

Economic Recovery Committee Meeting
October 2, 2020
10:00 am-12 pm

- Welcome from Commissioner Kris Holstrom
- Regular Updates
 - Public Health Reporting- Grace Franklin
 - We are in the blue stage (cautious normal level)
 - Confident we are doing well and maintaining it.
 - Uptick of cases for the state a few weeks after Labor Day/school starting/college starting.
 - Shifting to prepare for the holidays and winter.
 - Lodging moved to 75% capacity on Oct 1.
 - Telluride Ski Resort Update- Jeff Proteau
 - Full transition from summer operations to winter
 - Submitted winter COVID-19 operating plan to the county.
 - Collaborating with public health during this dynamic and fluid situation.
 - Building our sales program on locals and loyalty.
 - We think we will have a 20-30% reduction in skier visits this year.
 - Looking at some temporary structures to get people out of the cold on the mountain.
 - Getting ready to go into snow making season.
 - It won't be a typical winter (bear with us) but we do expect it to be a great winter.
 - Colorado Flights Update- Matt Skinner
 - September and October are 55% of normal.
 - Seeing some positivity out there as people gain confidence.
 - Winter is running 60% of normal.
 - Air industry travel is realizing business travel is not coming back and are now focusing on leisure travel.
 - Everyone is adjusting their capacity month to month.
 - Booking arch is OK.
 - Holidays are about 50% down.
 - Merchant Pass information has been released.
- “Burning” Updates
 - Telluride Foundation-Bonnie Watson
 - Gap Fund is launching again on Oct 5.
 - Sending out small business survey on Monday.
- Restaurant Panel
 - Megan Ossola- The Butcher & The Baker
 - Went Well: Outdoor seating made things easier, the town educating visitors and staff was helpful, marketing on Instagram helped us get the word out.

- Didn't Work: some of the online ordering software made it a little challenging because the kitchen couldn't always keep up with the constant demand. Not a lot of short-term parking making it hard to pick up food. We'd like to ask the county to align with the state on liquor licensing and being able to sell bottle and to go cocktails.
 - Winter: putting a plan together on where people can wait. Will not offer indoor dining. Add heaters outside.
- Chad Scothorn- Cosmopolitan
 - Went Well: Forming of the Restaurant Association was a great help. Outdoor dining was a huge success. Learned a lot about take out. Business was way up.
 - Didn't Work: Didn't quite staff enough for such a busy summer.
 - Winter: Not going to try and do outdoor seating, don't think it will work well for us. Focus a lot on take out and just got approved for an outdoor tent for people to drive up to and get their food. Improving our air flow. Try to improve our wait area with fire pits and tented area.
- Carmela Sanna- Rustico, La Piazza, La Pizzeria
 - Went Well: Had a great summer.
 - Didn't Work: People don't want to leave, it's so nice out and people enjoy sitting outside. Housing and employees.
 - Winter: Winter is a concern, a little apprehensive about town and how we will handle it. Concern about our staff going out into the cold-still working on that challenge. Concerned about lines outside the doors and waiting in the cold.
- Kristyn Shumway- High Pie
 - Went Well: Fantastic summer, very grateful for the outdoor dining provided.
 - Didn't Work:
 - Winter: Planning on doing 50% occupancy indoor. We have plexi glass shields for the bartenders. Hoping we can continue to provide outdoor dining on Pine St in gondolas. Telluride Express is planning on providing delivery options to help restaurants out. Delivery will be very important for the winter. Considering putting a time limit on all tables to keep people flowing in and out.
- Eliza Gavin- 221 South Oak
 - Went Well: Great summer. Not having the festivals was actually beneficial. Constructed a tent in the back driveway and were able to add 6 more tables safely. Staff was so flexible and amazing.
 - Didn't Work:
 - Winter: I think it will be a very busy winter. We'd like to create a similar and warmer structure to go outside.
- Lucas Price- La Cocina De Luz
 - Went Well: Agree with everyone, summer went really well. Great to have outdoor space. Created an online ordering system which was okay, had

to work through some kinks. Without festivals, it was a captive audience. Installed some air filters. Met with Sam Patent, a consultant, and helped with how to keep improving and now have ionization machines.

- Didn't Work: Didn't anticipate it being as busy as it was and always playing catch up with staffing. Staying up to date with all changes. Catering was hurting this summer.
 - Winter: Opening up a window in the front of the restaurant to improve air flow. We have 3 ionization machines. We will have heaters and ventilation in greenhouse. Feeling confident Telluride will persevere.
- Questions
 - Barbara Bynum asking about outdoor dining spaces like tents/gondolas/etc.
 - Zoe Dohnal: Purchasing the gondolas for outdoor dining.
 - Chad Scothorn: Free testing available for restaurant employees? this would make working at restaurants better and would be great marketing for guests knowing that all employees are tested regularly. Another big ask, would be to have subsidized food delivery.... take out is the safest.