

**Economic Recovery Committee Meeting**  
**September 18, 2020**  
**10:00 am-12 pm**

- Welcome from Commissioner Kris Holstrom
  - Discussed new format of meeting with panel
- Medical Reporting- Grace Franklin
  - Metrics look good for the past month. Only one new case over the past week state came out with new risk meter dial-we are still safer at home level 2 per state regulations.
  - In two weeks, we could request to get us to the next level with fewer restrictions.
  - An increase in positive cases is expected with kids back in school and Labor Day
  - Waste Water COVID surveillance is in place. More data expected next week. The first read came back as zero cases. This provides a 24 hour snapshot. The more we can test and do waste water samples, the better picture we will have.
  - Surveillance data gives broader perspective that gives a higher level view of what the virus is doing in our community. It does not allow you to pinpoint the number of cases or who is infected. Telluride, Mountain Village, Lawson Hill and Allasio is included in the waste water numbers. Anything west of that, is not.
  - County received a \$50,000 grant from the state to plan for COVID.
  - Lodging will go to 75% capacity starting Oct. 1
  - Restaurant capacities (per state regulations) will remain at 50% capacity even through our Protect Our Neighbor Phase which is the least restricted stage. Plexiglass option might not be an option to increase capacity per state regulations. Communications need to be clearer.
- Business Community Reporting
  - TSG- Tom Richards
    - Bike park closes Sept 27 and so do core restaurants, except the Pick, golf course closes Oct. 4
    - Donation day is 10 weeks away. Working with Colorado Ski Country on opening plan. Internal operations plan to be given to SMC on Sept. 28.
    - Tools are in place if we are forced into a more conservative operating phase. Advanced purchase of all lift tickets/passes are required. This gives ski area an opportunity to control numbers of skiers.
    - All markets will be treated equally. A lot of group businesses has been cancelled this season.
    - Advanced purchased requirements allows us to communicate to guests ahead of time. There will be a special section on website for COVID related info. Signage will be increased and refined.

- Additional shelters are in the works for High Camp, Gorroneo, Giuseppe's to help with capacity with social distancing. Sanitation stations will be set up.
  - Staff management: All staff will be trained for COVID protocol. Rigid stay at home model for any staff not feeling well. Employee work pods will be used this winter.
  - Employee Housing: Big Billie's will have to go back to single occupancy. Furniture will be removed from gathering areas. Employee lounges will be locked so employees can't congregate.
- Air-Matt Skinner
  - Small tourism related businesses can apply for grants from Energize Colorado
  - Merchant Pass Program-the program will be announced very soon. An unrestricted pass will be an option but there will be a slight price increase
  - Sept and October are about 50-55% down from last year but they continue to fill
  - Winter-we are about a month behind for winter bookings but people are showing interest in ski vacations. The booking window is shorter than usual. The holidays have not really started to book.
  - We are about 20% down in seat capacity for the winter season.
- Reminder about Holiday Prelude (Dec. 12-13) and Noel Night Dec. 2
  - Daiva Chesonis: Maybe this year should be Noel Week. Launch a shop early, ship early campaign. Ski Tree lighting is traditionally Noel Night. Should a merchant task force form for Noel Night?
- Lodging- Larry Mallard
  - Lodging Oversight Committee: Lodging capacity goes to 75% on Oct. 1 and it will be calculated monthly.
  - Succession Plan for Lodging Oversight Committee: 2 people will be rotated off every 6 months. This starts in April. Thanks to all the current members of the Lodging Oversight Committee.
- Lodging Panel-Larry Mallard, Kevin Jones, Larry Mallard, Steve Togni, Bryan Woody and Lee Zeller
  - What are the major changes in lodging since COVID? (answered by Steve Togni): This summer was surprisingly busy. Hotels in cities are still suffering. COVID protocols worked well  
-Bryan Woody: booking windows are much shorter than usual.
  - Are hotels more difficult to manage during COVID than other properties? -TS We had to modify some procedures like check in. We tried to create as many touchless practices as possible and informed guests ahead of time. BW Adopted same approach and emphasized advanced communication
  - What steps in terms of housekeeping standards contributed to us being ranked very high on AirBnB for cleanliness?:

-Keith Hampton: We are honored to receive this recognition. Started with a very stringent training commitment to COVID protocols, employee pods, left gaps in reservations

-Lee Zeller: guests appreciated a housekeeping check list that showed we were following safety protocols

-Kevin Jones: Training and retraining were critical. Reinforcing the covid protocol message to employee

- What changes did you make in operations to limit guest interactions?
  - KJ: Virtual tours, virtual check-ins, people on the phones 24-7 fielding guest questions on how to operate things in house
  - LZ: It was strange not to be able to greet guests in person and get to know them a little.
  - KH: No touch check-ins, invested in supplies so guests are self sufficient
- We need to know how to deal with guests who come here and are unable to purchase a lift ticket. Guests will be able to purchase tickets starting Oct. 8. and will be encouraged to buy tickets early. A list of alternative activities should be created.
- Owner stays were double for the summer and we anticipate this to continue for the winter. This concerns us we are down 30% YOY and we will have less inventory due to owners occupying their units. Michael Martelon clarified owner stays were way up for summer but should not be as drastic for this coming winter.
- Question from DeLanie Young: Will owner stays be counted in occupancy numbers for the winter? LM: Owners are not counted in occupancy numbers and do not count towards restrictions. Owners probably move the needle 5 to 10 percent. MM: The public health order specifically addresses paid accommodations so owners are not included. Data is available to show owner stays. LM: We should have discussion about other levers we could use to keep visitors down in case we need for next summer. MM owner stays were up 36% YOY, owner occupancy for whole summer was 17%

- Mike Bordogna

- Next meeting October 2. Panel discussion will be restaurants and bars. ON Wednesday, Sept. 23, Grace Franklin will share a comprehensive 6 moth report on COVID. Energize Colorado is a grant program and maybe towns could start another one.

- Public comment

- Bonnie Watson, Telluride Foundation is pursuing a technical assistance grant for small businesses, Colorado Gap Fund will reopen on October 5
- Doug Tuelle-level of caution needs to remain high