

**TOWN OF MOUNTAIN VILLAGE  
BUSINESS DEVELOPMENT ADVISORY COMMITTEE (BDAC) MEETING  
TUESDAY January 19, 2020, 11:00 AM  
TO BE HELD REMOTELY VIA ZOOM WEBINAR**

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

**AGENDA**

| Item | Time  | Min | Presenter    | Type          |   |
|------|-------|-----|--------------|---------------|---|
| 1.   | 11:00 |     |              |               | Call to Order   |
| 2.   | 11:00 | 5   | Caton        | Action        | Approval of the December 15, 2020 Minutes               |
| 3.   | 11:05 | 5   | Caton        | Informational | Economic Recovery meeting update                        |
| 4.   | 11:10 | 5   | Dohnal       | Informational | CVRF funds/ 2021 budget                                 |
| 5.   | 11:15 | 30  | Caton/Dohnal | Informational | Review and Update BDAC work plan                        |
| 6.   | 11:45 | 10  | Dohnal/Wise  | Informational | Plaza enhancements infrastructure and operational plans |
| 7.   | 11:55 | 5   | Dohnal       | Informational | Other Business  |
| 8.   | 12:00 |     |              |               | Adjourn   |

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Zoom webinar.

Topic: Business Development Advisory Committee Meeting

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Meeting ID: 893 3836 1781

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International numbers available: <https://zoom.us/u/acCvpQclkn>

**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 DECEMBER 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, December 15, 2020, at 11:05 a.m. through the online meeting platform, Zoom.

**Attendance:**

**The following BDAC members were present:**

John Miller, Mountain Village Planning and Development Services staff representative  
Amy Ward, 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  
Katherine Warren  
Stanya Gorriaz

**The following members of the public present:**

JD Wise, Mountain Village Public Works staff representative  
Anton Benitez  
Patrick  
Kevin Jones  
Jaime Miller

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

- Agenda Item 2- Approval of the Minutes from November 17, 2020  
On a **MOTION** by Benitez and seconded by Sherry, the BDAC unanimously to approve the meeting minutes from November 17, 2020.
  
- Agenda Item 3- CVRF Grant Funds Discussion
  - Dan Caton reviewed the budget. We are approx. \$150,000 below budget so far. Discussed ideas to utilize extra funds. Possible ideas, additional funds to restaurants, event planners, buy more heaters from common plaza areas, more KN95 masks, surgical masks for gondola stations, cleaning costs/supplies for lodging, grants for retailers, music performers.
  
- Agenda Item 4- COVID 19 BDAC Workplan
  - JD Wise Reviewed winter plaza enhancements. We have one additional structure we need to find a location for – the beach and the “sluice” area of heritage plaza were discussed. La Piazza hasn’t finalized their rental agreement – Dan and Laila will reach out to them to find out why, Rents will be waived for temporary structures
  
- Agenda Item 5- Mountain Bucks Discussion

- John Miller presented the idea. There are some logistics challenges in tracking a program like this. Something to consider for the future, will bring it back for more discussion in late winter

➤ Agenda Item 6- Other Business

- Cares Act update
- Grant update – Patrick discussed a new granting opportunity called Small Business Relief Fund, the application is not available yet.
- Business shout out – BDAC members should submit written nominations before next meeting

On a **MOTION** by Sherri and seconded by Benitez the BDAC unanimously to adjourn the meeting at 12:15 p.m.

**Reminder:**

The next BDAC meeting will take place on Tuesday, January 15, 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=SFJONmRhRm82Q2wwWE05eHdmSF12QT09>

