

# Town of Mountain Village

**Date:** 4/18/2024  
**To:** Town Council  
**From:** JD Wise, Economic Development & Sustainability Director  
 Susan Johnston, Town Clerk  
**RE:** Appointment of Multiple Seats for the Plaza Vending Committee

**Consideration of Appointments to the Plaza Vending Committee**

At the March 2024 regular Town Council meeting, Council voted unanimously to re-create the Town of Mountain Village Plaza Vending Committee and approve the by-laws and regulations. At this meeting, Council will appoint the Plaza Vending Committee members.

The Committee shall consist of no less than five (5) members, each of whom shall be appointed by Town Council, and reflect the following membership:

1. One Town Council member
2. One member of the Mountain Village community at-large
3. One member from a Mountain Village brick and mortar food and beverage business
4. One member from a Mountain Village plaza vending business
5. The Economic Development and Sustainability Director, or their representative

Terms of appointed members shall be staggered with the Town Council and at-large Committee members serving two (2) year terms, and the remaining business representatives serving an initial one (1) year term and subsequent two (2) year term for any reappointments or new appointments. Any member may be removed with or without cause by a majority vote of Town Council.

All member seats need to be appointed according to the terms above. Letters of interest have been received from Jason Smith, Lauren Schreiber, Stanya Gorraiz, Erica Jurecki, Neal Elinoff, Bertrand Marchal, Alberto Tames, and Gregory Shawcroft. Letters are attached.

At-Large Applicants	Brick & Mortar Food & Bev Applicants	Vending Applicants
Lauren Schreiber	Stanya Gorraiz	Jason Smith
Neal Elinoff	Erica Jurecki	Bertrand Marchal
		Alberto Tames
		Gregory Shawcroft

**Suggested Motion:**

Motion to appoint:

1. \_\_\_\_\_ as the Town Council member for a two-year term,
2. \_\_\_\_\_ as the Mountain Village community at-large member for a two-year term,
3. \_\_\_\_\_ as the Mountain Village brick and mortar food and beverage business member for a one-year term,
4. \_\_\_\_\_ as the Mountain Village plaza vending business member for a one-year term, and
5. \_\_\_\_\_ as the Economic Development and Sustainability Director, or their representative member.

**From:** [Jason Smith](#)  
**To:** [mvclerk](#)  
**Subject:** Applicant for vending committee  
**Date:** Thursday, April 4, 2024 11:58:15 AM

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I am interested in applying for one of the vending committee positions - representing the vending community.

I am one of the owners of The Wok of Joy. I was involved as a food cart vendor within the MV Plaza Vending program for 3 years prior to opening a brick and mortar restaurant in Telluride serving our take out Thai food. We are now about to return to food vending in the MV core this June and I believe I can bring a lot of insight to the group in terms of what our communities need and how to implement these needs.

Food vendors are a crucial part of the food scene in Mountain Village for many reasons. I want to strengthen the existing vending program and try to develop it into something even better in the coming years so that the village core can remain an attraction for locals and visitors alike.

Thanks  
Jason Smith

**From:** [Lauren Schreiber](#)  
**To:** [mvclerk](#)  
**Subject:** Plaza Vending Committee Application  
**Date:** Thursday, April 11, 2024 11:02:05 AM  
**Attachments:** [Lauren Schreiber Resume 3\\_30\\_24.pdf](#)

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Good Afternoon,

I hope this email finds you well. My name is Lauren Schreiber and I am the current Experience Curator at Madeline hotel. I may have only been in Telluride since December 2023 but I would love to get more involved with the community and bring a new perspective on how vendors can increase revenue as well as support one another in the process.

Molly Norton reached out to let me know about this committee and I would love to be considered! Attached is my resume as well as events I have worked on in the past for reference.

