



## MINUTES

### ECONOMIC VITALITY ADVISORY BOARD TOWN OF BUENA VISTA, COLORADO

Tuesday, April 17, 2018

7:00 AM

COMMUNITY CENTER – ASPEN ROOM  
715 EAST MAIN STREET

THE ECONOMIC VITALITY ADVISORY BOARD MAY TAKE ACTION ON ANY OF THE FOLLOWING AGENDA ITEMS AS PRESENTED OR MODIFIED PRIOR TO OR DURING THE MEETING, AND ITEMS NECESSARY TO EFFECTUATE THE AGENDA ITEMS

#### I. CALL TO ORDER

Meeting called to order at 7:00am.

#### II. ROLL CALL

Present: Jay Boyd, Lucas Smith, Matt Litvay, Jacy Dumas  
Public: Nancy Anderson, Libby Faye (Trustee-elect), Wendell Pryor  
Trustee: Dave Volpe  
Staff: Hunter Hovenga, Emily Katsimpalis

#### III. AGENDA ADOPTION

Jacy moves to adopt the agenda, Bryan seconds. Motion carries unanimously.

#### IV. APPROVAL OF MINUTES – March 20, 2018

Lucas moves to approve the March 20, 2018 minutes, Jay seconds. Motion carries unanimously.

#### V. PUBLIC COMMENT

Introduction of Libby Fay, new Town of Buena Vista Trustee.

#### VI. MARKETING, BRANDING AND WAYFINDING SUBCOMMITTEE

Emily notes that bids for Phase I of wayfinding project came in over budget. C+B (design firm) is working with one of the bidders to modify designs and work out costs, which unfortunately

delays the timeline further. Town will hopefully be moving forward in the near future as this project has already been delayed.

## **VII. BUSINESS ITEMS**

### **A. Approval of Trey Shelton as regular member of EVAB**

Jay moves to approve, Jacy seconds. All in favor.

### **B. Continue discussion: support of trails initiative/project**

Dave brought the idea to the Trails Advisory Board and Recreation Advisory Board and gained informal approval. Notes that Marcus Trusty would like to look at a wider scope of project and user groups.

Nancy and Dave note that some restaurants are initiating "1% for Trails" on May 1.

Brief discussion of details of "1% for Trails". Colorado Mountain Club is operating as the nonprofit arm for collecting funds.

Wendell notes that similar Community Foundation idea has been floated by Envision members, similar idea could be utilized by the Singletrack Coalition. There is currently no community foundation in Chaffee County, and it is becoming apparent that there is a need for one.

Dave briefly discussed the idea of a recreation infrastructure fund (using excess revenue) with the Board of Trustees, notes they seemed to be receptive. Also discussed idea of Land Manager Liaison position being created with the Chaffee County Visitor's Bureau's excess budget.

#### **a. Letter of support approval**

Board informally approves letter of support. Jay will sign and staff will scan letter to be used in the future.

### **C. Continue discussion: What would EVAB like to accomplish in 2018-2019 (and beyond)?**

Carryover from previous meeting.

Wendell notes that function of EVAB could be directed by new Board of Trustees. Possible opportunity for a presentation or education of the new Board (note Better City report, broadband efforts, etc.)

Jay: What does that look like?

Dave notes that there is potential for board members to attend meetings of other advisory boards. Could get informal facetime with Board of Trustees via public comment.

Emily notes that there will be a May 17 meeting with a CO Main Street consultant to discuss coordination and collaboration between advisory boards.

Wendell: Board should think about top 3-5 priorities to be continually showcased to the community.

Staff will send out ranked list of items from Better City Report, Board can make choices at the next meeting (May 15).

Jacy notes that she will be out of town for that meeting but liked the process of ongoing business outreach. Jacy will reach out to the owner of the Book Nook to attend a future meeting.

Discussion of what can be done with information garnered from business outreach.

Wendell notes new Governor's initiative called "Startup Colorado". He has been in discussions with the director to host a facilitation focused on identifying entrepreneurship needs in the community. Details will be hashed out over the coming months.

#### D. Recycling receptacles

Jacy: Ark Valley Women United hosted concert a few months ago and raised \$900 for a Splash Park recycling receptacle, looking to Town Trustees for a match.

Emily notes that staff are looking for funds to be moved around within existing budget(s). A new recycling receptacle will be installed near splash park, hopefully before the summer rush.

Jacy notes various nonprofits and groups in region that are looking into an initiative to restrict use of plastic bags.

#### E. Status of grants: REDI and Certified Small Business Community

Wendell: CCEDC is working with BV High School to develop two new career technical programs. One is focused on certified childcare providers and the other is a partnership with Mt. Princeton to provide students with training and experience to help students obtain certificates in hospitality management.

Brief discussion of sector partnership and goal of securing seasonal workers.

Wendell introduces "meetups" being coordinated by CCEDC. Upcoming Start-up Boot Camp next Friday and "Access to Capital & Education Forum" on May 1, 2018. Also notes upcoming "Bull Ring" event on May 1 where businesses can pitch ideas for cash awards to meet a minor business need.

Details are all on the Chaffee County EDC website: <https://chaffeecountyedc.com/>

Wendell: CCEDC has submitted REDI grant. Grant hopes to launch a LEAN Management & Quality Improvement program to bring in a consultant to go through the process with around 10 local businesses.

Dave notes potential for Chamber of Commerce participate.

Wendell: Second part of REDI grant is to host four countywide meetups focused on the entrepreneurial community.

Brief discussion of Jimmy Seller's Project occurring in Salida, similar projects would be supported by REDI grant.

Wendell: Certified Small Business Community Grant is another CO Blueprint 2.0 initiative that will attempt to fill gaps in the entrepreneurial ecosystem. Money will support SBDC counselors in the region in helping small businesses.

Discussion of Chamber involvement in similar economic development projects and ways to bring the business community and leadership together.

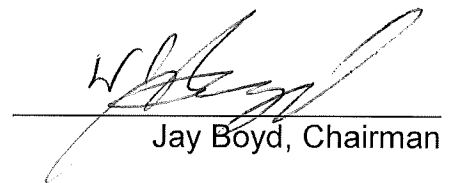
Discussion of opening of Cottonwood Pass and potential impact on Town.

#### **VIII. BOARD/STAFF INTERACTION**

#### **IX. ADJOURNMENT**

Meeting adjourned 8:24pm.

Respectfully Submitted:



Jay Boyd, Chairman