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Economic Recovery Team Meeting

06/16/2020 at 10-11AM

1. Short Term Economic Recovery:
   1. Willy brings to attention the current fires to our south may have an adverse impact on our short-term efforts.
   2. Willy and Jim outline the delay on the D&SNGRR coming to Silverton. The Elk Creek Bridge is washed out at the Elk Creek/Park area. Jim says it will take 3-5 weeks to repair it if they could focus all their attention on it. It will require a lot of heavy machinery and John Harper is working the blaze near Mancos, so it isn’t a set timeframe. This means Silverton won’t be able to start running a train in the meantime. They had been looking at purchasing another Galloping Goose for Silverton rides, but that’s no longer on the table with the bridge washout.
   3. Deanne stresses that the Blair St businesses are having an especially hard time. The suggestion of a one-way street to help them, did not receive support by community members on the online survey. 70% of 109 responses said No to the idea.

Ideas for Blair St:

* + - 1. Kim reminds of an older idea of Willy’s to create a walking district on 12th street to encourage tourists to go off the main drag.
      2. Willy suggests the train put an engine or cars on 12th street to draw tourists, but with the bridge out, this isn’t feasible at this time.
      3. Get a banner for Blair Street
      4. Deanne suggests pushing parking to Blair Street instead of Greene
      5. Shane suggest welcome agents who work on Greene/Blair to bring people off the main street to other businesses. Also, they could be dressed in wild-west attire to back up the Blair Street theme.
         1. Deanne can’t afford this through the Chamber this year.
         2. Willy says if these agents also work to educate people on protecting against COVID pandemic, there could be funds available to help with this.
      6. Stagecoach should be returning soon to Blair
      7. Gunfight was suggested last year, but no interest in working/performing it. It’s suggested to bring it back during train-time where workers can both operate the event and work restaurants/shops during the train.
      8. Suggested to bring in the Blair Street Assn & the Historical Society to work on these ideas.
         1. We will open next week’s meeting to the public for brainstorming and feedback. Heather will create a Zoom meeting for this.
      9. Becky suggests promoting the use of bandanas to both address COVID safety and visiting Blair Street

1. Sustainability:
   1. Willy stresses the importance of masks, hand washing, and COVID safe measures to continuing moving forward successfully.
      1. Kim explains how hard this is with tourists. Some visitors to the community tore down all the caution tape on the school playgrounds so they could allow their children to play, leaving the tape behind. Kudos to the Silverton kids who saw it and cleaned up the trash.
      2. Becky explains that about 50% of visitors aren’t wearing masks and some business owners are encouraging people to not wear them as well. Very disheartening. She will go out this week with supplies for businesses to remind the importance of COVID caution.
   2. Winter/Offseason:
      1. Everyone agrees we need to focus on the next season, now, to be successful. Shane outlines Anthony’s idea for working now with plenty of lead time for any efforts done now.
         1. Shane expands on marketing our ice climbing & guide services
         2. Lisa updates that Kendall Mt is looking to do some cosmetic upgrades, but those won’t be big attractions for winter.
         3. Deanne says she and Lisa will bring a tourism proposal to the next board meeting.
         4. Good news, Silverton Mountain ticket sales are up for the coming winter and their marketing efforts have really ramped up.

Long Term Economic Recovery:

1. Governor’s Executive order will allow bars to open on Thursday with 25% capacity & no more than 50 people. There are a lot of grey areas and stipulations in the order that each institution will need to adhere to. Some conflicting information, so it will require some deciphering.

Resiliency Plan:

1. Willy talks about identifying historical disasters and giving this project to Kim for a couple students to work on.
   1. Jim has some preliminary docs about Historic Disasters for this from Mark Esper
   2. Kim says the Resiliency Plan prepared for EDA also has a bunch of good info
   3. Willy agrees but thinks ours should be more detailed than the EDA’s which missed many events.
2. Willy says our next step is to talk to Community Builders to help lead our process in community visioning. There are funds with COVID and Anthony through CDPHE as well for visioning.
   1. Kim suggests we start with the core group, 10 or so people, when working with community builders, then we implement the whole community to fill out the plan and bring more ideas to the table.
   2. Everyone agrees.