*Work:*

*Paramount - Event Logistics - Boston, MA 2023  
Harvard University - Production Assistant - Boston, MA 2023  
In Between Days - VIP Manager - Quincy, MA 2023  
48 Hour Film Project - Assistant Producer / Actress - Newburyport, MA 2023  
Unilever NSM - Account Executive/ Production - Orlando, FL 2023  
Ben and Jerry's x Chance the Rapper Tour - Account Executive/ Production - Brooklyn, NY 2023  
Ben and Jerry's x Colin Kaepernick Tour - Account Executive/ Production - Orlando, FL 2023  
JBL Snow Party - Event Logistics - Park City, UT 2023  
Rhinestone Cowboy Christmas - Event Logistics/ Hospitality - Portsmouth, NH 2022  
JBL Dreamhack - Event Manager - Atlanta, GA 2022  
JBL Fest - Event Logistics/ Hospitality - Las Vegas, NV 2022  
Doja Cat Soundcheck - Hospitality - Los Angeles, CA 2022  
JBL MVAFF - Account Executive/ Hospitality - Martha's Vineyard, MA 2022  
Red Bull Dance your Style - Event Logistics/ Hospitality - Boston, MA 2022  
Locales Tacos Y Tequila - Marketing/ Social Media - Hingham, MA 2022  
Bamsfest Stage Production Manager - Boston, MA 2022  
JBL MVAFF - Account Executive/ Hospitality - Martha's Vineyard, MA 2021  
Bamsfest - Event Manager - Boston, MA 2021  
Everybody Water - Director of Operations/ Experience Manager - MA, VT 2021 -2022  
Bamsfest - Volunteer 2018 - Site Ops - Boston, MA 2019  
Boston Ballet Gala - Event Manager - Boston, MA 2019  
New England Zoo Gala - Event Manager - Boston, MA 2019  
Abiomed Annual Conference - Event Manager - Boston, MA 2018  
Boston Philharmonic Orchestra Gala - Boston Ma 2018  
New England Conservatory of Music Gala - Event Manager - Boston, MA 2019  
Levitate - Ticketing - Marshfield, MA 2019  
Hubweek - Project Manager - Boston, MA 2018  
Newport Folk Festival - Ticketing - Newport, RI 2018  
Festival at the Farm - Vendor Management - Canton, MA 2017  
X-Games - Event Staff Native Roots - Aspen, CO 2016  
Snowriders - Event Staff - MA, VT, ME 2012-2016*

**LAUREN SCHREIBER** | EXPERIENCE CURATOR  
AUBERGE RESORTS COLLECTION

# Lauren Ann Schreiber

## Event Producer and Experience Manager

Lauren.Schreiber7@gmail.com | (508) 768-5772 | [Linkedin](#) | Telluride, Colorado

Seasoned event professional with experience leading teams in developing, managing, and executing experiential events for music festivals, higher education and non-profit organizations. Events and programs range in size from high-touch board meetings to large, multi-day conferences and festivals across physical, digital, and virtual environments. With a passion for bringing ideas to life, I'm always striving to deliver impactful and memorable experiences for all attendees.

## Professional Experience

### EXPERIENCE CURATOR | Telluride, CO

#### Hospitality & Experiential Events | 09/2023 - Present

- Curating one of a kind experiences for Madeline Hotel with Auberge Resorts Collections. Focus on luxury hospitality and giving working with guests through their entire journey. Working closely with all departments on SOP's and every guest interaction. Curation of Shoppe collections and pop ups to increase revenue.

### CONTRACT EVENT PRODUCER | USA

#### Hospitality & Experiential Events | 09/2019 - Present

- Dedicated and accomplished contract professional with a strong background in event management, design and execution. Solid reputation for superior customer service and consistently recognized for the ability to manage multiple projects simultaneously. Professional portfolio includes designing creative solutions for complex clients in a variety of industries including corporate and real estate both domestically and internationally. Seeking opportunities to provide valuable and unique event solutions for you and your team.

### TRIGGER(HOUSE | Portsmouth, NH

#### SR Account Manager/ Event Producer | 03/2021 - 10/2023

- Frontline position responsible for interacting substantially with internal and external clients in a professional and supervisory role to develop and execute custom, multi-million-dollar programs
- Responsible for the successful management of multi-million-dollar budgets and event success metrics • Clients Include (JBL Audio, Ben & Jerrys, Harley Davidson, Boston Beer Company)

### BAMSFEST | Boston, MA

#### Stage Production Manager | 10/2020 - 6/2022

- Independently facilitate communication across all creative and technical departments. Act as a right hand to the director. Oversee sets, props, lights, and sound. Facilitate all technical cues during performances.

### EVERYBODY WATER | COHASSET, MA

#### Experience Manager | 09/2020 - 3/2022

- Facilitate communication across specific markets for delivery and sales. Act as ambassador for the brand. Oversee deliveries, events and social marketing for brand.

### AE EVENTS | BOSTON, MA

#### Events Manager | 09/2018 - 10/2019

- Independently executed Gala Events while instituting new cost-saving and sustainability practices • Established, tracked, and analyzed performance and engagement metrics, preparing and distributing reports • Clients range from nonprofit, corporate, to private clients. Full-service event planning with a focus on bringing a client's vision to life. Most notably the Boston Ballet, New England Zoo, 826 Boston and the Boston Philharmonic Orchestra.

