

Economic Recovery Committee Meeting
June 12, 2020
10:00 am-12 pm

- Welcome from Bill Jensen
 - South West corner of the country is seeing a surge of COVID-19 cases.
 - Must continue to stress the importance of masks, distancing, and hygiene and encourage guests to do the same all summer long.
- Messaging
 - Mike Bordogna
 - Trying to slow down our messaging to be more intentional with our messaging.
 - Don't want people to get complacent by seeing so many of the same messaging.
 - Move to an educational focus not a frequency focus.
 - Both Telluride and Mountain Village have passes ordinances requiring face masks inside businesses.
- Public Health Order Updates
 - Grace Franklin, San Miguel Public Health
 - State order has moved from restrictive to best practices.
 - Overall all transmission rate has been lowered, but how do we keep the momentum.
 - How do we continue to keep these best practices in place when flu season approaches?
 - If we are still on a good path and don't see an uptick, June 22nd is probably when we will reconsider the 25% lodging occupancy. Will make the announcement around the 19th.
 - Any change that is made to public health orders takes about 2 weeks.
 - 10 people order could change on the 26th and if the trends are good we will continue to stick with the state orders on number of people per gathering.
- Lodging Report
 - Larry Mallard
 - We formed the lodging oversight committee and had our second meeting yesterday.
 - Will meet weekly throughout the summer.
 - Phase 2 would allow us to move to 50%
 - July 4th weekend looks to be the highest in occupancy at 35-37% as of now.
- Transportation Report
 - David Averill, Public Transportation
 - Number of riders is increasing.
 - Gondola reopens on the 15th 7am-9pm so we will help with late night rides until midnight.

- Moving towards a mandatory mask requirement.
 - Lawson Hill service will fire back up on the 15th.
 - Telluride Galloping Goose will be running again on the 15th.
 - SMART continues to operate fare free.
- Sutton Schuler, Private Transportation
 - Continue to educate passengers.
 - Ridership is slowly increasing.
 - Working on promotional ideas to encourage bookings.
- Air Report
 - Matt Skinner, CFA
 - Had first two weeks of positive bookings so far.
 - Montrose ran about 50% last week.
 - Airlines doing well with mask requirements
 - July is doing okay; numbers are pretty solid.
 - Seeing bookings for fall.
- Jurisdictional Reports
 - Barbara Bynum, Montrose
 - Currently 23 hospitalized patients at hospital with 2 possible COVID-19 cases.
 - Dan Canton, Mountain Village
 - June 15 opening gondola.
 - Will review gondola hours to help with workers getting home.
 - Signage will go up to help with consistent messaging.
 - Todd Brown, Town of Telluride
 - Working through logistics of the Colorado Ave opening for business. Guests seem to be liking it.
 - Put up a banner and signs with consistent messaging.
 - Everything is continuing to go well.
 - Fine dining restaurants will also have the option to use the outdoor dining area when guests use the app to place the order.
 - Anton Benitez, TMVOA
 - Dial a Ride communications will go out later today.
 - Working with restaurants to expand their outdoor spaces.
 - Bonnie Watson, Telluride Foundation
 - Sending out Small Business Impact Survey this week.
 - Karen Winkelmann, Telluride Medical Center
 - We have the ability to test for active infection.
 - Working on getting an antibody test.
 - Kris Holstrom
 - Farmer's Market went well last week.
 - Requiring masks for customers and vendors at markets.
- Restaurant Survey
 - The idea is to ask the restaurants to take a look at their spaces and let us know if they can increase their seating while still maintaining social distancing.

- If we get that data, we could take it to the state and ask for more capacity.
- Industry Segment Updates
 - Wendy Basham, Retail
 - Important to be positive during this time.
 - Sean Stogner, Retail
 - Excited to be open and having guests.
 - Wendy Hampton, Weddings
 - Peaks and Gorrano Ranch have decided to closer for the season.
 - Meehan Fee, Events
 - Received a decent response from the surveys
 - Courtney McClary, Festivals
 - As things progress with Film Fest and Blues and Brews I'll keep you updated.
 - Cath Jett, Athletics
 - Reached out to a few races and many will be canceled but some will happen.
 - Rundola is still moving forward with physical distancing guidelines as of now.
 - Todd Brown: Town Park Campground and Pool are open with certain restrictions and ready to start group sport activities.
 - Kate Jones, Telluride Arts
 - Local nonprofits are being very creative this summer.
 - Would like to disperse some artesian vendors in different retail stores this summer.
 - Dirk de Pagter, Real Estate
 - Pleasantly surprised that new contracts have been strong.
 - Ready and anxious to assist guests.
 - Michael Martelon, TTB
 - Busy dealing with a lot of data, building a portal for self-managed properties.
 - Summer Guide should be on the stand next week.
 - Bill Jensen, TSG
 - Taking a cautious approach to summer plan.
 - Golf course opened this morning to members and immediate family.
 - Practicing all appropriate golf protocols.
 - Dining is open/opening
- Public Comment