

**TOWN OF MOUNTAIN VILLAGE
BUSINESS DEVELOPMENT ADVISORY COMMITTEE (BDAC) MEETING
TUESDAY June 15, 2021, 11:00 AM
TO BE HELD REMOTELY VIA ZOOM WEBINAR**

<https://us02web.zoom.us/j/83740338204?pwd=dnRlMzNTNEZGOWJlR0p0bUdKVmJYdz09>

(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 May 18, 2021 Minutes
3.	11:05	5	Caton	Informational	Economic Recovery meeting updates (May 26 meeting)
4.	11:10	5	Dohnal	Informational	Resturant Association meeting updates (May 25 meeting)
5.	11:15	10	Dukeman	Informational	Ecomic strategy and forecasting through GIS mapping
6.	11:25	10	Dohnal/Benitez	Informational	Workplan Updates <ul style="list-style-type: none"> • Summer Vitality • TMV App • Grants • Marketing
7.	11:35	10	Dohnal	Informational	BDAC Budget and Local Recovery Funds Update
8.	11:45	10	Caton/Benitez/Dohnal	Informational	Town of Mountain Village Updates <ul style="list-style-type: none"> • Comp Plan Amendment • Community Housing Initiatives
9.	11:55	5	Dohnal	Informational	Other Business
10.	12:00				Adjourn

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Zoom webinar.

Topic: Business Development Advisory Committee Meeting

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

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 MAY18, 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, May 18 2021, at 11:01 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
Zoe Dohnal
Sherry Reeder

The following members of the public present:

Anton Benitez, TMVOA
JD Wise
Molly Norton
J. Meehan Fee

Discussion and Committee Follow Up/Next Steps:

- Agenda Item 2- Approval of the Minutes from March 16, 2021
On a **MOTION** by Miller and seconded by Reeder, the BDAC unanimously to approve the meeting minutes April 27, 2021.

- Agenda Item 3- Economic Recovery Meeting Update
 - Zoe Gives an update on the Economic Recovery Meeting update. There are staffing concerns from many local businesses for the summer. We are focusing on events to be coordinated regionally. MTI will be focusing more on facilitating destination management (less on bringing people here and more on supporting visitors once they are here). There is some discussion about MTI's current role/scope.
 - Meehan updates on her discussions with the county on a regional strategy for events. The goal is to provide free events to the public to be able to control some of the crowds by offering other events during big weekends to split up the crowds.
 - Zoe updates on the 5 star program. The program is still happening, businesses should be able to pivot if Covid rates increase again.

- Agenda Item 4- Building back a Stronger CO update
 - Dan reviews the packet as provided. It was good information. Zoe feels like TOMV is doing a great job and is already working on many of the long term solutions. No action is taken

- Agenda Item 5– Local Recovery Funds Update
 - Zoe updates on the funds. There are no funds yet, but it’s still a possibility. We are still estimating up to \$300,000 available.

- Agenda Item 6- Summer Vitality Initiatives Update (Zoe)
 - Daily music in heritage plaza
 - Wednesdays -Market on the plaza
 - Thursdays - Sunset Stroll – highlighting one business per week
 - Fridays – Music on the Green – Reflection Plaza
 - Saturdays - Movies under the stars
 - Anton met with marketing people about the possibility of an app, would like to create a list of what requirements the app must have and could have. Heidi will send out a doodle poll to create a meeting to come up with this list.
 - Taste of Mountain Village – Zoe spoke with Telluride Classic as they also do a “taste of mountain village” as part of their event. It would take a financial commitment on the part of the Town in order to make this event a success. Laila and Anton are both supportive of a financial commitment. There was some discussion about the possibility of bringing in a third party to facilitate the event. Meehan is working with One to One on extending their top chef competition, maybe there could be some working together.
 - 4th of July – TOMV focuses on the 3rd of July (Saturday). Possibility of a small parade, bike parade, the date is coming up quickly, we might need to utilize a third party. There probably won’t be fireworks. Laila would like us to go all out on decorations. Dan asks about a laser light show – Anton will reach out to his contacts. JD mentions a drone show.
 - Art & Architecture – Meehan would like to incorporate the gondola dining pods into the event. Will likely incorporate more of the art aspect. It is the 25th anniversary of the gondola this year and we could also possibly incorporate a designed gondola car(on the line) into the event as well. A working committee will be formed to discuss it. Zoe, Anton, Jd, Loebe? And a member of planning.

