

**TOWN OF MOUNTAIN VILLAGE
MINUTES OF THE FEBRUARY 16,
2021
BUSINESS DEVELOPMENT ADVISORY COMMITTEE MEETING**

The meeting of the Business Development Advisory Committee (BDAC) Meeting was called to order by Dan Caton on Tuesday, February 16 2021, at 11:07 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
Kevin Jones
Zoe Dohnal

The following members of the public present:

JD Wise, TOMV Public works

Discussion and Committee Follow Up/Next Steps:

- Agenda Item 2- Approval of the Minutes from January 19, 2021
On a **MOTION** by Dohnal and seconded by Reeder, the BDAC unanimously to approve the meeting minutes January 19, 2021.
- Agenda Item 3- Economic Recovery Meeting Update
 - Dan Caton reviewed the minutes from the meeting. Main concern is where we are at with Covid levels. No action was taken.
- Agenda Item 4- Business Survey Results
 - Zoe Dohnal reviewed survey results. There have been 30 responses. Overall, businesses are doing better than they thought they would be when comparing to last years survey. Businesses feel prepared. Decline in sales is still an issue. Absenteeism is an issue. Gondola dining cabins rank higher in usefulness than pavilions. Additional training doesn't seem to be as desired as in initial survey. 50% of respondents said they had not applied for any local assistance. Grants were rated as most helpful to businesses.
- Agenda Item 5- Review and update BDAC work plan and budget allocation
 - Zoe Dohnal – would like to focus on grant opportunities. Laila Benitez would like to increase advocacy for our businesses (with regards to restrictions, county regulations, etc.). There are some remaining CVRF funds, Garrett, Zoe and Dan will

review budget and any previously committed funds. We might need to add guest services for the summer in the evening hours. Zoe will put together a proposal comparing continuation of the AJAX/TSG subcontractors vs. Bringing it in-house employee -wise. Laila will check with Jim Soukup to see if utilizing some funds the fiber project could be speeded up. Garrett brought up the possibility of producing a Restaurant Brochure that could be distributed to lodgers and the possibility of sponsoring a Restaurant Week featuring MV restaurants during a slow time. Zoe will reach out to restaurants regarding a potential event and will look into the brochure. Zoe will look and see if lost revenue from festival parking could come from CVRF funds.

➤ Agenda Item 6- Other Business

- No new business

On a **MOTION** by Brafford and seconded by Jones, BDAC voted unanimously to adjourn the meeting at 11:48 p.m.

Reminder:

The next BDAC meeting will take place on Tuesday, March 23, 2021, at 11:00 a.m. in the Mountain Village Town Hall via Zoom Webinar, details below.

Join Zoom Meeting

<https://us02web.zoom.us/j/89338361781?pwd=QjNLY0NoRUx6R2VTUDRyM09SekJ0QT09>

Meeting ID: 893 3836 1781

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Respectfully submitted,

Amy Ward

Planner

Town of Mountain Village