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 22\textsuperscript{nd} is probably when we will reconsider the 25% lodging occupancy. Will make the announcement around the 19\textsuperscript{th}.
    • Any change that is made to public health orders takes about 2 weeks.
    • 10 people order could change on the 26\textsuperscript{th} 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 4\textsuperscript{th} 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 15\textsuperscript{th} 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.

Restauranteur 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 Gorrono Ranch have decided to close 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