- New business – no new business

On a **MOTION by Anton, seconded by Zoe**, BDAC voted to adjourn the meeting at 12:00 p.m.

Reminder:

The next BDAC meeting will take place on Tuesday, June 15, 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>

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Respectfully submitted,

Amy Ward

Planner

Town of Mountain Village



**Telluride Section of the CRA
Restaurant & Bar Committee Meeting
May 25, 2021 Meeting Minutes**

Present:

Megan Ossola, Annie Carlson, Matt Skinner, Erin Dewey, Mollie Steinemann, Sonia Riggs, Lucas Price, Neil Mckinney, Ray Farnsworth, Zoe Dohnal, Carmela Sanna, Jonathan Greenspan, Kris Holstrom, David Averill, Delanie Young, Stanya Gorraiz

Present- Megan Ossola, Ray Farnsworth, Neil McKinney, Annie Carlson, Matthew Skinner, Erin Dewey, Molly Steinmann, Sonia Riggs, Kris Holstrom, Jonathan Greenspan, Zoe Dohnal, David Avoeli, Delanie Young, Stanya Gorraiz

Sonia Riggs – CRA, Looking forward to taking a road trip and visiting us. Can provide speakers to educate us on various topics like labor laws. Think about what we are wanting to know so they can support us. Because we are a section we can attend a conference at the Broadmoor for new board member on how to be more effective. Topics such as things that have worked for us, helpful tips as well as opportunities to support and interact

Mollie Steinmann – CRA

Federal level-

Federal Restaurant Revitalization Program first round ended. Not enough to cover all losses, 3 billion of which were in Colorado. National Restaurant Association pushing for \$40-50 million more of funding, not sure of timeline. We need a unified voice telling the government know what we need. Be sure to apply when portal opens.

State Level updates-

Legislative session ends Memorial Day but might be extended to June 12th. It appears that House Bill 1027 (extends take-out liquor for 5 years) will pass as there is no known opposition. Some senators attempted to add an amendment allowing customers to bring liquor into restaurants and be charged a corkage fee. The chair would not allow this to be part of the bill. American Rescue Plan passed with federally specific guidance to help service industry, restaurants, hotels with recommendations on how to use these funds. Like hiring, employee

retainment of employees. Colorado Jump Start- higher retention bonus incentives to bring back employees from enhanced unemployment.

Megan Ossola asked about help with housing.

Mollie stated that this is not her expertise. Also said that Bill 1117 through legislature allows local municipalities to require developers to build affordable housing or pay a fee/fine to purchase housing. This gives some teeth to local government.

Megan Ossola asked about the problem with short term rentals taking up space for long term rentals for employees.

Mollie and Sonia both stated that this is a big problem in many resort communities and experts are available (through CRA?).

David Averill– SMART

Talked about strategic planning and working to accommodate early hours and late night routes as well as a mid-day Norwood run. Needs to know how many people need this service. Wants to hear from us in hopes of being more efficient.

Megan asked about her employees being from Rico and Norwood and how they close at 8pm

David spoke about a van pool concept that allows the employees to volunteer to drive vans, spoke about the Montrose/Ridgway pool that allows for walk up riders as well as those who have purchased a subscription. On front range, the cost is \$315/month for their seat. Should cost less here. Bustang is doing the Grand Junction to Durango route and Smart wants them to start a new route to help.

Lucas Price- asked about Lawson Hill night schedule, David said it goes till 10pm.

Ray Farnsworth spoke of the labor shortage, that there is not enough a labor force in Rico and Norwood and needs people from Montrose .

Megan is suppling her Montrose staff with gas cards to help them with gas costs. Are we able to get subsidized for this?

David- Not aware of any subsidies.

Kris Holstrom - San Miguel County Commissioner Spoke about the lifting of the mask ordinance, social distancing in restaurants. Anyone over 11 years old needs to wear a mask if not vaccinated. Said there were 6 new cases, young people and Norwood. Also talked about 0 Food Print?, a volunteer program to assist with composting program- large scale compost facility to start taking food waste from festivals after long permitting process.

Jonathan Greenspan- Lots of movement... Restaurants wanting to reduce garbage costs, 40-50% of waste stream is compostable. Looking at other operations to better understand how they work.

Lucas asked about composting for residential

Jonathan replied that that is the goal in Telluride and Mountain Village

Lucas asked about composting disposables

Jonathan said that the commercial composting facilities need higher temperatures and more oxygen to do this, same with meat and cheese.

