

Salida Business Alliance Minutes

5.21.20

Attendance

Angel
Allie
Nicole
Donna
Vickie Sue
Deborah
PT
Drew
Jim Balaun
Heather, Moonlight
Diana Porter
Chris Tracy
Pam Good
David Lady
Erin
Tamar Madrigal
Merrell Bergin (sp?)
Lizzie
Scarlett
Linda
Pam
Whitney McGovern
Tom Wager

Start Time: 8:33

- Angel: Just letting a few more in and then we'll get started here. Okay, in the chat there is a link to the survey regarding time for the meeting. It takes 30 sec. We're going to cover 4th of July and what we're going to do. And then the second piece is going to be around a pedestrian mall.
- Dona: It sounds like, were not going to be able to have a large gather in Riverside Park. We're going to focus our energy on a really big parade. We've also talked about doing chalk art. And hopefully fireworks. Russ said we could close off a longer route on F and E st. The hope is to spread people out.
- Angel: If we can't do fourth of July, were just going to have the best Christmas fireworks ever.
- Scarlett: I'm wondering about the bands. Maybe they could be in the parade? KneeOn is wondering if they are going to be playing. Should I tell them there will be no music?
- Nicole: Maybe if they were on a flat bed...
- Angel: It's an unusual time, but there won't be any music in the park.
- VS: If we have them on the flat bed, are we still going to have to pay them?
- Nicole: I think they would be in the parade. If they want to, but not paid.
- VS: We should decide that so we can let them know.
- Scarlett: I will get in touch with them and let them know they are not playing.
- Angel: Let's switch over to the walking mall idea. I know that parking is going to be what comes up. But we do need to be aware of the capacity problems that everyone is going to have to deal with.
- Whitney: I've been speaking with our team at Amicas and others. Everyone that I've talked to is very in support. There are all sorts of ideas. In my eyes, the retail shop would also be allowed to bring booths out of the stores. And the city could provide tables that aren't restaurant specific. People are coming. We have measured our spacing a million times and with a 6 ft distance, there's not a lot of setting in our big space. This would drive more traffic and help our sales taxes. We're always willing to help the city in any way. I listened to the council meeting and heard that businesses aren't into that idea, but I have not heard that from anyone.
- Lizzie: Wasn't there a plan for this when Gentlemen of the Road came?
- Pt: I think council is in favor of this. There are some practical issues that need to be solved. There are LED rules around contiguous spaces for alcohol consumption. We did do the entertainment district for Gentlemen on the Road, but it has to be fenced off and it was quite a challenge. They can't cross state highways and so we'd have to have two

different ones. The governor has said there may be some opportunities to bend those rules. We're all for it, but we can't just put tables on the street and say go for it.

Drew: The guidance we got was confusing. As of right now restaurants could come in and ask of some extra patio space. I've seen some interesting stuff about inside vs. outside. Outside is a much safer space. I didn't hear anyone mention that they would be upset about the parking. We did ad 80 spaces last year. This group is great for working together and we don't want to create conflict.

Angel: The modification of premise would help us eliminate the connection from LED. The entertainment district does become messy.

PT: It's pretty simple but has to roped off. It doesn't help the other restaurants that aren't on F St.

Nicole: Allie had mention yesterday the idea of snadwhich boards with menus pointing to the different retaurants.

Drew: The intent is to get people to social distance so we have to be aware of how to keep people from socializing. If we need to assist with fence. We do want to be here for you. The license cost \$150, but that is something we would be able to help with.

Chris: I'm looking at the form as we speak and it's \$300. They are interesting, they've made some new quidelines. I understand the parking concerns, but I'm all for it. They do take some time. They go through the city and then go to the state level and it's taken me up to a month to get that done. I'm trying to line up a private patio for us.

Drew: The state did announce that they are waiving half the fee, the city did put some money up for a relief grant program. It's up to \$3000 per business. So I suggest you start applying for that.

Whitney: Does that just apply to restaurants? Or would retail be able to do that.

Drew: Both. I think we could establish to very clear boundaries if we do close the street.

Angel: We do want to put some thought toward businesses on 1st st and hwy 50.

Erin: After the call yesterday, the governor has really given the state permission to think outside the box. There will still be barriers. Tavern are not able to operate at all right now. We'll need maps and aerial footage of the space to are asking to extend. They are going to be monitoring business going into alleys.

Whitney: Is there a possibility of adding more tables in the parks? I know were not allowing alcohol but that doesn't mean they can't still eat there.

Drew: We have been talking about purchasing more. One of the challenges is that we have to sanitize them after they use them.

David: I think part of it is to look attractive and getting more planters for barriers. Once the direction is determined, then we can look at infrastructure.

Drew: This is something that we can act of pretty quickly. We should consider this as a special meeting. All of this is dependent on whether or not our variance is approved. I'd like it so that people can give their feedback.

Angel: This is a very specific solution until they can function at full capacity. But maybe this is something that we should continue beyond this.

Drew: There will be businesses that can't take advantage of this opportunity, and that sucks, but we are willing to work with you and get creative. This is off topic, but we are starring a "mask up" campaign. Masks and social distancing are the only tools we have to prevent another outbreak. We're not just throwing the curtains open, and if you need marketing materials let us know. If anyone has issues, please reach out to me. This is going to happen fast, so if you are against any of this, please let me know. Those of you with a liquor license should receive an email today.

Merrell: I know that the new parking of G st looks great. What would be the possibility of using the G st angel parking as pop up retail? That would take some of the pressure of F st.

PT: That might something that could work really well. My question would be, how do you dull out that spaces, we'd have to support our brick and mortar businesses.

Angel: We should focus on one message of put a mask on if you enter a business.

Drew: We're going to relay on positive marketing and social pressure to enforce masks. Our businesses are the front line for mask defense.

Angel: Does anything else have anything you want to add?

PT: The emergency relief fund is available tomorrow.

Adjourned

End: 9:35