Meeting ID: 921 2576 1929

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

Respectfully submitted,

Amy Ward

Planner

Town of Mountain Village

**Economic Recovery Committee Meeting  
January 8, 2020  
9 am-10:30 am**

- Welcome from Commissioner Holstrom
- Public Health Update- Mike Bordogna
  - Should expect an increase of cases from the holidays.
  - We've updated the dashboard, now in orange and hoping to get to yellow but will take a lot of work from the community.
  - Lodging is 60%, no more than 10 people from no more than 2 households per unit.
  - Vaccination site is similar to the testing site in the school gym.
  - Phase 1: Winter, Phase 2: Spring, Phase 3: Summer
  - Encouraging people to utilize the COVID-19 Vaccine Pre-Registration Application form for those qualified in Phase 1. If you are in Phase 3 please do not fill this form out until closer to spring/summer, it will slow the process down.
  - Business relief programs
    - SMC Severely Impacted Business Program Completed.
    - Small Business Relief Program launched today.
- San Miguel County-Commissioner Holstrom
  - Businesses should apply to the 5-Star Program, 5-Star Committee will meet Monday.
  - The 5-Star Program would allow businesses to qualify to function in high-capacity levels. If a business applies and qualifies, they could function in a yellow level if we are in orange.
- Telluride Tourism Board- Michael Martelon
  - Occupancy was down at the end of December with the holidays.
  - January cancellations have increased.
  - Guest check ins are down across the board and owner check ins are up for January.
  - International Travelers and Ski Groups are not here this year, that will hurt us.
  - Cancelled nights surge more than 100% from 2020.
- Jurisdiction Reports
  - Kim Montgomery- Mountain Village
    - Reviewing possible grants next week.
    - Continuing to put up more tents, gondolas, and fire pits to help restaurants in the village and core.
  - Todd Brown- Town of Telluride
    - Continuing to look at groups that may have been bypassed or fell through the cracks with grants and how we can help.
    - Extending the mask requirement at the next meeting to at least through spring.
  - Matt Skinner-Air
    - Air is off quite a bit but drive is making up for some of that.

- Check ins look good for the end of January but we are missing bodies on air, making a slight discrepancy.
- Next Steps/Next Meeting
  - Next meeting TBD.



## 2020 **DRAFT** Work Plan

### Business Development Advisory Committee

Below is the proposed 2020 Work Program for discussion at the February 11, 2020 Business Development Advisory Committee meeting. We believe priority projects should primarily include:

- Business Attraction and Retention
- Job Creation and Job Training
- Economic Development Incentives
- Marketing Opportunities

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.** However, staff will begin lower priority projects in the table below if Work Program items are completed early. At this time, we anticipate that resources available will remain stable over the next year and we will plan for one meeting quarterly, adjusting as needed.

#### **Work Program Priorities:**

**High Priority** tasks include the major projects identified below and other potential projects that must be addressed this year. Some high priority tasks will continue into 2021 and beyond because they are multi-year tasks.

**Medium Priority** tasks are projects and topics that are not scheduled to begin until later in 2020 or are tasks where there are insufficient staff resources or priority to address at this time. Some medium priority tasks need further evaluation to determine their importance. Because most of the Committee's resources will be devoted to high priority tasks, staff expects that few Tier 2 tasks will be addressed this year, and most will be carried over to 2021. Their priority in 2021 will be determined as part of next year's work program.

**Low Priority** tasks are projects and ordinance issues that were previously authorized by the Council and the Committee but there are insufficient staffing resources or funding to address them. These are projects and ordinances that can potentially advance to a medium priority as we begin to understand opportunities individually. Also, they be addressed in future years, or they may drop off the work program entirely.



# HIGH PRIORITIES

## 1. Economic Development Incentives – Town Resources

| Time Frame | Action Item                 | Sub-Action Item  | Team Member(s) | Time Spent | Date Completed |
|------------|-----------------------------|--|----------------|------------|----------------|
|            | <b>Events</b>               | Lunch and Learns <ul style="list-style-type: none"> <li>Alpine Bank loan opportunities</li> <li>Region 10 available state resources</li> </ul>                                       | Zoe Dohnal     |            |                |
|            |                             | Local business support activities  |                |            |                |
|            |                             | Create advertising and resources for potential events <ul style="list-style-type: none"> <li>Engage with TOT events to bring aspects to the TMV</li> </ul>                           | Zoe Dohnal     |            |                |
|            |                             | Demographic & Data Assistance  |                |            |                |
|            |                             | Business Before and After Hours <ul style="list-style-type: none"> <li>All participants receive a drink and raffle ticket. Prizes are donated by businesses each quarter.</li> </ul> |                |            |                |
|            | <b>Planning Fee Waivers</b> | Development Fee Rebate   | John Miller    |            |                |
|            |                             | Storefront Improvement Program   |                |            |                |
|            |                             | Property tax waivers   |                |            |                |
|            |                             | Economic Incentive Fund <ul style="list-style-type: none"> <li>Retail development</li> <li>Microloans</li> </ul>   |                |            |                |
|            | <b>Conference Center</b>    | Co-working Space   |                |            |                |
|            |                             | Commercial Kitchen   |                |            |                |