Neil from BIT asked as to how big these compost facilities are.

Jonathan replied as big as is needed based upon the amount of waste stream calculated upon number of restaurants/seating and the needs of the landscaping community. Pitkin County stated that they need to be responsible for their entire waste stream (they have their own landfill).

HR 1162, Plastic Bag Ban has a way to go but is alive and well, updates to come.. Survey set out to restaurants re plastic single use items and re-usable to-go containers. Please fill out!

Commissioner Kris Holstrom and Public Health Director Grace Franklin have given the go-ahead on this program. This involves re-usable to-go boxes, cups, etc for either restaurants or an outside party to administer. There would be a drop off kiosk for the return and washing of these containers. Customers would pay a deposit and get reimbursed once it is returned. Then the containers would be brought to restaurants. This will be given a test-run at the farmer's market this summer.

Megan asked if other communities are doing this already?

Jonathan said yes, mainly Universities, the Military and some High Schools. Works well in a buffet situation and has been in place for several years.

Stanya Gorraiz asked who is financially responsible for these.

Jonathan said that the people pay a deposit for the container and are responsible.

Lucas asked about the rigidity of these units.

Jonathan said they are firm and withstand over a thousand washings.

Neil asked about the drop-off kiosk and Jonathan showed some pictures of the Ozzi units that come in two sizes, one that scans them and one (shorter) that doesn't. They will need power (solar?) and potentially wi-fi.

Annie Carlson reminded everybody that we will need to elect a new board at our July meeting and to think about who would be good for that or willing...

Next meeting June 29th.

Megan asked about parklets and how everybody is doing.. No comment...



2021 **DRAFT** Work Plan

Business Development Advisory Committee

The COVID-19 Work Plan has been compiled as a tool to help the Business Development Advisory Committee (BDAC) plan for future potential impacts to local businesses, help with the strategic allocation of resources to aid in recovery, and guide communication around specific decisions and actions. Specific elements found within the Work Plan are intended to help identify changing business climates over time and to help target specific activities and goals to best suit issues as they evolve.

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. Given the complexities facing the Town of Mountain Village and the local business community, staff will work to prioritize any feasible project that is deemed effective in assisting local businesses in a fiscally responsible way.

Potential 2021 Workplan Items

Action Item	Sub-Action Item	Questions	Team Member(s)
Taste of Mountain Village	<ul style="list-style-type: none"> • Include all restaurant types • Work with TMVOA to plan/facilitate event in June 	<ul style="list-style-type: none"> • How can we utilize event planners? They have been struggling, perhaps this is a way to help them generate some business. 	Zoe/ Garrett
Mountain Village App	<ul style="list-style-type: none"> • Track funds carefully • Work on 	<ul style="list-style-type: none"> • 	Anton Benitz

HIGH PRIORITIES

1. Regulation Advocacy

Priority Ranking	Action Item	Sub-Action Item	Team Member(s)	Date Completed
1	Work Closer with the County	<ul style="list-style-type: none"> Advocate for businesses in County meetings 	Zoe Dohnal/ Laila Benitez	4.27.20

2. Economic Development Incentives – Town Resources

Priority Ranking	Action Item	Sub-Action Item	Team Member(s)	Date Completed
1	Summer Vitality	<ul style="list-style-type: none"> Customer Service Representatives 4th of July Celebrations 	Zoe Dohnal/ MTI/ TSG	On-going
2	E-newsletter / blog	<ul style="list-style-type: none"> Business e-newsletter (incorporated into the COVID-19 e-newsletter) Zoe Dohnal 	Zoe Dohnal	On-going
3	Optimize the plaza infrastructure	<ul style="list-style-type: none"> Cleaning and operations plan 	JD Wise	On-going

Postponed Action Items:

- Conference Center
 - Co-working space
 - Commercial Kitchen
- Planning Fee Waivers
 - Development Fee Rebate

