.
    - Getting ready to go into snow making season.
    - It won't be a typical winter (bear with us) but we do expect it to be a great winter.
  - Colorado Flights Update- Matt Skinner
    - September and October are 55% of normal.
    - Seeing some positivity out there as people gain confidence.
    - Winter is running 60% of normal.
    - Air industry travel is realizing business travel is not coming back and are now focusing on leisure travel.
    - Everyone is adjusting their capacity month to month.
    - Booking arch is OK.
    - Holidays are about 50% down.
    - Merchant Pass information has been released.
- "Burning" Updates
  - Telluride Foundation-Bonnie Watson
    - Gap Fund is launching again on Oct 5.
    - Sending out small business survey on Monday.
- Restaurant Panel
  - Megan Ossola- The Butcher & The Baker
    - Went Well: Outdoor seating made things easier, the town educating visitors and staff was helpful, marketing on Instagram helped us get the word out.

- Didn't Work: some of the online ordering software made it a little challenging because the kitchen couldn't always keep up with the constant demand. Not a lot of short-term parking making it hard to pick up food. We'd like to ask the county to align with the state on liquor licensing and being able to sell bottle and to go cocktails.
- Winter: putting a plan together on where people can wait. Will not offer indoor dining. Add heaters outside.
- Chad Scothorn- Cosmopolitan
  - Went Well: Forming of the Restaurant Association was a great help.
    Outdoor dining was a huge success. Learned a lot about take out.
    Business was way up.
  - Didn't Work: Didn't quite staff enough for such a busy summer.
  - Winter: Not going to try and do outdoor seating, don't think it will work well for us. Focus a lot on take out and just got approved for an outdoor tent for people to drive up to and get their food. Improving our air flow. Try to improve our wait area with fire pits and tented area.
- Carmela Sanna- Rustico, La Piazza, La Pizzeria
  - Went Well: Had a great summer.
  - Didn't Work: People don't want to leave, it's so nice out and people enjoy sitting outside. Housing and employees.
  - Winter: Winter is a concern, a little apprehensive about town and how we will handle it. Concern about our staff going out into the cold-still working on that challenge. Concerned about lines outside the doors and waiting in the cold.
- Kristyn Shumway- High Pie
  - Went Well: Fantastic summer, very grateful for the outdoor dining provided.
  - Didn't Work:
  - Winter: Planning on doing 50% occupancy indoor. We have plexi glass shields for the bartenders. Hoping we can continue to provide outdoor dining on Pine St in gondolas. Telluride Express is planning on providing delivery options to help restaurants out. Delivery will be very important for the winter. Considering putting a time limit on all tables to keep people flowing in and out.
- Eliza Gavin- 221 South Oak
  - Went Well: Great summer. Not having the festivals was actually beneficial. Constructed a tent in the back driveway and were able to add 6 more tables safely. Staff was so flexible and amazing.
  - Didn't Work:
  - Winter: I think it will be a very busy winter. We'd like to create a similar and warmer structure to go outside.
- Lucas Price- La Cocina De Luz
  - Went Well: Agree with everyone, summer went really well. Great to have outdoor space. Created an online ordering system which was okay, had

to work through some kinks. Without festivals, it was a captive audience. Installed some air filters. Met with Sam Patent, a consultant, and helped with how to keep improving and now have ionization machines.

- Didn't Work: Didn't anticipate it being as busy as it was and always playing catch up with staffing. Staying up to date with all changes. Catering was hurting this summer.
- Winter: Opening up a window in the front of the restaurant to improve air flow. We have 3 ionization machines. We will have heaters and ventilation in greenhouse. Feeling confident Telluride will persevere.
- Questions
  - Barbara Bynum asking about outdoor dining spaces like tents/gondolas/etc.
    - Zoe Dohnal: Purchasing the gondolas for outdoor dining.
  - Chad Scothorn: Free testing available for restaurant employees? this would make working at restaurants better and would be great marketing for guests knowing that all employees are tested regularly. Another big ask, would be to have subsidized food delivery.... take out is the safest.

## **Colorado Restaurant Association Telluride Section**

September 29, 2020 Minutes

Present Megan Ossala, Annie Carlson, Mollie Steinemann, Devany McNeill, Sonia Riggs, Matt Skinner, Josh Klein, Chad Scothorn, Sutton Schuler, Paul Davis, Zoe Donhal, Cathy Seward, Kristin Shumway, Nick Hoover, Carmela Sanna, Jason Raible, Lucas Price, Mike Regrut, Neal Mckinley, Tommy Thatcher

## Meeting Called to Order at 3pm

Megan asked about to go liquor laws in state and Nick Hoover spoke laws running through end of year or July 1<sup>st</sup>. US house of representatives discussing a new PPP law for restaurants who show a 25% loss form previous years.

