

**Economic Recovery Committee Meeting**  
**July 24, 2020**  
**10:00 am-12 pm**

- Welcome from Bill Jensen
- Public Health Update- Grace Franklin
  - 93 positives, 71 locals, 16 visitors since we started.
  - As we move into the fall we need to think about ventilation when the weather starts to change.
  - Ventilation is a top priority for opening schools.
  - Hope we can continue to stay on a balanced path.
  - Very nervous for the winter mainly because of the unknown.
  - 11 active cases currently.
  - All 3 schools have been working towards a fall solution but we are in a tricky spot.
  - A negative test only tells us so much and is only a snap shot.
  - A positive test is actionable.
  - Blanket test everyone for a negative test can create a false sense of security.
  - Practice the 5 commitments.
- Mike Bordogna
  - Spoke with Superintendent and we'd like to be in 'protect your neighbor' order before coming back to school.
  - Telluride School looking for a hybrid of learning, remote and in person learning.
  - Asking folks to forgo their end of summer trip so we can bring healthy kids back to school.
- Key Lodging Metrics- Michael Martelon
  - June Paid Occupancy- down 51%
  - June Average Daily Rate- down 12%
  - June Average Stay Value- down 23%
  - June Cancelled Nights- up 151%
  - June Owner Nights & Holds- up 12%
  - We have 54% of the lodging community participating in Key Data with their PMS.
- Lodging Report- Larry Mallard
  - Phase 3 was maintained at 50%, not many days approach the 50%
  - July will only finish 3 to 4 points down but the rest of the year looks very bleak
  - July has been strong but things are going to slow down quickly
  - There is not a great chance we will be anywhere close to our regular Labor Day numbers with loss of Film Festival
  - 1 in 6 guests are booking for dates outside of 14 days.
  - Winter occupancy: Each 1% occupancy represents 350 guests
  - We need to start the winter occupancy conversation now so we know what to expect. Refunding guests is difficult.
- Transportation- David Averill

- Ridership on Down Valley and Norwood have been stabilized which is good so there are no capacity issues.
  - Galloping Goose ridership picking up too
- Private Transportation- Sutton Schuler
  - Down 84% YOY for June
  - State wide order helps Telluride Express so drivers don't have to enforce mask wearing
- Air- Matt Skinner
  - State approved a supplemental funding program that offers grants up to 15K for small businesses
  - Air has plateaued. We had originally been targeting 50%. That realistically now is 40%.
  - August drops way off with school returning.
  - Typically, winter booking start in August. This year it might be later, September.
  - There is a lot of group interest for winter.
  - There will be 25% drop in our capacity for this winter. Allegiant flight will be cancelled.
- Town of Mountain Village- Dan Canton
  - MV sales tax down 48% in June
  - Outdoor dining has been very popular. Market on the Plaza has been busy. Marketing assistance fund has been launched for MV businesses. 11 applications have been received and most funding is being used for websites. Continuing to supply masks
  - 10-12,000 rides per day which is down from big weekends
  - Have hit 300,000 riders this summer
- Town of Telluride- Todd Brown
  - Mask ordinance extended to outdoor spaces where physical distancing not possible
  - There will be a meeting next week to discuss enforcement. Marshalls dept. is down 3 people so we are lacking people for enforcement. Options will be discussed-volunteers, info booth, etc.
  - Great Outdoors America passed which give a permanent funding source for state and national parks
- Norwood- Kieffer Parrino
  - Working on school reopening plan
- County Commissioner- Kris Holstrom
  - Norwood Library will open on a limited basis
  - Basin Fair and Junior livestock auction went well
  - Enforcement issues discussed on county level. Some people want presence over enforcement. Businesses owners want to know that the Marshalls can assist if there are any altercations over mask.
  - Discussing a revenue stabilization measure on the ballot this fall
- County-Mike Bordogna
  - Construction industry has been contacted to adhere to the 5 commitment

- New improved website is launching today
- TMVOA
  - Approved funding to collaborate with TSG on a drive market sales initiative.
- Restaurants- Ray Farnsworth
  - First month of business has gone ok. It has been a tremendous amount of work to be able to be open. Adhering to masks, hand washing, etc requires diligence
  - First meeting of Restaurant and Bar Committee Meeting is July 28.
  - Hopeful that August and Sept will fill in and there will continue to be a demand
  - It will be tragic for our resort if more businesses have to close
- Retail- Wendy Basham
  - Summer has gone really well. July has been as strong as last summer.
  - Mask enforcement has not been an issue
- Rental & Retail- Sean Stogner
  - July was very strong. Other retailers echo this.
  - Having presence of law enforcement in MV has been helpful. Having town do something similar would be helpful
  - Rental/reservations are in line with lodging. Strong 3 weeks and then we see a decline.
- Outfitters- John Duncan
  - As school is postponed in TX and AZ, many families might end up staying in Telluride
  - School not being back in school full time is going to be very challenging as a business owner.
- Athletics- Cath Jett
  - Two races coming up and both are well attended.
  - Go to USA cycling for guidance on return to racing
- Events & Weddings- Meehan Fee
  - Financial assistance by Telluride Foundation for wedding vendors has been very helpful
- Childcare- Dawn Katz
  - It is challenging to have the amount of staff required due to safety protocol. The reduction in enrollment numbers (due to social distancing requirements) is making it even more of a struggle financially.
  - Parents are being supportive with safety procedures
- TSG- Bill Jensen
  - 400-500 per day in Bike Park
  - Conversation about winter plan has started. November 26 is a target opening date with limited operations but not guaranteed
  - Ski area is pushing state to allow individual counties to make decisions about ski resorts
- Comments/Questions
  - **Jesse Rae:** how much of May/April spend was from locals. **A:** Michael reported it is about 20% based on credit card data.

- **Bill Jensen:** When do we see massive drop in occupancy and air? **A:** Air drops off August 16. Lodging is August 10 (30 percent and then occupancy drops to 20%)
- **Mike Bordogna:** Moving to Protect our Neighbor Status is dependent on metrics and right now we are not in the right zone for transmission and treatment to move forward.
- **Kris Holstrom:** Please encourage employees and friends know that mental health resources are available
- **Dan Jansen:** Being down 3 Marshalls in this environment is problematic as it is difficult to hire officers is very challenging. Many are retiring
- **Delany Young:** Town of Telluride is fully staffed at 10 officers but have capability of going to 11. There are only 2 vs 3 code enforcement officers so we are not as understaffed as everyone has said