3. Business Retention

Priority Ranking	Action Item	Sub-Action Item	Team Member(s)	Date Completed
1	Ecommerce Assistance	<ul style="list-style-type: none"> Providing resources to businesses to help them succeed in the 'new normal'. This will include consulting on website creation, marketing assistance, and training. 	Zoe Dohnal	Ongoing
2	Help with supplies	<ul style="list-style-type: none"> Assisting businesses with PPE and other inventory shortages 	JD/Loebe/Zoe	Complete
3	Business Recognition Program	<ul style="list-style-type: none"> Formal recognition among those businesses/ employees that contributed to the economic well-being of the town and have demonstrated a 		Ongoing

		commitment to the vitality. This award is not on a consistent timeline. The community can submit a nomination through an online form on the TMV website		
4	Marketing Grants for Businesses	<ul style="list-style-type: none"> Potentially reopen grants 	Zoe Dohnal	Potential

Postponed Action Items:

- Retention
 - Tiered Reimbursements
 - A pay-for-performance program that pays out annually to qualified businesses. This could include wage reimbursement, an award for targeted job placement, relocation reimbursements. i.e. Austin Business Expansion Incentive Program.

4. Marketing Opportunities and Public Outreach

Priority Ranking	Action Item	Sub-Action Item	Team Member(s)	Date Completed
1	TMV Website Enhancement	Develop a marketing strategy to help Mountain Village businesses during their recovery period.	Zoe Dohnal	Ongoing
2	TMV Website Enhancement	Building out the TMV business resource page and directory	Zoe Dohnal	Ongoing

Postponed Action Items:

- Provide a menu of items of what TMV has to offer to new businesses.

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

Priority Ranking	Action Item	Sub-Action Item	Team Member(s)	Date Completed
	DOLA Grants		Zoe Dohnal	Ongoing
	GOGO Grants		Zoe Dohnal	Ongoing
	Other Grants		Zoe Dohnal	Ongoing

6. COVID Economic Development Incentives – State and Regional Resources

Priority Ranking	Action Item	Sub-Action Item	Team Member(s)	Date Completed
1	Colorado Department of Economics and International Trade	https://choosecolorado.com/covid19/	Zoe Dohnal	Ongoing

LOW PRIORITIES

1. Employee Development and Job Training

Priority Ranking	Action Item	Sub-Action Item	Team Member(s)	Date Completed
1	Job Training	Training for new skills in our COVID new normal (also being contemplated by the Economic Recovery Group).	Sherri Reeder	To be completed in the next few months
2	Job Training	Telluride Foundation opportunities	Zoe Dohnal with Telluride Foundations partners	Long term
3	Job Training	Open TSG hospitality classes to the public	Sherri Reeder	Long term

- Job Training
 - Telluride Mountain College opportunities.
 - TIPS certification program
 - Colorado First Job Training
 - Cross-Training
 - Management Training
 - Sales tax education
- Remote Market
 - Location Mentor Employment Program.
 - How to utilize remote workforce for MV businesses.
 - How to encourage remote workers to work out of MV

2. Economic Development Incentives – State and Regional Resources

Postponed Action Items:

- 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](#)

3. Economic Development Incentives – Private/ Commercial Resources

Postponed Action Items:

- Utilizing TSG resources
- Utilizing Madeline resources



2021 DRAFT Budget
Business Development Advisory Committee

	Total	TMV	TMVOA
	Expenses	Expenses	Expenses
Ajax Cleaning for Cabins (Jan-April)	\$ 20,000.00	\$ 10,000.00	\$ 10,000.00
Propane for Heaters	\$ 42,000.00	\$ 21,000.00	\$ 21,000.00
PPE (N95 Masks)	\$ 15,000.00	\$ 15,000.00	
Electrical Upgrades	\$ 50,000.00	\$ 25,000.00	\$ 25,000.00
5 star program fund match	\$ 15,000.00	\$ 15,000.00	
Cabins cleaning crew (2 seasonal Town staff members)	\$ 36,000.00	\$ 18,000.00	\$ 18,000.00
Continued Infrastructure Updates	\$ 60,000.00	\$ 30,000.00	\$ 30,000.00
Expenses Total	\$ 238,000.00	\$ 134,000.00	\$ 104,000.00
	Total Budget	TMV Budget	TMVOA Budget
Budget Total	\$ 303,031.65	\$ 100,000.00	\$ 203,031.65
Surplus (Deficit)	\$ 65,031.65	\$ (34,000.00)	\$ 99,031.65
<i>Potential Grant Funding</i>	<i>\$ 330,000.00</i>	<i>\$ 330,000.00</i>	
Budget with Grant Funding	\$ 633,031.65	\$ 430,000.00	
Surplus (Deficit) with Grant Funding	\$ 395,031.65	\$ 296,000.00	\$ 99,031.65