Notes:

- Business License Waivers
  - Sales Tax Rebates
  - Economic Incentive Fund
  - Business License for Service Class
- Parking / Transit
  - Increase Gondola Parking Garage parking
  - Make recommendations to the Parking Committee
- Housing
- Monthly Business e-newsletter / blog

## 2. Business Attraction and Retention, Helping Businesses Invest in the Town

| Time Frame | Action Item                            | Sub-Action Item  | Team Member(s) | Time Spent | Date Completed |
|------------|--|--|----------------|------------|----------------|
|            | <b>CDC and Code Process Amendments</b> | <ul style="list-style-type: none"> <li>Streamline Planning approvals</li> <li>Updating sign regulations</li> <li>Commercial space restrictions on pedestrian corridors.</li> </ul> | John Miller    |            |                |

|  |  |                |                  |  |  |
|--|--|----------------|------------------|--|--|
|  | <b>Understanding the Current State of Businesses</b> | Economic Study | Garrett Brafford |  |  |
|  |  | Subarea Plan   | Laila Benitez    |  |  |
|  |  | EDDI Report    | Zoe Dohnal       |  |  |

Notes:

- Quality of Life Incentives
  - Recreation Amenity Pass for Locals
- Retention
  - Business Recognition Program
    - 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. Community go submit nomination through an online form on the TMV website
  - Tiered Reimbursements
    - A pay-for-performance program that pays out annually to qualified businesses. This could include wage reimbursement, property tax reimbursement, award for targeted job placement, relocation reimbursements. i.e. Austin Business Expansion Incentive Program.
- Small Investments in Village Center Infrastructure.
  - Planters, lights, etc.

### 3. Employee Development and Job Training

| Time Frame | Action Item                       | Sub-Action Item                                       | Team Member(s) | Time Spent | Date Completed |
|------------|-----------------------------------|---|----------------|------------|----------------|
|            | <b>Understanding Hiring Needs</b> | Survey Businesses                                     | Zoe Dohnal     |            |                |
|            |                                   | Recommend improvements to hiring                      |                |            |                |
|            | <b>Job Training</b>               | Telluride Foundation opportunities with Cheryl Miller |                |            |                |
|            |                                   | Use TCC for hospitality training/ classes.            |                |            |                |
|            |                                   | Open TSG hospitality classes to the public            | Sherri Reeder  |            |                |
|            |                                   | Telluride Mountain College opportunities.             |                |            |                |
|            |                                   | TIPS certification program                            |                |            |                |
|            |                                   | Colorado First Job Training                           |                |            |                |
|            |                                   | Cross-Training  |                |            |                |
|            |                                   | Management Training                                   |                |            |                |
|            |                                   | Sales tax education                                   |                |            |                |

Notes:

- Recruitment Assistance
- Remote Market
  - Location Mentor Employment Program.
  - How to utilize remote workforce for MV businesses.
  - How to encourage remote workers to work out of MV.

## MEDIUM PRIORITIES

### 4. Marketing Opportunities and Public Outreach

| Time Frame | Action Item                | Sub-Action Item  | Team Member(s) | Time Spent | Date Completed |
|------------|----------------------------|--|----------------|------------|----------------|
|            | <b>Website Enhancement</b> | Building out the TMV business resource page  | Zoe Dohnal     |            |                |
|            |                            | Provide a menu of items of what TMV has to offer to new businesses.                | Zoe Dohnal     |            |                |
|            |                            | Provide a clear list of the benefits to the community by attracting more business. | Zoe Dohnal     |            |                |

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

| Time Frame | Action Item         | Sub-Action Item | Team Member(s) | Time Spent | Date Completed |
|------------|---------------------|-----------------|----------------|------------|----------------|
|            | <b>DOLA Grants</b>  |                 |                |            |                |
|            | <b>GOGO Grants</b>  |                 |                |            |                |
|            | <b>Other Grants</b> |                 |                |            |                |

**LOW PRIORITIES**

6. Economic Development Incentives – State and Regional Resources

Notes:

- 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](#)

7. Economic Development Incentives – Private/ Commercial Resources

Notes:

- Utilizing TSG resources
- Utilizing Madeline resources