

Salida Business Alliance Minutes

6.17.21

Attendance

Allie Stevens	Monarch Mountain	Jeanne Herrick-Stare	Salida Sunrise Rotary
Eva Egbert	Monarch Mountain	Drew Nelson	City of Salida
Donna Cole	Kal Toys	Miriam Lina Gonzales	City of Salida
Scarlett Massine	Rotary	Lori Roberts	Salida Chamber
Angel Rowel	Discovery Pass	Michael Varnum	City of Salida
Adriane Kuhn	Little Red Tricycle	Brooke Gilmore	Ark Valley Voice

Start Time: 8:33

- Angel: Let's get started! Let's do a quick approval of minutes.
- Scarlett: Motion to approve
- Adriane: Second
- Angel: And last meeting?
- Donna: Motion to approve
- Scarlett: Second.
- Angel: Let's hear an update from the city
- Drew: I'd like to introduce Miriam as our new Management Fellow. She'll be working on some housing things and other projects.
- Miriam: I am from Denver. New to the area and excited to get started.
- Angel: Let's do a quick intro (everyone introduces...)
- Drew: My news of the day is that we have an assistant! We have a ton of stuff that we are teaming up with city council on. We'll probably need to reach into our pockets a little bit. We'll have to push hard. We have so much going on. I'm here to answer any questions about 4th of July.
- Angel: 6:30 tonight is the kickoff for music in the park. Summer concert series. Thursdays in the park, not at 6. Carey Hallet's band is plying – The Orbs.
- Adriane: The construction on third – how do you want people to route?
- Drew: There are 3 streets that will be turned into one. Lots of detour options, 2nd is a good one. You will still be able to go down 3rd. The intent is to make that a safer intersection and slow traffic through there. It's getting close to being done. The crosswalk by the courthouse will be much shorter and safer. Should be done by the end of July, not sure if we're still on track.
- Scarlett: Where are we with parking and tickets?
- Drew: Tickets are being written. Miriam will be working on this, which she is learning right now. We need to figure out revenue streams for parking that isn't tickets so that we can pay for the parking across the river. The parking lot by Safeway will be open in two weeks with the Rivian parking spots. Peak view mortgage is moving in next to Pinion.
- Lori: We welcomed two new board members. Rich Mancuso, and Rob Simpson. We don't know if he will be long term. It's nice to have folks from different industries. We've been working on Brewers. It will be Oct 2nd. Prevouz will be the day before. Tickets online July 12. There will be local tickets that you can get at the Chamber. This is my 25th year organizing this. We're considering working with the city about doing the digital marquee. Michael Varnum is helping with research. Working on some grants. Got to see Eva's face in person for the first-time last week at a ribbon cutting. Brewers will be limited to 2000 or 1200, we have two budgets going right now.
- Angel: We are looking for volunteers for 4th of July. Rotary will be there with a beer tent.
- Donna: We are limiting capacity to 1200. We are using an iPad to count. That's what we need volunteers for. The music starts at 4:30. I don't think we'll be close until the end of the evening. There will only be one entrance and one exit. If anyone can help, we have all sorts of shifts. Bike light starts at 9. I may need so help with removing all the stuff from the stage
- Drew: Fireworks are on. They will go at dark.
- Lori: Donna, put soothing together and we can ask for volunteers. Patrick is trying to get his Pure Greens employees involved
- Angel: If businesses want to donate to a goodie bag.

Drew: We are seeing an uptick in COVID cases in the county. So, all the ordinances are not without reason.

Angel: Months ago, we made the decision to go the way we did, and I still think it's the right call.

Drew: We know the vendors had a weird set up for FIBark and maybe we need to look at the structure of that in the future. We're going to have to evolve as we go.

Angel: If 1200 feels tight, maybe we need to look at the fencing.

Drew: There were pinch points but we're flexible.

Angel: Let's move on to Marvin, if you want to put your logo or your name on the screen, get in touch with Patrick. 2022 calendars are here and can be picked up at the Hodgepodge. We will discuss with Nicole pricing for leftovers. We are going to partner with both chambers, the SBDC, and the Small Business Coalition on our next meeting with a representative from the Region 13 Economic Development Center. He will be coming to talk about development for retail employees. He will be talking about upcoming opportunities. We will be shuttling people from the chamber. We may want to discuss bringing it online due to the Delta version. Calendars are \$6, sell for \$12.

Lori: Wendell Prior is retiring, and Jake R is replacing him.

Dona: Our business was up. Art walk was fantastic. We jammed all weekend. We had art camp displays going one day.

Angel: Art walk in the street was awesome to be more welcoming to all artists.

Drew: The air show was super popular. There was a meeting yesterday amount budgets shifting from marketing to housing. I saw that this weekend even in the rain they were out.

Angel: From the visitor's burrow, we're pushing good stewardship. Be responsible, keep trails beautiful, pack out your trash. Get a discovery pass. We will see how this year goes with calendars and discuss if we should continue.

Scarlett: How can we get more members here?

Angel: Summer is tricky because people travel, and they are super busy. Finishing a little early. Adjourned

End: 9:24