

Salida Business Alliance Minutes
7/19/18

Attendance

Vickie Sue Vigil – Mountain Mail
Donna Cole – Kal toys
Joi Santa Cruz – The hodgepodge Lori Roberts – Salida Chamber
Deborah Fields – D fields Design
Jim Balaun – Su Casa
Nicole Balaun – Su Casa
Allie Stevens – Monarch Mountain
Kristen Vollertsen – The Mixing Bowl
Sandi Lacey – The Hodgepodge
Lori Roberts – Salida Chamber
Theresa Casey – City of Salida
Colleen Kunkel – Lifestream
Pip Conrad – First St. Flooring
P.T. Wood – Woods Distillery

Start Time: 8:06

Vickie Sue: Let's get started! If you'd like to review the minutes that Allie put together.

Approved

We going to switch around the agenda and straight into the city report

Theresa: We are in the process of replacing the city administrator and we've got a lot of applications in. We're working on the budget so if there are things the group thinks we need, you can ask us to put in the budget for next year. Stage 2 fire ban is still in affect and voluntary water restrictions

PT: We're hoping to be able to use the fireworks at Jazz fest. Aug 25th. If we get some rain over the next day or two the Forest Service is hoping to bump it back to stage 1.

Vickie Sue: We had some funds allocated for other things and were hoping to use that for beautifications and were hoping to ask for money for flower pots.

Nicole: Since we're not doing the cones. Are we not doing candy for parade of lights?

Vickie Sue: I think we need volunteers to keep people back. It's something we should discuss. No one objected to no candy. I don't think the public will like it. Some of the beautification funds could go towards clean up.

Theresa: We're working on a plan for HWY 50 and the entrances into town. If anyone is interested in being on the committee for this, let me know.

Vickie Sue: Will they get rid of the wooded sign?

Theresa: It will all be part of the design process.

Vickie Sue: Alright, how about the treasures report?

Nicole: The end of June we were at \$10603.43. \$600 in dues renewing. Not a lot happened with calendar, but they are available. 4th of July we need to discuss. We either need to raise more funds or something. We were -\$93.43. Sustainable Salida is something we need to talk about. \$8,700.43 at the end of June.

Motion to accept treasures report

Second

Lori: Brewers Rendezvous was good. Pre-vous was Friday night. There were 20 brewers and it was very intimate. The next day was lovely we had about 2000 people there. Lots of folks came down to clean up afterwards. We asked the brewers to pack out, so it was the best I've seen it in years. Thanks to Monarch for being a sponsor and Joyful Journey in the VIP lounge.

We're getting ready for wine fest. We have not just Colorado but wine from around the world.

We've been very busy, and people keep joining. We have a new employee, Linda McMillan. If you come in say hi, she's wonderful.

Guest: When I came in there was a lady there that you were feeding lunch?

Lori: It was an elderly woman and she had her car running but she needed gas. I guess her dog was in the car. So, we brought them inside and fed them lunch and got them taken care of. These things happen at the chamber, it's not just events. You learn to love these people.

Vickie Sue: Wonderful. Okay, Sustainable Salida?

Deborah: 550 bags left from the initial order. We've been distributing them around town. They were not what we were expecting so we got a full refund and they have not

asked for the bags back. So, we're ordering new ones. We're thinking navy. The money that we have made so far goes back in the kitty.

Lori: The sustainable Salida page is live. Salida Mtn Sports is buying them and putting the proceeds to the trail systems. Scotty at the arcade is buying them too.

Nicole: On the website we have the business that are actually using them and the supporters.

Lori: We're considering a discount for the 550 left from the first batch. Just to get those out.

Deb: The whole point is to get plastic out of the dump.

Nicole: The guys are liking the dark green bags because they are subtler, and we do have the stickers as well.

Lori: If anyone has a story they can send it to me or submit it on the website.

Nicole: Patio has changed everything over to biodegradable. So, they should be recognized

Guest: This is great. So, the idea of plastic light sticks being handed out for the parade?

All: Good point.

Guest: Google hard to recycle in Denver and they tell you how to recycle some very odd things.

Nicole: We've had a lot of great feedback from what we're doing.

Guest: Could we be selling these at events?

Guest: Absolutely! If were getting a refund I'm all about donating them

Vickie Sue: Deb has volunteered to take over the website. Deb?

Deb: I'm excited to have something that we can update. (passes out imagery of new site). It's on a word press basis. It opens up a lot of opportunity.

Vickie Sue: What do we think of the logo?

Guest: It's fun!

Lori: I think it's all very lovely.

Vickie Sue: Is there any discussion about the logo? No great! Motion to accept?

Approved

Vickie Sue: Let's talk about summer. Is everyone having a wonderful summer? I tried to thank the band for 4th of July and it was crazy crowded. That leads us to the next topic. We'd like to make a survey. Attendance at the meetings is going down. I want to see what's going on. I think we are a very good organization and people look to us to help with things. We need to make more money. \$1500 per year for the sign on 285 and they want to raise it. Other people are approaching her to get that sign. At 285 and 291 (historic Salida) west of town. How do you guys feel?

Nicole: Once we give it up, were not getting it back.

Vickie Sue: Could we lose the 50 sign?

Deb: The events that we put on are expensive too.

Nicole: We either need to get more people to give sponsorships or more people to step up.

Guest: If someone makes a proposal and I can take it to the farmers market vendors.

Vickie Sue: When Fibark was a community event everyone pitched in, but it became too corporate. But maybe we should raise fees for 4th of July.

Guest: There are so many events in this town and we get hit up for all of them. So, it's hard to pick which ones were going to support.

Lori: At the chamber I send out sponsorship requests in October because that's when people are looking at their budgets.

Guest: Big picture, why is the group so small? The town as a whole has no idea who the SBA is but they expect these events to happen. I think we need to do some marketing about who we are. Maybe an article in the paper?

Lori: BV is going through the same thing. And their girl there is about to retire. I agree that people confuse us. It took 9 months to rebrand ourselves and let people know who we are. We used to be at 400 members and now were at 520

Guest: We have to let people know that it's different from the city and from the chamber.

Vickie Sue: But who's going to try to convince them.

Nicole: I hate to ask Deb to do more, but can you update the brochure?

Vickie Sue: we have to go beyond the Mountain Mail.

Guests: Can we have donation bins at our stores?

Guests: That's a great idea. We can also ask for volunteers.

Vickie Sue: Okay great. Well put out a survey, and see what people have to say.

Deb: We need to communicate with our members

PT: August 16th at 5:30-7pm we're hosting a small business after hours at Woods. So, if we have brochures we could pass that along.

Guest: I move that we find the funds to keep the sign

Nicole: Second

All: Approved.

Guest: With the reject bags, are they still \$1? There are still a lot of places using plastic bags.

Nicole: For sensitivity, the chamber supported the Sustainable Salida, so if we're going to give them away I'd like the chamber to be in support. I make a motion.

Guest: We should also give a bunch of them to the chamber.

Deb: We should do this by the August 16th meeting.

Approved.

Vickie Sue: Adjourned

9:07am