

Salida Business Alliance Minutes

5.20.21

Attendance

Allie Stevens	Monarch Mountain	Jeanne Herrick-Stare	Salida Sunrise Rotary
Adriane Kuhn	Little Red Tricycle	Drew Nelson	City of Salida
Donna Cole	Kal Toys	Vickie Sue Vigil	Mountain Main
Angel Rowel	Discovery Pass	Richard Leavitt	Here's the Scoop
Nicole Balaun	Su Casa! Furniture	Scarlett Massine	Rotary
Mike Rosso	Colorado central magazine	Merrell Bergin	City of Salida
Scott Peterson	CCVB	Linda Frances	Four Winds Gallery
Loni Walton	Yolo		

Start Time: 8:30

Part on zoom, part in person (Attendance for in person only)

- Angel: If your table is comfortable without a mask, feel free to take it down, if you're moving around, please wear a mask. Let's take a look at the minutes
- Donna: Move to approve
- Nicole: Second
- Angel: Let's talk about the new public health order. We're curious what everyone's plans are. Chaffee county public health has signage, and they would like it to be uniform. How can they support you? Here are the two options.
- Donna: For the safety of children "mask wearing is encouraged in our store" is the verbiage we are thinking about. It sounds like a bunch of businesses are relaxing.
- Scotty: I am requiring mask for unvaccinated.
- Loni: We decided to go with the unvaccinated. I do think consistency is important.
- Drew: The plaza will not require masks, nor will events. We'll probably put out some "recommended" Or "suggested" signage.
- Michael: The Steamplant will be highly encouraging masks.
- Angel: It sounds like we are on the "vaccinated" train. Josh Hadley said that HIPPA is reserved for healthcare settings. Apparently, it is allowable to ask if you are vaccinated.
- Adriane: Maybe we should make a sign that says "This shop follows CDC guidelines"
- VS: There are confusing messages coming out so maybe we say "This shop follows Chaffee County Public Health Guidelines"
- Angel: Open street business support. The focus of this conversation is to talk about marketing solutions to push traffic to other blocks collectively. What can SBA do to help holistically? We had a good conversation as a board and I had a good convo with Adriane. Maybe branded feather flags, painted barricades, staging signage with planters, welcome to Salida banner, extended weekend hours, QR code on signage to show map of what's nearby. We're open for discussion here. What sounds good?
- Dick: Year ago, I worked with the art community and provided the front of my building to anchor for a banner, and I would be open to that again, not sure if Free the Monkey would be interested in it as well.
- Guest: Excel energy is not an option for a banner
- Michael: I actually hung that and that could be something to look into.
- Loni: I think the flowerpots instead of the concrete barricades is a much better idea.
- Dick: People will walk up to those barricades and they are a physical and mental stopping point.
- Linda: I like the idea of the Friday night extension. The word "open" is the best word of all.
- Loni: We do stay open, and many times we walk out, and no one is there. But it might help if others do too.
- Michael: The art galleries are going to start staying open the first Friday of the month.
- Angel: Friday vs. Sat?
- Loni: I'd say both

Adriane: I'm generally open until 5, but if people are shopping, we'll stay open. I just worry about the cost for labor on my end. If other business did and it was working out, I could be open to it.

Angel: Maybe the city could help with extra labor.

Dick: There are a lot of people out on the street after dinner.

Donna: I'd be willing to try Friday night but not Saturday. From my experience they come in and they are half drunk already and exhausted.

Angel: Would the galleries be interest in doing this every Friday?

Michael: We can talk to them and see.

Adriane: The city came by yesterday and asked about taking up parking spots as businesses, but it's not really a useful space for the shop. At least if the road is there, we have traffic coming through. The feather flags are a good idea and could be good all year long. Michael, if this first Friday gets going, I'd love to talk to artist without galleries to host in my shop.

Angel: Elk Raven would probably be interested!

Scott: It could be fun to have 3 different colors on signs for food, retail, and art or maybe a "free whiskey 2 blocks?"

Angel: Are we into the QR code?

Adriane: I think it an okay idea, but it takes effort so it might not be as effective.

VS: I like feather flags and the banner. I challenge the board, the city, and business owners to find a way to finance this.

Drew: We do have about 1.3 million dollars that could be used to help offset the cost of some of these things. There are a lot of places this money can go, and it has to be looked at. The application process is pretty easy and Merrell can help. There are still dollars available. I think 4th of July is challenging because I'm still a little nervous about gatherings. We're in a weird space right now.

Angel: 4th of July will be discussed on the June 3rd meeting, full disclosure, there will be no official parade.

Michael: First Friday will be July 1st with a band in the park. There will be capacity restrictions.

Drew: To add to the planters, we have very few artists interested in painting the barricades. We're paying \$300. We need helping taking care of the planters.

Nicole: A lot of us would like to not have the barricades. Can we put that toward more planters?

Drew: We hear you. We are struggling to find the staff to care for the planters so that blocks are more self-sustainable.

Allie: I can do a block and I promise it won't be Monarch related. I'll get with you Drew to pass these job opportunities along to our winter staff.

Angel: Maybe some of our members would volunteer for a donation to their clubs.

Drew: That would be on the table. The city just made a baseline statement that our minimum wage will be \$15 an hour. If anyone has a desire, we have positions available. We encourage anyone to come help.

Loni: Maybe business can sponsor a planter.

Drew: We do want an employee so that they are consistent.

Mike: I'm passing the magazine off to Caley McDermott. She worked for ark magazine and I hope you all support her.

Dick: I'm here to say that we would like our block to be part of the plaza.

Lori: FibArk tickets are on sale and going quick.

Angel: Have a great rest of your day

End: 9:34