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Economic Recovery Team Meeting

06/02/2020 at 10-11AM

1. Survey Update:
   1. Lisa updates that mostly year-round businesses responded to the Business survey. They are concerned about a serious economic hit of 50% or more in revenues and a long road to recovery ahead. Most have not been able to use programs like PPP, because seasonal businesses can’t qualify for the amounts that they need.
      1. To support the business community, we should offer coaching to get individuals to the assistance that will benefit them the most. Anthony Edwards was working on this one-on-one work.
      2. Individual business owners reported a 66% deficit for May’s income.
2. Buy Local Facebook Group:
   1. Shout out to Darlene and Gina, the group is already a success by making local merchandise more accessible online in one place.
3. Sustainability:
   1. Willy reminds, the best way to keep everything moving forward is by staying healthy. Reminders for masks, handwashing, and social distancing should be a focus.
   2. John R. wants to change the CDOT sign messaging at the end of town.
      1. Jim H. reminds about signs that were used during the 416 fire and suggests doing something similar now. With slogans like “Be Safe” “Silverton Open” or “Silverton Strong”
      2. Lisa mentions revisiting the renovations of the billboards as well.
   3. Becky is posting the 5 Commitments, which is already on the county website, and keep it circulating
4. We’re Open:
   1. Darlene stresses that surrounding communities are still broadcasting that we are closed. We need to combat this.
      1. Shane will share the welcome post that Ouray used with Lisa to see how successful their wording is, for us to base from.
      2. Durango mountains are open campaign is what Durango is using and Deanne is working with the Mountains are Calling campaign for here.
      3. Laura M. explains about the Rise and Recover Together for the four corners regional signing. She shared the logo to be put on the town and county websites.
5. DNSNGRR:
   1. Jim says they are looking at the option of running a diesel train with 4-6 cars from Silverton.
      1. Becky is optimistic for June 4th State release allowing a variance on the train for this go ahead. She reminds SJC will need to do a variance as well to coincide with the state order. La Plata will be looking at a 75% variance on 6-9-20 meeting.
      2. Willy and Scott agree to work on this, and stress that the train may only be able to run five days a week with the diesel during the current fire restriction.
      3. Becky will talk with Jim and get a finalized draft to submit.
6. Long Term:
   1. Lisa says her team is meeting soon to outline their upcoming opportunities and what their approach should be.
   2. Shane and John spoke with the CO Energy Office to consider potential infrastructure projects and funding.
      1. Scott adds that Federal funding for infrastructure may be in the works down the line.
   3. Willy says the BLM is anticipating stimulus funds for BLM land projects. Scott adds that they can also be used for Historical Preservation projects.
   4. Willy reminds that the Tourism Board will be meeting this month, and there are funds available there for those who apply.
7. Resiliency Plan:
   1. Willy suggests that the current document is limited, and we should consider recreating one with our current TOS and SJC needs. He will do an outline and get it out to everyone. It will stress community vision, then adopting a Master Plan that encompasses those visions, then drafting regulations that coincide with the plan. We will need to also identify previous and potential issues to plan accordingly and avoid them.
      1. Lisa agrees and feels that we should try to make this an in-person meeting in the near future when able. Also, doesn’t want to ignore it, while we’re dealing with the foremost pandemic.
      2. Scott is appreciative of our preparedness so far with PIO, OEM, etc. And agrees that this the long-term should be a focus as well so our community and businesses are diverse, not “putting all our eggs in one basket” for the future.
      3. Lisa says the Kendall Committee wants to begin some short-term projects and will start talking about that.
      4. Laura says that San Juan Electric is moving in fiber lines outside of town and looking for funding for the last 2 miles. She stresses that redundancy will help more businesses diversify in town, outside of tourism.
8. Beautification:
   1. Becky mentions seeing many businesses doing clean-up work and painting their shops. Should we be focusing on this throughout town as well?
      1. John says Parks & Rec are set to do trail work, geocaching, and other outdoor ideas. He will check in with them.
9. Communication:
   1. Laura agrees that La Plata/SJC Durango/Silverton need to communicate better, and shared information for the Durango business focus group.
10. Updates:
    1. Restroom plan:
       1. John says the Columbine and Memorial Park restrooms are to be cleaned to follow their protocol before opening. They will open Town Hall restrooms for the downtown district.
    2. Laura says the Recovery Coordinators for COVID just had a case study done and Silverton is highlighted as the first one on the National website. It’s used as a sounding board and best practices for future National disasters.