### HUBWEEK | BOSTON, VA

#### Project Manager | 09/2018 - 10/2018

- Responsible for organizing and executing the cultural programming for HUBweek 2018. Programming includes

performing arts of all kinds, DJ/VJ, film, and a wide range of musical and visual artists. Working directly with the Director of Art and Creative Initiatives to serve as a direct liaison and support to creative talent.

## **TEAMBONDING | STOUGHTON, MA**

### **Senior Corporate Event Manager | 07/2015 - 09/2018**

- Responsible for full-cycle event management for a diverse portfolio of custom team building programs across the United States and globally. Portfolio includes over 35 team building events monthly with an average of 1500 participants. Clients include Fortune 500 companies seeking high-touch customer service and creative solutions.

## **Education**

### **University of Massachusetts - Dartmouth**

Bachelor of Arts in Philosophy & Political Science | 05/2010

## **Certifications**

200 HR - YTT 2020 – Present

TIPS 2015 - Present

CPR - 2020 - Present

568 Mountain Village Blvd

Telluride, CO 81435

P +1.970.369.0880

lauren.schreiber@aubergeresorts.com

https://aubergeresorts.com



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**From:** [Stanya & James Gorraiz](#)  
**To:** [mvclerk](#)  
**Subject:** Plaza Vending Committee Consideration  
**Date:** Sunday, April 14, 2024 3:43:31 AM

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Caution: External Message - Please be cautious when opening links or attachments in email.

Hello,

My name is Stanya Gorraiz and my husband James and I own Shake N Dog Grub Shack, a brick and mortar culinary operation in the Mountain Village Core. I am extending my interest in joining the Plaza Vending Committee. We have been serving the locals and guests of Mountain Village for over five years now and have a keen sense of what makes working in the area successful. I personally have been very active in the TMVOA merchant meetings and have also served on the BDAC committee so I pride myself as someone who takes an active role in the business community of Mountain Village. I believe I have a voice that can offer great perspective and insight and I would be honored to be selected for this role so to better serve Mountain Village and further its success. Without brick and mortar businesses, the community would suffer greatly. So the involvement of our type of business does factor in a massive way and I look forward to the opportunity to volunteer my time and energy to advance Mountain Village in any way I can.

Thank you,

Stanya Gorraiz  
G6 Culinary Concepts, LLC  
9705191708 cell

Erica Jurecki  
11 Spring Creek Drive  
Mountain Village, Colorado 81435  
Tracks Cafe & Bar, Inc  
President/Owner/operator  
970-708-9051

4-14-24

To Whom it may Concern,

Hello, my name is Erica Jurecki and I am sending you this letter as a 'Letter of Interest' for an opportunity to be nominated to serve on the Plaza Vending Committee.

Here is some background information about me. I am the sole owner/operator of Tracks Cafe and Bar. My late husband, Jeff Jurecki and I opened Tracks in 2005. It has now been 19 years since Tracks began business and serving Mountain Village guests. We are a quick service style restaurant geared towards serving fresh food and drinks in a casual welcoming environment.

I moved to Telluride in 1996 one week after the Gondola and the Franz Klammer opened. My first job in Telluride was as a food runner in the great room bar at The Peaks Resort and Spa. I was 24 years old. I remember walking a dirt path from the gondola station area to The Peaks. The building Tracks is located in was not built yet nor was the Madeleine or the Conference Center. I was employed with The Peaks for 6 years and was mostly involved with their Food & Beverage management team. In the early 2000's I was recruited by The Excelsior Cafe in Telluride and worked as the General Manager for the Cafe and its sister restaurant The Blue Point. My partner Jeff started working at the "the Crunchy Porcupine" (which is now Tracks) and helped the owners start their restaurant business. After a couple of years the owners decided Telluride was not for them and offered for us to purchase their business. After pulling many strings we made it happen and soon changed the name to Tracks Cafe and Bar.

Tracks is located in the Heritage core of Mountain Village. When we opened in 2005 there were 2 vending carts(hot dog and crepe cart) that were allowed to park on "the Beach", the edge of Misty Maiden on the pavers in the Heritage core. Skiers Union (now Tomboy) closed and Telski opened a restaurant there. Telski did not want the carts parked in front of them so the Town had the cart location push back and park in front of Tracks. Eventually, as time passed, the 2 carts spots became 7 cart spots.

Being a brick and mortar business owner in the Town of Mountain Village for 19 years and being a year round resident of Mountain Village for 21 years I would like to request the opportunity to represent the brick and mortar sector on this Plaza Vending Committee. I would like to offer my many years of experience watching and contributing to the evolving changes of the core and to be a part of the future evolution of Mountain Village. Mobile businesses play a part in that evolution.

