

Salida Business Alliance Minutes

11.7.19

Attendance

Allie Stevens	Monarch Mountain	Shawn Gillis	Absolute Bikes
Joi Santa Cruz	Hodgepodge	Sandi Lacey	Hodgepodge
Eva Egbert	Monarch Mountain	Jan Wondra	Ark Valley voice
Deborah Fields	DFields Deisgn	Kristin Volletsen	Mixing Bowl
Merrell Bergin	Hively Block	Lori Roberts	Chamber
Donna Cole	Kal Toys	Angle Rowell	Discovery Pass
Star Belmonte	Mixing Bowl	Scarlett Massine	Rotary
Vickie Sue Vigil	Mountain Mail	Linda Frances	Four Winds Gallery
Corrine Fowler	Good Business of Colorado	Nicole Balaun	Su Casa! Furniture
Jim Balaun	Su Casa! Furniture	Linda Richey	Chaffee Printing
Annette Dickenson	The Lost Cajun		

Start Time: 8:33

Vickie Sue: Okay let's get started! Go ahead and go over the minutes.

Nicole: Motion to approve

Joi: Second

Nicole: Started off with \$15,004. Chill Salida is a new member. \$500 for recycle bins in alpine park. Calendars are selling. \$462 for the month. Xmas cards are selling, \$168 coming in. 4th of July is for 2020. \$1,400 coming in. Ornaments are also selling, they just came in. Parade of Lights, Collegiate Peaks pays for the fireworks. I bought stamps. Ending with \$15,880.

Linda: Move to approve

Annette: Second.

VS: Alright! Parade of Lights! Here is an entry form. Trees are going up for Holiday Park.

Linda: As things are going, I may need to order more supplies. I'm overflowing with cards so if you are a business, please come get them. \$8 a pack for members. It's a mixture of images. 10 cards to a pack.

VS: I'm going to jump into the shop local campaign. I got a catalog from Amazon. We decided that we are going to try to push people to shop local on social media. "When you shop local, someone does a little happy dance." When someone buys local you have them do a little happy dance and post it to your social meeting. This was our old "Be Local" sticker that we have updated. These all have hashtags so you can tag them on social media. We can print this on card stock. We have to decide on pins or magnets.

Deb: I think the stickers are nice because it will spread a little farther.

Joi: The buttons I do feel get wasted.

VS: So just stickers

Joi: Move to buy stickers

Nicole: Second.

All in favor

VS: We are going to have a tree in holiday park. And then we will print and laminate our shop local designs.

Allie: Monarch shop local plug

Linda: Should we be worried that it says, "be local"?

Nicole: I think it's okay

Donna: Should we boost this post

Deb: Let's see what kind of traction this gets

Allie: And everyone should share on their page.

Joi: Ashley from the farmers market wants to thank everyone for the recycle bins

Donna: We usually do a customer appreciation day that could include more businesses. If anyone else wants to get involved. We're open to ideas. In the past we've done it on a Wednesday because I'm trying to drive traffic midweek.

Sandi: Were doing an event on the 21st focused on food.

Lori: Next year, the chamber would love to help support. We also have Kick off to Winter next Saturday at the Steamplant. We partner with Monarch and I suggest that SBA have a table. Brady's can't be there. We don't charge vendors or the public, this is one our giving back events.

VS: The turnaround is 4 days for the stickers, so I will get them ordered. All this material will be on the website and at the Mountain Mail.

Sandi: Has anyone had experience with Shop with a Cop? How do we get involved with his?

Donna: The cops give the kids \$100 to shop for their siblings.

Sandi: Can we reach out to Rust for the next meeting?

VS: Yeah, I can try.

Shawn: We'd love to offer a discount if it stays downtown.

VS: We'll have to chat about Holiday Fest.

Corrine: Good morning! I live in BV and came there after dreaming of living there for 2 decades. I was a lobbyist in Denver and have worked on every election since the early 2000s. It's important to me to be a bridge between government and community. I fight to make sure people have a seat at the table. I had retired from politics when I moved here. While I was figuring out what to do. My friend told me about her nonprofit called good business Colorado. Locally we hear from business but wide scale we do not. Government thinks the metro corridor is the most important. She asked me why I wasn't helping her bring small community opinions to the table, so that's what I do now. I want to ask a few questions. Who voted? *Almost everyone*. Salida is one of the fastest growing economies in Salida. Salida passed 5a for the CMC Annex. CC also failed. Big difference between 5A and CC here in Chaffee County. Lots of info on 5A and nowhere near as much on CC. Your mayor is PT Wood. He says if you want to change things you have to do it yourself. He is an amazing advocate. Jim Wilson is your state representative, education is a big thing for him. Kerry Donovan is your state senator, she talks a lot about common ground and wanting to work across the aisle. She is very active. These two votes, and consider over 500 bills and if they don't hear from their businesses they don't know what's important. This sounds overwhelming but that's where we come in. We follow a subset of bills that will impact businesses directly. We provide information and bring those opinions to the table. A bridge between business and policy. We've partnered with the community foundation to hold "legislative 101." At Mount Princeton Hot springs on 11.21.19 at 5:30. There will be a payed family leave bill that goes through next year. They are currently doing a study session that is mandatory in some way. It will impact all of you as business owners.

Joi: I think these are great, but we are open until 6. It would be nice if we could make it to things like this.

Corrine: I have made myself available to meet with people one on one if you cannot make it to these events.

Merrell: Community grants have been approved. Those are for challenge grants where people turn in an application every year. The city is enforcing parking tickets again. We are looking for some judgement on these grant applications. On Nov 21st, Joseph is making a presentation on how we are working with the community. There will probably be some other updates.

Nicole: Food drive on Sat.

Lori: Sophie Pressly is asking for assistance she is a high school student trying to work with non-profits for scholarships.

VS: Adjourned

End: 9:34