Economic Recovery Committee Meeting  
June 26, 2020  
10:00 am-12 pm

- Welcome from Bill Jensen  
  - Seeing a level of economic activity in the community that is very reassuring.  
  - Optimistic for winter season.  
- Mike Bordogna  
  - On Monday there will be a meeting to discuss a fire ban.  
  - Want to communicate our capacity for testing, tracing, treating, and hospital capacity to help with anxiety.  
  - Concerned bars will not survive at this 25% capacity. Not profitable at 25%. How can we help?  
- Public Health Order Updates- Grace Franklin  
  - Currently working under the framework of the state (minus lodging) and will continue to do so for the summer.  
  - We do understand we are a rural area and need to find a way that works with our unique community.  
  - 4 metrics: testing, tracing, treating, and hospital capacity  
  - 10 active cases for a total of 34 cases. None of them are hospitalized. A good mix of symptomatic and asymptomatic.  
  - Tested over 200 people last week.  
  - 105 pending tests currently.  
  - The uptick is due to visitors AND locals.  
- Lodging Report- Keith Hampton  
  - Currently in phase 2 of 50% and will extend to the 13th.  
  - Reevaluating of this number will happen around July 8 to decide on 75%.  
  - Tracking occupancy on a daily basis.  
  - July 4th weekend will be the busiest weekend.  
  - 50% is the max for the phase. Some nights could be more than 50% or less but trying to manage in an appropriate way.  
  - If occupancy increases to 65% over July 4th- we will email all lodgers to turn off bookings.  
  - The occupancy numbers are a conservative view.  
  - In phase 2 we are currently allowing a 65% cap on any given night but if/when we move to phase 3/75% occupancy 90% will not be the cap. We will allow some leniency but not by 15% like phase 2.  
- Transportation Report  
  - Public Transportation- David Averill  
    - Ridership is creeping up from Norwood and Lawson. Still slow on the Rico route.  
    - Gondola is running 8000-9000 rides a day which is a little low for this time of year.
• Lines look longer because of social distancing but realistically lines are clearing in about 10 minutes.
• A concern is gondola operators having to help load bikes to help keep momentum.
• Private Transportation- Sutton Schuler
  • Ridership is increasing out of the airports slowly but surely.
  • Seeing volume on group trips
  • Drivers are trying to educate riders on their trips into town so guests or ready and know what to expect and how to comply.
• Air Report- Matt Skinner, CFA
  • Good uptick on consumer confidence and national travel.
  • Running at about 50% currently.
• Jurisdictional Reports
  • Dan Caton- Mountain Village
    • Traffic is picking up.
    • Gondola hours have been extended.
    • Furniture, umbrellas, extra lighting for the core is coming in and will have that up in the next few weeks.
    • Market on the Plaza brought in good business for our vendors.
    • With restaurants opening we will see a surge of business.
  • Todd Brown- Town of Telluride
    • 17 off Colorado Ave applications have been approved recently.
    • Continuing to make tweaks to on street dining.
    • Signage on the way into town is up and now working on making it more aesthetically pleasing.
  • Kieffer Parrino- Norwood
    • Wanting to look at results from survey from Telluride Foundation and Norwood survey.
    • Moving forward we are going to focus on our bigger picture goals.
  • Carrie Andrew- Norwood Chamber of Commerce
    • Library has started outward programming.
  • Kris Holstrom- County
    • Telluride Farmer’s Market is today and could use volunteers.
    • Want to get the word out on the county fair and how people can contribute while following guidelines and from a distance.
  • Anton Benitez- TMVOA
  • Bonnie Watson- Telluride Foundation
    • Finishing small business impact survey today at 5pm
    • 57% have not reduced staffing due to PPE
• Industry Updates
  • Ray Farnsworth, Restaurants
    • Demand is there and it’s high.
    • Trying to figure out the new norm and run accordingly so we don’t have to stop and start.
• Excited for meeting on Tuesday for restaurant and bar community to share and communicate
  • Wendy Basham- Retail
    • Everything going well.
  • John Duncan- Activities and Outfitters
    • Good week activity wise.
    • Continue to send out friendly defensive and offensive messaging.
  • Meehan Fee- Weddings and Events
    • Demand for events is there.
    • Groups lacking understanding on what the culture is here in Telluride.
  • Courtney McClary Yug- Festivals
    • Horror Festival is looking to move to a virtual event.
    • Stay tuned for fall events.
  • Dirk de Pagter- Real Estate
    • Things are moving along and complying with proper protocols.
    • A lot of virtual showings which is great.
  • Michael Martelon- TTB
    • Visitor Guide is out now.
    • Digging into social right now.
    • Looking forward to winter and how we can plan accordingly.
  • Arts and Culture
    • Booking music on Colorado Ave in each zone.
    • Summer Artisan Bazaar will be in the Transfer Warehouse
  • Bill Jensen- TSG
    • Bike park opened yesterday
    • Peaks opened today and Allred’s opening tonight.
    • No ERC meeting on July 3.

• Public Comment