

Salida Business Alliance Minutes

8.15.19

Attendance

Allie Stevens	Monarch Mountain	Deborah Fields	DFields Deisgn
Merrell Bergin	Hively Block	Lori Roberts	Chamber
Eva Egbert	Monarch Mountain	Donna Cole	Kal Toys
Drew Nelson	City of Salida	Vickie Sue Vigil	Mountain Mail
Corrine Fowler	Good Business of Colorado	Hawk Martin	Neighbor to Neighbor
Jim Balaun	Su Casa! Furniture	Nicole Balaun	Su Casa! Furniture
Angel Rowell	Discovery Pass	Linda Richey	Chaffee Printing
Scarlett Massine	Rotary/Volunteer		

Start Time: 8:33

Vickie Sue: Let's get started.

Linda: I'm Linda Richey and my husband is Tom. We bought Chaffee printing. Tom wanted to move here for a long time. But there was never a good time. I had been doing landscape architecture. We drove around for a long time deciding where we wanted to land. We decided on Salida and a realtor kept bugging me about a print shop for sale. My history is in graphic design and interior design. So, I thought it was a perfect for me. Tom was a machinist for 30 years, so he's been a big surprise because he is so meticulous. He is the final proofer. If he seems something wrong, he'll make me re do it. I had 6 months of training and could see a couple of things very quickly that could be fixed in the service industry. It needed to be faster, we had to have more paper stock and clean the place up. We're in the process of doing all of that right now. I had never bought a business in my life, so I was a nervous wreck. But I knew I had made the right decision because everyone that walked in the shop thanked us and welcomed us. We had started over for him. Steve Chapman came in the shop early on and he told me all about Salida and how I should get involved. I knew quickly I made the right decision. Then it became time to give back. Our mission is to serve the business community. I met Deborah, and I knew that I was putting off the marketing stuff, and she told me to make it fun. How could I serve the community without knowing the community? This is what brought me here. Deb has convinced me to create a website and a Facebook page. I started back when computers cost a fortune, and no one knew who to use a printer. I'll be putting on FB printing tips so that all of your pieces turn out better. You have to be fast, fix things, and get it done. The Heritage days posters just came out. We have the best equipment available. My competition is online. There is no reason to order online if you can get it faster and cheaper local.

VS: Do you copy photographs?

Linda: We do. Anyone that walks in we'll take care of. We also print vinyl. We did the concert books for Salida concert. There is a slight difference between digital and offset. I try to do everything in house. I can laminate up to 25".

Lori: I'd like to share that you are a problem solver too. Linda went out to a lot of different businesses to figure out the best marketing options.

Linda: I don't feel confident printing anything until I know it's going to work. There is a lot of fun stuff to print and we do everything. We're open 9-5 Monday-Friday. If you're looking for a quote, email me.

Vickie Sue: Let's talk about 4th of July. We ran into some interesting things this summer. Bringing in a band costs 5-7 grand. This year we realized that maybe we want to scale it down. This year we made \$300.

Donna: I propose that we give that to the Mountain Mail for advertising.

Vickie Sue: When I am not here, we'll have to pay for advertising. What we really are trying to see is how you guys feel about keeping it more local.

Donna: If we got more smaller donations. \$300-\$500 dollars.

Merrell: It sounds like a no brainer to me.

Lori: I think bringing a band from somewhere else is not what we are all about.

VS: We would get a large sponsor and it's always about what they get out of it. When you have a lot of sponsors, the logos get so small or we could do a list.

Nicole: I do love the idea of a local band, but do we hear them all year? Will locals still want to hear band that they can hear all year long. \$300, I would be fine with lines, but if its \$500 is should be a logo.

Donna: Finding a big sponsor every year can be tough. I think we should push it as a community involvement event and make it about us. The parade was way bigger this year and we need help.

Lori: It's economic development. We want to fill beds and 4th of July can be about getting their name out.

VS; Locals band can still bring a crowd

Merrell: I think there are a lot of good ideas here. How do you strengthen the community that is already here. Having a range of sponsorship is good. If you get up to \$500 a logo is appropriate. It's a good event, but I don't think people come because for the band. I was back there with the vendors and people were just having a picnic.

Scarlett: From 12 to 7pm the rotary had a bouncy house, we had people from all over the country. These people don't know that the band is local, but everyone loves them. I doesn't matter what band is playing. People are here for Salida. It was almost as crowded as blue grass.

VS: We have had complaints when we change the genre of band.

Nicole: I think we shouldn't set the president of only local.

Linda: Could it be \$100-\$300 sponsorship.

VS: Could there be a sponsorship for volunteering?

Scarlett: A lot of the \$150 sponsorships for bluegrass became \$250 this year.

Donna: There are people coming and going all day long. The food vendors had a great time. We should just make it a fun community event and get more people involved.

VS: FibArk has outpriced the locals, so this event is for the community. We need to raise the same amount of money with a more affordable band.

Donna: If anyone one wants a poster of where you can recycle. I printed a few of these posters.

VS: Talk to your friends and neighbors about 4th our July

Lori: On the 9th the chamber hosted Xcel energy, it was about our future and the environment. There was a ton of great questions and it was a fascinating presentation. Wine fest is august 31st. Tickets for locals will be on sale the 19-30th. \$20 per ticket for locals. Wendel Pryor is putting on the bull Ring. This is an event to pitch their ideas and could win &1500 in price money. Salida Road trip is coming up on the 18th. The 19th is the main street business success with amazon and google analytics. These will replace our meetings.

Merrell: I am announcing that I am seeking the position of city treasurer. So if you are eligible to vote, I would love to talk with you. I will be an advocate for the community and ensure the reports coming out are legible and clear to the public. I will still be working for the community foundation. There is a meeting on September 11th.

End: 9:38