Thank you for your consideration of nominating me to this committee.  
Best Regards,  
Erica Jurecki  
President/Owner



**From:** [neal elinoff](mailto:neal.elinoff)  
**To:** [mvclerk](mailto:mvclerk)  
**Subject:** vending cart committee, MV residential rep  
**Date:** Monday, April 15, 2024 10:16:32 AM

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Throw my name into the hat.

The Elinoff gallery has been in business since 1991. I personally got started in the push cart business in Denver in 1977 and in fact, a sheet metal factory on South Santa Fe in Denver built my first pushcarts and that company later became Carts of Colorado, the nation's largest push cart manufacturer. Before I sold my share in the business to my brother and moved to Texas, we had carts in the Denver Zoo, Pepsi center and Mile High sports center as well as public venues such as City Park and more. I'm currently in the restaurant business (Alpinist and the Goat) retail business and long and short term rentals business managing my own properties as well as having an ATM vending business.

Although I'm looking forward to getting out of retail in the near future, I want to continue to have input in the local community.

**Neal Elinoff** *president*  
*Elinoff & Co. Gallerists and Jewelers*  
*204 West Colorado Ave.*  
*PO Box 2846*  
*Telluride, CO 81435*  
*work: 970-728-5566; fax: 970-728-5950; cell: 970-708-0679*



Virus-free [www.avg.com](http://www.avg.com)

**From:** [Bertrand Marchal](#)  
**To:** [mvclerk](#)  
**Subject:** Vending committee member request  
**Date:** Tuesday, April 16, 2024 11:22:33 AM

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Dear Town of Mountain Village Vending Committee,

I am writing to express my interest in becoming a member on your Vending Committee. I am the owner of Place des Crepes and have had this business in the Mountain Village Plaza area every winter since 2001. I was the first to have a cart in Mountain Village and I have been doing everything I can to maintain a professional and conscientious business. I also understand that all of the vending carts are often regarded in one group and the idea of creating and maintaining an enforceable set of rules and standards is definitely of interest to me. I love the idea of having the carts but I also love the idea of all of us being professional, neat, and consistent. I also very much understand the constraints and limitations of maintaining a cart business in the Village core. These all make me a potentially valuable member of your committee who will be able to contribute thoughtful insight to the issues the carts and the Mountain Village face.

Thank you for your consideration. I look forward to hearing from you!

Sincerely,

Bertrand Marchal  
PO BOX 2347  
Telluride CO 81435  
[www.telluridecater.com](http://www.telluridecater.com)  
[www.cobblesandcorks.com](http://www.cobblesandcorks.com)  
(970)708 2661

To whom it may concern

Hello

My name is Alberto Tames and I'm the proud owner of Latin Creations, I want to submit this intention letter for one of the seats in the committee. We have been in business in mountain village for the last three years, we couldn't be more happy to belong to this beautiful community, I would like to get more involved in the vending committee to add, help and learn from challenges we have experienced within te last years. I have over twenty ears of experience in food and beverage and I have been lucky enough to own several restaurants and taco shops mostly in Mexico City and puerto Vallarta. I'm looking forward to enrich our visitors experience to the best of my ability.

Sincerely  
Alberto Tames  
9709750629

To Mountain Village Town Council Members:

I'd like to start off by introducing myself, my name is Gregory Shawcroft. This Letter is my intent for running for the open seat position for the vendor cart panel. The seat I would like to apply for would be representing all the food carts best interests.

I do have quite an extensive history not only vending here in Telluride and Mountain Village, but also vending in big festivals and events across Colorado on a bigger food truck/trailer scale. My food cart vending history starts right out of high school the summer of 2014 with the gyro cart. And vending two summer seasons in town of Telluride and one winter in Mountain Village. After the gyro cart I moved to Denver and opened a food trailer with my uncle and we spent the summer traveling every weekend to different festivals and events. The Winter of 16/17 I moved back to Telluride and started working in the rental shops with the idea of opening a much needed ice cream food cart in Telluride. I operated the ice cream cart for the next 7 summers until the opportunity arose for me to step aside and open the now Cheeze Cart. The summer of 23 I opened The Cheeze Cart in Telluride and had a very successful first summer. Also getting involved in events with Town of Telluride and Catering private events. I just completed the first winter in Mountain Village with The Cheeze Cart and it turned out better than i had expected!

For this summer I will be moving The Cheeze Cart back down to Telluride and I have been accepted for the Market on The Plaza for this summer and look forward to seeing what the summer in Mountain Village has to offer.

In conclusion, I feel with my extensive knowledge of the vending programs in each town i bring a valuable asset to the food cart vendors as a representative of them. And will have the best interest in mind for the vendors as the seasons proceed forward.

Thank you,

Gregory Shawcroft