

**TOWN OF MOUNTAIN VILLAGE  
BUSINESS DEVELOPMENT ADVISORY COMMITTEE (BDAC) MEETING  
TUESDAY JANUARY 17, 2023, 11:00 AM**

**Hybrid – Town Council Chambers & via Zoom**

<https://us02web.zoom.us/j/84692581593?pwd=V1RrQ2VOMVFoNHI1Y1FpYVJ6QmtBZz09>

(see login details below)

**AGENDA**

Item	Time	Min	Presenter	Type	
1.	11:00				Call to Order
2.	11:00	5	Benitez		Economic Snapshot
3.	11:05	10	Wise/Norton	Informational	2022 Project Updates
4.	11:15	40	Wise/Norton	Work session	2023 Workplan/Budget Allocations
5.	11:55	5	Wise/Norton	Informational	Other business
6.	12:00				Adjourn

For the 2023 Workplan Work session, we will be utilizing Zoom Whiteboard, so please bring an electronic device that can load Zoom to participate.

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:

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Or iPhone one-tap :

US: +13462487799,,603416368# or +16699006833,,603416368#

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Meeting ID: 846 9258 1593

Passcode: **712988**

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 comments.

**Previous meeting (10.18.22) recoding**

To view the most recent BDAC meeting recording visit

<https://us02web.zoom.us/rec/share/aPs5eMnHRiAEbmYB3VwJl6MZjLoC2FOBuf5xBsVxVhC3xoMq6msLZf7fkVKx2ZEB.ZsxbZKkhSMAu1Ktd?startTime=1666112226000>

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## 2023 **DRAFT** Work Plan

### Business Development Advisory Committee

The 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, identify and assist community economic drivers, and guide communication around specific decisions and actions.

**The charge to the advisory committee is to provide the following:**

- Work in a coordinated fashion, respect all points-of-view and, in carrying out its duties and tasks, shall adhere to the Town’s comprehensive plan as well as the values and mission of the Town of Mountain Village.
- To provide a means for dialogue between the Town and community stakeholders.
- Be knowledgeable local business, financial, or development-related individuals who have unique insights into the best ways to promote continued investment in the Town of Mountain Village.
- Review and understand the Town’s current economic development incentives.
- Advise on other tools that could be used to encourage economic development opportunities.
- To promote intergovernmental and public/private cooperation on business development policies

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. *Roles and responsibilities of the Economic Development Staff are shown in Exhibit A*

## Work Plan Objectives

*Goals & action items should work towards one or more of the following objectives*

1. **Economic Development & Village Vibrancy Initiatives**
  - a. Utilizing Town Resources
  - b. Utilizing Private/Commercial Resources
  - c. Utilizing Grants, Regional & State Resources
2. **Attract & Retain Businesses**
3. **Business & Employee Job Training & Development**
4. **Marketing Opportunities & Outreach**

	Goals	Action Item(s)	Status	Team Member(s)	Timeline
1	Enhance our Public Plazas to create a quality experience for guests and community members to stay & play in Mountain Village.	<ul style="list-style-type: none"> <li>• Improved music/performance stage/area (visually appealing, seating, shade)</li> <li>• Transition propane fire pits/heaters to hardline natural gas.</li> <li>• Contribute ideas towards a cohesive revisioning of Village Pond/Conference Center Plaza</li> <li>• Install clock(s) in Village Center</li> </ul>	<p>Pending approval &amp; funding</p> <p>Pending approval &amp; funding</p> <p>Staff establishing process for next steps</p> <p>Pending approval &amp; funding</p>	<p>Economic Development &amp; Plaza Services teams</p> <p>Economic Development &amp; Plaza Services teams</p> <p>Economic Development &amp; Planning department teams</p> <p>Economic Development &amp; Plaza Services teams</p> <p>Potential partners: TMVOA and/or TSG</p>	<p>TBD</p> <p>TBD</p> <p>In conjunction with 161CR &amp; 109R</p> <p>TBD</p>

2	<b>Create activity &amp; recreation options to encourage our guests and community members to stay &amp; play in Mountain Village.</b>	<ul style="list-style-type: none"> <li>Implement Story Walk on Blvd trail &amp; produce associated events</li> <li>Provide public use activities &amp; equipment for check-out (<i>similar to TOT having free outdoor activity items to be checked out – we could partner with Guest Services or a retailer to administer this? Items such as fishing poles, cornhole, mini golf, tennis rackets &amp; balls, kits, lawn games, etc</i>)</li> </ul>	<p>Materials approved in 2022 Event funding needed</p> <p>Pending approval &amp; funding</p>	<p>Economic Development Team</p> <p>Economic Development Team</p>	<p>May 2023</p> <p>TBD</p>
3	<b>Increase visitation/foot traffic in the Village Center.</b>	<ul style="list-style-type: none"> <li>Produce and/or promote village vibrancy activities and events (<i>ex: holiday/winter markets, family-oriented events/festivals</i>)</li> <li>Create our own Mountain Village Art Walk in collaboration with Telluride Arts</li> </ul>	<p>Pending approval &amp; funding</p> <p>Pending approval &amp; funding</p>	<p>Economic Development Team Potential partners: TMVOA and/or TSG</p> <p>Economic Development Team</p>	<p>Ongoing</p> <p>TBD</p>
4	<b>Apply for Tourism Management Grant</b>	<ul style="list-style-type: none"> <li>Select project to apply for funding up to \$20k related to criteria defined by grant application</li> </ul>	<p>Staff will work with Lauren (grants specialist) to select project that has best chance of success</p>	<p>Economic Development &amp; Sustainability team members</p>	<p>March 2, 2023</p>
5	<b>Eliminate Storefront Vacancies</b>	<ul style="list-style-type: none"> <li>How can we get empty storefronts filled? What tools and resources do we need?</li> <li>Would an economic dashboard be beneficial in this effort?</li> </ul>	<p>Need a plan</p>	<p>Economic Development team, Sherri Reeder, Anton Benitez</p>	<p>Ongoing</p>
6	<b>Support Mountain Village businesses &amp; employees with</b>	<ul style="list-style-type: none"> <li>Create a central job posting webpage for Mountain Village businesses and promote benefits of working in MV</li> </ul>	<p>Pending approval &amp; funding</p>	<p>Economic Development team</p>	<p>TBD</p>

