A close up of a logo

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Economic Recovery Team Meeting

06/09/2020 at 10-11AM

1. Short Term Economic Recovery:
   1. Scott points out that it is happening with the opening of shops and restaurants in town, which are bringing in summer visitors.
   2. Willy points out the Governor’s EO allows each community to set their own variance and rules for the train. La Plata is looking at drafting their guidelines at their next meeting. Deanne and Scott agree that San Juan County should get on ours right away to bring the train to Silverton as soon as possible.
      1. It’s possible that the Train will run its diesel part-way and back from Silverton. Some ideas are for short runs to Elk Park and the Colorado Trail. John R will call Jim Harper and brainstorm ideas. Willy agrees to stimulate backcountry visitor’s we need to move quickly.
2. We’re Open:
   1. Deanne updates, Ads on Social Media and free TV Ads are running, and a video made with Jen Brill and Jason Ebelheiser is in the works too. She stresses that there are less questions at the Visitor’s Center about our status, so word is getting out.
      1. John says there is a 78% mask usage through town.
      2. Deanne mentions that Keri Metzler is documenting statistics for this year to use in contrast with a normal year. Big Kudos to Keri for all of her hard work across the community this year.
      3. Deanne says there are funds available now for print advertising and target the outdoor recreation markets.
3. Billboards:
   1. Lisa and Deanne say the banner at the entrance to town is going up and they are working on getting signage on the Billboards. They are also running a campaign out in the community to see what kind of Billboards everyone wants to use as a base before beginning the revitalization. Lisa also says they are looking for consistent signage for the entrances to town and the train parking area on 12th.
   2. Willy and others agree that a quick fix is a better idea on the Billboards this year, so we get it done, and revisit the monument idea in a few years.
4. Playgrounds & Restrooms:
   1. John R. says they are looking to hire an employee as a cleaner for the restrooms and playgrounds. They are also looking at what is the best way to sanitize the playground, frequency, supplies, and hours. They may place sanitizer and wipes for users at the playground but there’s concern about users not complying.
      1. Kim updates that some locals like the climbing wall are impossible to keep sanitized properly, so those areas won’t be opened for the kids to use in the Summer program. The school will be putting up signs and sanitizing multiple times a week. She also wants to work with the Town to stay in line with them. John, Kim, and Todd will coordinate.
5. Long Term:
   1. Willy reminds that the Tourism Board will meet later this month. Those funds do stem from the lodging tax, so with the hit to lodging during COVID, there may be less available next year.
   2. Anthony says we need to focus some on the winter economy. If we start now, we can prepare to boost that time of year, assisting the people who can’t survive a difficult summer followed by a rough winter.
      1. Scott wants to verify that Silverton Mountain will be able to open to full capacity.
      2. Andy confirms that is their plan. If the governor puts restrictions on Ski Areas, Silverton Mountain can work around many of them, by moving tickets out of the tent and cutting happy hour. Any of the times that put people in close proximity to one another.
6. Community Visioning:
   1. Willy stresses that we should start the Visioning process and the Master Plan to move forward with the resiliency plan. With community involvement this group will work as the task force for creating this.
   2. Anthony explains he and Willy worked on this some last year and there are funds available in the upcoming years from Community Builders.
7. Other:
   1. Kim is looking at getting a satellite on the school roof to reach more families in town.
   2. Laura says SWCOG & San Miguel Power project is moving forward.
   3. Scott asks what percentage of the community works remotely?
      1. Laura can look into identifying remote/commuters who live in our community.
   4. Lisa mentions a grant program available to businesses to help new employees relocate for work.
   5. Kudos on the Facebook page Gina and Darlene worked on.