

Salida Business Alliance Minutes

5.2.19

Attendance

Allie Stevens	Monarch Mountain	Adriane Kuhn	Little Red Tricycle
Trish White	The Palace Hotel	Steve Chapman	Salida Walking Tours
Merrell Bergin	Hively Block	Ken Brandon	Box of Bubbles
Lauren Brown	Citizen	Lori Roberts	Chamber
Linda Frances	Four Winds Gallery	Scarlett Massine	Citizen
Angel Rowell	Discovery Pass	Deborah Fields	DFields Design
Annette Dickenson	The Lost Cajun	Donna Cole	Kal Toys
Katy Gether	Mixing Bowl		

Start Time: 8:32

VS: Lets go ahead and get started. We have a full agenda. We have two guests: First is Lauren:

Lauren: Do you want to be in the movies? In November my daughter helped us with the Council of the Arts film festival. She was stuck with the beauty of the area and will be making a movie downtown on Wednesday May 15 called Human. It will be a theater piece that is a critique of our performance as a society. This will be told downtown by the citizens and everyone is welcome to attend and participate. We're making art and capturing it on film. This is the week of the CO Creative Initiative Summit, so that eyes will be on Salida. There is potential for businesses to be highlighted. She's not getting payed to do this but has a passion to tell stories. This is a very unique experience. This is about community and people of all ages to come together and create a memory. I passed out these blue cards, we have a Facebook page to communicate with folks and a survey to let us know how you'd like to get involved. We also have a link if anyone is interested in making a donation. I'd like to thank Wendel and Ken for helping us through this process. Everyone has embraced this and has been so helpful. May 15 sun up to sun down. There will be a core group of people telling the story. There is going to be a shot that will close the film. She needs 100-300 people around 5-6pm.

Ken: How long are there pieces?

Lauren: Probably around 5 mins.

Steve: I'm Steve Chapman. We want to let everyone know about a new event going on in September. Salida Heritage Days. Heritage tourism as of 8 years ago is a 4 billion industry and we do not see any of that. Heritage tourist tend to travel in the fall and tend to come back. Downtown Salida is Colorado's largest historic district. we're working with the city to get Salida on the radar. The city is working on promoting Salida for the shoulder seasons. The festival will be the last week in September. 60% of our visitors did not intend to come here. We working to inform businesses that there is money in heritage. We are bringing in some period music and Hutchinson Ranch is doing a large event. We will be looking for sponsors from local business. This year is Salida's 139 anniversary. Next year is 140 and we are trying to make next year even bigger!

Scarlett: you should look into a grant from the Grand Tour.

Ken: I'm planning on doing a volcano again this year, but I haven't set a date, so maybe we can coordinate with that.

Merrell: Are you making any connection with our historic commission? And what is the projections for available rooms?

Trish: We are working with the commissions. That particular weekend, we fill up regardless. And I can only speak to the Palace. In the future we may even move it to October, but Hutchinson Ranch was not available that weekend.

Steve: We're not expecting this to be too big this season, but for next year we'll have to look into lodging if we're making it bigger. Salida has one of the most fascinating histories in the state.

VS: Let's take a look at the minutes

Ken: Move to approve

Linda: Second

VS: Nicole isn't here, so take a look at the treasurer's report.

Merrell: Isn't there money for banners?

VS: We have money for beautification. Follow up with Michael. We have our 3 major sponsors for 4th of July. Monarch, Lost Cajun and 3 Block.

Ken: Motion to approve

Linda: Second

Lori: Chamber is busy. It's like summer has already started. I'll second what Steve was saying; the heritage tourist always come in the fall and go to the museum. We have a new office manager, Victor Aziz. We have the Salida Scramble next week. One slot is open. We're working on programs for the fall. If there is a training that you guys are interested in, we'll see if we can get something put together. We were given money to the state that welcomes hikers from the continental divide trail. We're a destination point. There is a group called Escapees coming for the 4th of July which will be over 70 RV's with 300 people. We are making sure that these people are going to have a great time. They are excited to be in the parade. We'll be putting together goodie bags for them. They'll be here late June through the first week of July.

Ken: This weekend is Valley Visions art show. The food is incredible. Saturday is the Mother Earth Festival. Lots going on. 10am is the parade of species. Next week is the completion of the new mural.

Merrell: We have hired a full-time director. Chaffee county born and raised we will announce on May 16th. Community Grants were given out and everyone got something. Our cycle next year will match the city's budget cycle.

VS: This is why we haven't done anything with the beautification so that there is a line item for it.

Katy We'll be doing tours at Hutchinson.

VS: Adjourned

End: 9:25