

# Salida Business Alliance Minutes

11.21.19

## Attendance

Allie Stevens	Monarch Mountain	Jan Wondra	Ark Valley voice
Deborah Fields	DFields Deisgn	Pip Conrad	First Street Flooring
Merrell Bergin	Hively Block	Lori Roberts	Chamber
Donna Cole	Kal Toys	Misty Turley	Antiques and What Nots
Vickie Sue Vigil	Mountain Mail	John Turley	Antiques and What Nots
Corrine Fowler	Good Business of Colorado	Nicole Balaun	Su Casa! Furniture
Jim Balaun	Su Casa! Furniture	Joseph Teipez	CCCF
Angel Rowell	Discovery Pass	Pamela Good	Good Skin Matters
Harry Hansen	Riveting Experience	Nicole Hansen	Riveting Experience
Karen Moldnau	Good Business Colorado	Debra Brown	Good Business Colorado
Joi Santa cruz	Hodgepodge	Michelle Pujol	Ark Valley voice
Scarlett Massine	Rotary	Michael Varnum	City of Salida

Start Time: 8:32

Vickie Sue: We're going to go ahead and get started because we have a full agenda. Is everyone aware of the shop local campaign? Does anyone need anything? You can access all of this information on the website. Share the love! We will be having our Holiday Festival on Dec 19<sup>th</sup>. It's about getting people out in the community. We'll talk more about that at the December meeting. Parade of Lights is happening and ready to go. Holiday park is sold out and set up. Does anyone want to be a judge? Its during the parade. If you're interested, give me a call. We have a few guests here today.

John: We own Antiques and Stuff in Poncha.

VS: Being in Poncha, your presence is wonderful here.

Harry: We own Riveting Jewelry right down the street here. It is a make your own jewelry store.

Scarlett: It's wonderful, I want to have my birthday there.

VS: We would love to talk to you about Shop with a Cop. What can we do to keep it downtown?

Lance: For the businesses downtown, we do try to get the kids downtown, but we would need to know these discounts beforehand. We usually go to Walmart because the kids are familiar with that. Allison at the front desk would be the person to talk to. 719-539-6880. It will be December 14<sup>th</sup>. Usually we have one child per officer, so on average it's about 10-15 kids. Gift certificates would definitely be fine.

VS: We'd like to inform the younger generation that there are cool things downtown.

Lance: I do think that we could do better at getting people downtown and out on the highway. We'll try to do our best.

Everyone: Thank you for what you do!

VS: SBA is doing a strong campaign for shop local. Will you do a happy dance? – *does happy dance!*

Joseph: Good morning everyone! I am the executive direct at the CCCF. We are here to build the capacity of non-profits. We provide a variety of programs for non-profits. The business partner program has 2 pieces. You can do the business donation program; I've heard overwhelmingly that you get approached constantly. This is a way to streamline their giving. The would be for you to make a contributing on a timeline that works for you and that goes into a grant collection. If you'd like to have a say in where your money goes, you can do an owner advised fund. We do distribute grants outside on non-profits for specific things or programs, but mostly it's it 501c3. There is no minimum amount to give for business donation, but it is 5,000 for advised. You receive recognition from the donor advised fund. It's up to you. Whether or not this is something you want to participate in is up to the business owner. It's not designed for everyone. As the asker, you would be able to come to me directly. We are a resource for those seeking and giving. This program is for individuals as well.

Nicole: What happens when a member of the community has huge cancer bills and are asking for money?

Joseph: Right now, there is not a fund for something like that other than the Emergency Response Plan. So, we would likely not be the best resource for that.

Joi: What percentage is withheld?

Joseph: Donor advised is a 2% fee. We do have money on the bank right now. We will be doing the city request. We'll be sending out the press release later today. Its open!

VS: Is it better to ask the city or is it better to ask you?

- Joseph: My general advice is to ask for the full amount of our event. Sponsorship is different than donation and this is not intended to replace your marketing sponsorships. The second side faces the customer. Our intent is to increase the number of business asking their customers to donate 1% of their total bill. We could be growing our philanthropic footprint with our own customers. December 10<sup>th</sup> is an annual giving day. The challenge is that Chaffee county is benefiting from that equally. Now you can select a local non-profit from Chaffeegives.org. This is an easy way for you to pick which non-profits you want to support. Eddyline restaurant is hosting an event to help on this day.
- Corrine: I just want to take a moment to introduce you to our staff. They are here today. We have Deborah Brown, her goal to have a voice. And this is what I do, and I want to give her a few moments.
- Deborah: We are based out of the metro area. We all want to shake the political landscape. Why can't we make laws that give us a break? So, we do policy work. We would like to reach more rural areas. There is isolation in these areas. We are invested in building long term relationships with business here in these smaller communities.
- Karen: I am the director of policy, thanks for having us. We are a statewide organization. It's important for us to hear voices from around the state. There are a lot of conversations happening in Denver that affect you here in Chaffee County. We work hard to make sure were getting that input. Its everything all kinds of businesses. Health care is one of the number one concerns for our business. Affordable housing, access to paid family medical leave. There are going to bill to address these starting in January and It could go to vote as early as May 7<sup>th</sup>. Another thing that well be working on is a lobby day or a day at the capital. The theme will be access to benefits. We are having an event felling this about family medical leave. And then another event tonight at Princeton and how to get involved.
- Michelle: We have been growing exponentially and we now have 10,000 users. We have a large group from the front range. We believe that those people have some connection here. We're nearly 2 times a month. The Age group for news media is on average 57 but our average is evenly distributed. We're covering more entertainment. We have 3-4 channels on how they find us. We have a large following on social media. 900 followers on Facebook and 200 followers on Instagram. We have referrals and we also have a free e-blast. We do have an icon on mobile phones, it's a web app.
- Jan: After a year in business we applied to be part of the Colorado Press Association and are now members. We are part of the Colorado media project and they are covering us in the Colorado Newsmatch. If we raise \$5000 they will match it. We try to connect what is happing here to what is happening on the national stage. We have been in the process of setting up a democracy-based foundation.
- Michell: That matching grant, the funds have to come in in December, and we will be trying to do a couple of fundraisers.
- Deb: Salida business alliance is looking for good photos.
- VS: Adjourned.

End: 9:33