

Economic Recovery Committee Meeting

April 2, 2021

9:30 am

- Welcome from Commissioner Holstrom
- County Update- Mike Bordogna
 - 5 Star Program is up and running with 5 local employees.
 - If businesses have the time during off season, we highly encourage businesses the 5 star program.
 - We are remaining in level blue. We will reevaluate on April 20th.
 - Working on the Sunny Side housing project, looking to bring 30 deed restricted housing units.
 - Lost the Lawson Hill testing because we went from 1000 tests to 200 tests. Our wastewater treatment numbers are showing we have more COVID cases than are being tested. We believe that is due to covid testing fatigue.
 - As of Monday, bars do not need to serve food to stay open, there will be an 85% occupancy for lodging, there will no longer be a 2 household per unit max, and there will be larger social gathering sizes.
 - The Forest service is projecting a 300-600% increase of people using our public lands this year. As of two weeks ago, every campsite was booked up. It will be a very busy summer.
 - Sales tax was up from 2019 and lodging tax was down a little from 2019.
 - Optimistic that 2021 lodging revenue numbers will go up.
- Public Health Reporting- Grace Franklin
 - Testing has decreased but we do continue to have testing options.
 - There will be testing sites during off season.
 - Today the Governor announced that vaccines are now open to the general public (16+) and we are ready to move forward with this. San Miguel County only has access to Johnson and Johnson and Moderna (18+).
 - Hoping to have access to the Pfizer vaccine soon.
- Colorado Flights- Matt Skinner
 - March has been strong for us and on par with 2019.
 - This weekend will be manageable but strong.
 - Working to get back to normal this summer. Last year we were at about half capacity and hoping this summer will get us closer to full.
 - Summer 2021: 40% of people are planning their urban vacations that we didn't see last year.
 - Really starting to see people branch out and go a little farther this summer.
- Lodging/Economic Update- Michael Martelon
 - March has been solid all the way to the end of the season.
 - Summer reservations are looking good.
 - Looks like occupancy will start to increase in May instead of June this year.
 - TTB Summer priorities: Highly Targeted Marketing, Air-NOT drive, leveling off peaks

- Visitor education & flow/dispersion, customer service program/ambassadors, parking.
- TTB Destination Management: TTB is collaborating with Mountain Club to create community clean up weekends. TTB is researching apps to help with congested parking. Working on launching trail etiquette campaigns and working with forest service approval for trail maps.
- Industry and Jurisdiction Reporting Roundup
 - All towns are expecting busy summers.
 - MV will open the bike park and canopy tours.
 - Town of Telluride has approved 2-way traffic on Colorado Ave and parklets. There will also be a 7-mph limit through commercial traffic.
- Next Steps/Meeting TBD