Mollie Steinemann described application process and how we could be better served as a 'section' as opposed to having a chapter which requires a minimum of 30 members as well as be less expensive. Benefits would be having a unified voice and CRA staff support without the requirements involved with being a chapter.

Matt Skinner echoed that our primary goals would be collectively solving goals and create a unified front with governmental entities.

Mollie continued that CRA takes on statewide issues and we as a section would deal with local governmental entities. Chad motioned to create a section, Lucas seconded and motion was approved. We would still need a representative which Chad volunteered to do this. Mollie will send over information re this. She also spoke about a daylong brainstorming session Monday Oct 19; design contest by state for outdoor dining concepts, sidewalk, parking lot. Rules defining outdoor indoor space forthcoming. Grant program to help fund restaurants at state level to be discussed. Winter's a coming.

### Food and Drink Delivery Presentations

Sutton Schuler – Drivers will be staged and can serve entire Telluride and Mountain Village area. Restaurants would sign up for an account, call dispatch for delivery and be billed monthly. They would deliver alcohol also.

Steve Swenson of Mt Village Delivery- Currently only servicing Mt Village restaurants and MV residents and will be starting up in November. Clients would call restaurant to order product, then call MV Delivery to arrange for delivery and would make payment from individual clients. They will currently not deliver alcohol as per their interpretation of state law saying that third party delivery is not legal because liquor licensee can only deliver. Tommy Thatcher said that as long as it is unopened, third party can deliver. Chad Scothorn recommended that Tommy call Mollie from CRA to clarify.

Each company would require that individual clients would pay restaurant directly. Carmela asked if delivering lunch. Sutton - yes, MV Delivery-no.

Zoe Dohnal spoke in regards to outdoor dining progress in MV that is being planned and implemented with assistance from Fire, Health and Building Departments. Through funding from MV and CDOT grants (re-building Main Street) are building Weatherport structures and installing excess gondola cars for dining. They will be first come first serve for the public spaces. Restaurants can rent from MV for \$500 per month. Individual restaurants will be responsible for light, ventilation and heat. Grants will be available.

Megan asked if condensation is an issue. Windows and ventilation would offset this issue. Cathy asked re what kind of air purifiers they are using. Zoe to post.

Megan spoke about upcoming town of Telluride meeting on October 6<sup>th</sup> and what are combined stance is and how to approach winter season. With the understanding that there will not be any street or sidewalk dining that all are in favor of takeout/delivery services. In addition to this the following was noted.

- Grants for structures, ventilation, lighting and heating and might be available. Moneys need to be spent by end of year.

- Planning and building department reviews and fees to be minimized and fast-tracked.
- This would only be for this winter
- Questions and criteria re distribution of funds would need to take place. Sq footage?
- Business required to build and maintain structures.

- Individual business to indemnify Town of Telluride from injury or loss due to said structures.

(Mike Bordogna- San Miguel County Talking to individual towns re loss in millions among businesses based on previous year's income. State and County funding (Corona Virus Relief Funds) available for expenditure by end of year.)

Megan- Telluride Liquor laws to extend through Oct 31, recommend that they follow state guidelines and run till end of year or June 1? We need letter stating this to town by Friday October 2.

Lucas said he thinks that an incentive program for landlords from town would facilitate restaurant's ability to create outdoor dining alternatives.

Josh Klein spoke re lodging being able to go to 75% occupancy. Will town relax dining restrictions ? Dispersing funds a difficult discussion, base upon past tax revenues? Carmella said to move quickly as heaters etc. selling out fast.

Zoe- throw out a big number to council,

Josh- We are re-inventing the wheel- Need to create an appraisal for what we will be needing to accommodate a lot of visitors this winter. Need to have seating space.

Carmela- Safety first!

Megan – another meeting on Thursday? Yes 10am.

Kristin- Signage on Main Street to indicate a take-out pick up zone?

Josh- Pine street plowing very problematic, a dumping zone. Need to bring this up.

Megan- Council thinks we want tents on Main Street, will let them know that we do not want this.

Chad to Zoe- How much is MV spending. \$400k for 12 restaurants for tents, utilities etc..

Chad- We should ask for a million for 37 restaurants in Telluride!















