

Salida Business Alliance Meeting Notes

"Working together for a united approach in enhancing business districts to strengthen our community and our economy."

Thursday, October 21, 2016

8:00 at The Salida Community Center

Members and Guests present:

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| Ken Brandon | Box of Bubbles |
| Gary Buchanan | Heart of the Rockies Radio |
| Kay Grether | The Mixing Bowl |
| Star Belmont | The Mixing Bowl |
| Kris Vollertsen | The Mixing Bowl |
| Donna Cole | Kaleidoscope Toys |
| Michael Varnum | City of Salida |
| Phillip Benningfield | Café Dawn |
| Valerie Wagley | The Mountain Mail |
| Cheryl Brown-Kovacic | City of Salida |
| Nicole and Jim Balaun | Su Casa! Furniture and Sleep Shop |
| Patrick Payne | Boathouse Cantina |
| Theresa Casey | City of Salida |
| Jeffery Martin | Monarch Mountain |
| Linda Frances | Four Winds Gallery |
| Marianne Katte | Salida Citizen |
| Jim LiVecchi | Salida Mayor |
| Karen Earley | Ute Country News |

Jim shared information about the addition of 100 parking spaces, with nose-in parking all along Sackett, and nose in parking around Alpine Park. Also, he supports a shuttle during the summer months, stopping at the Scout Hut, SteamPlant, Community Center, Pool, and some motels. He is part of an affordable housing committee.

Cheryl reminded folks about 2A which involves a re-distribution of tax dollars.

Christmas—Flyers for the Parade of Lights registration were distributed. Santa will continue to be at the parking lot where the Pueblo Bank used to be. Fence poles are requested for attaching trees for better stability, and Vickie Sue is exploring ways to solve the lighting problems.

The Community Party will be held the Wednesday before Christmas, Dec. 21st, the first official day of winter! There will again be a window-decorating contest, Santa, roasting marshmallows, carolers, and radio coverage. Theresa hopes to present sleigh rides this year. Monarch will be participating in the winter package give-away. The committee for planning the event = Vickie Sue, Theresa, Nicole, Kris, Donna, and Lori. First Street businesses are encouraged to display luminaries or whatever they would like to do.

Monarch banners will go up the first week of November.

Michael and Vickie Sue will meet with Xcel representative late October. Vickie Sue will talk to City Council about Christmas decorations for next year, once we know what Xcel will allow and do for us.

Donna will host Neighborhood Toy Store Day on Nov. 12th, and is planning a Customer Appreciation Day on Dec. 7th. Maybe babysitting services can be set up. Lisa mentioned that her Dies Librorum event will take place on Saturday, Dec. 10th from 12 – 8:00 P.M. with 10 authors.

Calendars and Cards Ads will be in Mountain Mail. Businesses are encouraged to let Vickie Sue know if you are selling them, as well as ornaments, which can be purchased at Su Casa!

Karen Early, representing Ute Country News, provided information about advertising possibilities and her "Day Trippin' in the Arkansas River Valley with Karen" monthly feature. 1/16 of a page = \$50 and 10% off with 3-month commitment.

Some folks wondered about the Shop Local campaign and suggested that it may be time to re-educate the public. The Mountain Mail will make more posters for businesses and the radio will continue to run ads for shopping locally.

Turkey pursuit boxes will be out mid-November. Stocking give-aways will take place again this year, where businesses provide gift certificates.

Lisa Marvel, secretary