	<b>marketing and learning opportunities</b>	<ul style="list-style-type: none"> <li>• Help connect businesses to marketing opportunities and offer reimbursements to business who need assistance in marketing and promoting their businesses and/or events</li> <li>• Offer soft and hard skill training events (ex. Guest service training) for employees and businesses</li> <li>• Host quarterly Lunch &amp; Learns for business community on MV operational and business topics</li> </ul>	<p>Pending approval &amp; funding</p> <p>Pending approval &amp; funding</p> <p>Ongoing</p>	<p>Economic Development team</p> <p>Economic Development team</p> <p>Potential partners: TSG, SBDC, Region10</p> <p>Economic Development team</p> <p>Potential partners: TSG, SBDC, Region10</p>	<p>TBD</p> <p>TBD</p> <p>Quarterly</p>
7	<b>Support of Public Art</b>	<ul style="list-style-type: none"> <li>• To encourage public art throughout the Mountain Village Center &amp; attract village vibrancy.</li> <li>• When funds are available, work with Telluride Arts to conduct a Call to Artists for new art installations in Mountain Village.</li> </ul>	<p>Ongoing</p>	<p>Economic Development team</p>	<p>Ongoing</p>

## Economic Development Staff Responsibilities

## EXHIBIT A

*Broad, general summary of economic development staffs' roles and responsibilities.*

### **Special Events:**

- Administration of special event permits, busking applications and administer the Market on the Plaza and oversee all special events for the town per regulations in the CDC.
- Manage public art applications and work with Public Art Commission on review and approval of public art projects.
- Network with special event promoters to capture event opportunities.
- Continue enhancing and expanding Market on the Plaza.
- Work with TMVOA on plaza music and weekly events.

### **Village Center Vibrancy:**

- Promote Mountain Village amenities, activities, programs, and events for town "Village Vibrancy" efforts throughout the Village Center.
- Oversee the Telluride Conference Center contract and pursue projects related to infrastructure optimization.
- Generate and implement new ideas for guest and community benefit in Mountain Village (i.e. Story Walk).
- Work closely with Planning department on Village Center development projects. Create a cohesive revisioning of Village Pond/Conference Center plaza.

### **Business Development:**

- Distribute a monthly business e-newsletter.
- Enhance business development and business directory webpages with updated information and resources.
- Explore ideas related to creating a business welcome packet and streamline process to connect interested entrepreneurs with available commercial space.
- Advocate for business in Town, County, and regional meetings.
- Provide resources to business to help them succeed, including producing quarterly lunch & learns.

### **Plaza Use:**

- Manage plaza vending carts, long-term plaza use agreements, and authorized motor carts.
- Perform staff level approvals and permitting for conditional use permits and permanent signage applications including sandwich boards, handing and other wayfinding.
- Ensure Plaza Use Design Guidelines are followed.

**Wayfinding:**

- Managing wayfinding business directories in the Village Center, updating physical kiosks for summer and winter seasons.
- Provide real-time updates to the online business directory.
- Work with TMVOA in development of a digital interactive map and mobile application.

**Sustainability:**

- Assist with administration of the Town's sustainability incentive programs.
- Assist and support sustainability efforts.





**2023 DRAFT Budget**  
**Business Development Advisory Committee**

		<b>TMV Expenses</b>
January 2023 Winter Market expenses		
Musicians	\$	1,000.00
Marketing (newspaper & paid social)	\$	1,000.00
Misc supplies	\$	200.00
Quarterly Lunch & Learns	\$	2,000.00
Story Walk poles	\$	3,500.00
Tourism Grant - matching funds	\$	5,000.00
<b>Potential budget allocations/projects:</b>		
Public plaza enhancements		
Increasing foot traffic		
Enhance activity and recreation options		
Funding assistance for businesses (marketing, job training)		
<b>Expenses Total</b>	<b>\$</b>	<b>12,700.00</b>
		<b>TMV Budget</b>
<b>Budget Total</b>	<b>\$</b>	<b>50,000.00</b>
<b>Surplus (Deficit)</b>	<b>\$</b>	<b>37,300.00</b>