

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 are 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