

Salida Business Alliance Minutes  
9/20/18

Attendance

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Allie Stevens – Monarch Mountain  
Jeanne Herrick – Central Colorado Conservancy  
Heather Gorby – CKS Online  
Donna Cole – Kal toys  
Nicole Balaun – Su Casa  
Jim Balaun – Su Casa  
Pip Carvad – First St. Flooring  
Lori Roberts - Chamber  
Collen Kunkle – Lifestream  
Patrick Payne – Boathouse  
Liz Peterson – State Farm  
Russ – Police Chief  
Sandi Lacey – Hodgepodge  
Joi Santa Cruz – Hodgepodge  
Linda Frances – Four winds Gallery  
Deb Fields – DFields Design  
Janine Marr – Pinion Real Estate/ Bangs! Salon

Start Time: 8:07

Vickie Sue: We have a few new faces today. Our first guest of the day is Chief Russ.

Russ: I took over for Terry in July. We've been really busy. The big incidents have been in the Mountain Mail. We're going to be close to 6,000 calls for the year. Which is a record. We're going through a suicidal period right now, going from summer to fall. We've had 7 in a 9 day span. It's tough on everybody. Our rate of suicide has actually decreased. Mental health help is improving.

Let's start a Q and A. it's a very young department. We have 11 guys that have been here two years or less.

Guest: How many officers do we have?

Russ: We have 16. One guy is in training and we've sponsored someone to go into training for the first time. He started on Monday. We have a hard time getting folks to come down here with cost of living. He won't be on the street until Fibark. If it goes well, and there are no issues we should be able to continue to do this program. We pay well for Salida, but across the board our pay is not as high as we'd like. We have an open position right now but none of the applicants are worth our time right now. None of them have the right certifications. We're trying to get some retirement guys to come down and have an easier 10 years down here. It's good for the young guys to have some older folks around to have that balance.

Vickie Sue: Your department has always been very helpful for us with our events.

Russ: I spent 4.5 years in the Marine Corp and when I got here I rose through the ranks quickly which allowed me to spend time out in the community. The last couple of years Terry has been training me to replace him. So, the transition has been seamless.

Wendell: Have you noticed any trends with the level of tourism.

Russ: Mostly it's traffic that's the issue. People will not put their phones down. In high traffic, people get uncomfortable which causes issues

Guest: We love your traffic enforcer.

Russ: Debbie? Yeah, she's great. She's dealing with a lot of animal issues right now. Her daughter just got married so she's been gone for a couple of weeks. When she does parking, 6 hours out of her day is gone.

Janean: On that note, we do business on F st. is the parking just for revenue? Is there any talk about a future parking lot? It would be nice if a business owner could buy a pre-paid parking permit.

Russ: Its not for revenue its more to keep traffic flowing and to allow more people downtown. I do not believe that there is a parking lot idea in the works. We've had a lot of meetings about parking in the last month. I'm calling around trying to figure out what to do about this. There is consideration about installing parking meters. There is research saying that revenue went up for the city as a whole. Other cities have tried offering a pass and then the whole town is filled up with business owners. We're open to any suggestions. We need your feedback because it affects you guys.

Lori: We talk about parking all of the time. I remember when we were talking about meters, it's just an expectation now. It forces people to start walking.

Russ: There is technology now that allows you to add to your meter from your phone.

Nicole: Can the meter triple in cost the longer they are there?

Dona: OR maybe the most popular spots cost more?

Russ: Once you get them, you can program them for whatever you want.

Guest: What's the reality of a parking garage?

Russ: There is discussion about the lot next to the gas station. But right now it's just an idea. Likely, it will be something private.

Salon: Is there budget for parking?

Russ: Mostly not. We do pay for the lot across the river. Which gives me a little heartburn since we don't get anything back from that. We budget for the number of tickets that we write.

Guest: Do we have regulation for folks sitting in their car on their phone?

Russ: We do not have that. In the metro area it's called the Puffer law.

Guest: I live outside of town and go through the 291 stop sign. I am astounded how many people roll through that. Have we considered a camera there?

Russ: We do write tickets there. With having so many calls, our traffic time has gone down. Hwy 50, if everything goes well there is a plan to put a stop light out there. The problem with the camera systems is that you have to hire someone to just watch the camera all day and process those tickets.

Lori: Monday night there is a meeting at the Steamplant about hwy 50 from 6-9pm. Anyone can go.

Vickie Sue: Thank you, Russ! I'm be talking to you about the parade of lights. Wendel?

Wendel: My name is Wendel Pryor. Our goal is to increase the number of jobs and keep Salida open for business. I still have not found a bad problem in the county. I appreciate the opportunity to talk to you and I would like to hear from you about some of your issues. A quick comment on the affordable housing project in BV. It's a federal tax credit so once we approve the application, it has to be submitted to 4 different places. That project is underway, and 16 applications have been completely approved. Vickie Sue and I have been talking about training and staff development. We've evolving, and growth is impacting the county. Population and job growth are increasing about 2% a year. The majority of the houses going up are in the unincorporated areas of the county. Poncha has doubled in the last 5 years. Lori referred one business to me. These businesses are relocations. Anytime fitness is coming. An organic cosmetics is here. The issue at hand is allowing people to live and work locally. We have businesses closing and shutting down for certain days. We need to collaborate with both chambers and the watershed. What do you need as businesses? We've gotten two grants. Certified small business community, so we now have resources for small businesses to get help. The other is a push to make sure that rural areas are prepared to absorb businesses from the front range. At the beginning of the year I had 4 couples asking about business trends here. People who settle in metropolitan areas at some point tend to move into rural areas. We are a community that attracts people. I learned a new term "micropolitan area." If you are adjacent or near a city. A two-hour drive is nothing for the lifestyle that we offer. We have 4 programs scheduled and money to support them.

Oct 4 Scout hut - Scott Peterson with be doing training on social media – how he uses social to promote the county. 5pm

Oct 5 BV – Watershed - Christian Kelly will be doing the same kind of training with facebook.

Oct 25 Skeleton in the Closets at the Lariat and the scout hut. Similar to Soul craft with Oveja Negra. These are the newcomers that go to things like a story telling event. He teases out of people the horror stories that they have. If you're going to fail, fail fast and fail forwards

Nov 15 We will have a leadership program by Jamie Sabac.

There is an entrepreneur boot camp that we do. It's so successful that they are now offering it in Vail for \$300. It's only \$40 here. And the leadership program will start net fall. We do a field trip to the city capitol.

Dec 5 We have a half day program to talk about customer service with a gentlemen from Western.

We now have a counselor, Shwan Allison, who can help with small businesses. And those services are free. Next November there will be an issue on the ballot to support CMC to have a presences here in the county. You need to be on the table because that's where the money is coming from. I'm happy to answer any questions?

Sandi: Cell phones?

Wendel: Charter now has redundancy and diversity. You all need to be talking to the city about wifi downtown. 5 years ago, the typical family had about 5-6 devices and now it's about 20. (Crowd gasps!) Wifi in downtown means that you can get onto the internet and the city provided it. Everyone's phone goes to the Verizon or AT&T tower and there's too much traffic.

Vickie Sue: We all need to be coming to these events because it's for our benefit

Wendel: We also got a grant for the LEAN program to eliminate any waste.

Sandi: Can you speak to the special election about removing us from the broadband.

Wendel: In 2005 the city of Glenwood built a fiber ring around the city to Provide Wifi. That also triggered a reaction from Century link that said any community has to opt out of the legislations. BV opted out and it just allows the city to have the opportunity to had public wifi. A lot of cities around the state are moving toward this. It allows you to partner with cable companies to get the best deal and support your citizens.

Nicole: Last time you were here you mentioned small business going in on healthcare together.

Wendel: We since have had a job fair that involves knitting season jobs together. Doctor Gib was there and has a product that is available. The concept is for Monarch to share an employee and one of the companies can get them on their healthcare. If there is enough employees, the could set up a practice here in Salida. They want to come here. What could SBA bring to the table? I'll close with this, for \$75,000 you can offer the air med service to any member of the county. The county will be trying to sponsor this.

Dona: Recycling bins? Let's keep that in mind for funding. They're working on getting bins in more places than the park.

Vickie Sue: SBA bought those bins. Anyway, it's after 9am so let's adjourn.

End: 9:04