

Salida Business Alliance Minutes

7.15.21

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	Linda Frances	Four Winds Gallery
Angel Rowel	Discovery Pass	Michael Varnum	City of Salida
Brooke Gilmore	Ark Valley Voice	Nicole Balaun	Su Casa Furniture
Vickie Sue Vigil	Mountain Mail		

Start Time: 8:31

Angel: Welcome everyone, we're going to do a quick 4th of July recap.

Scarlett: Somewhere between 5K and 7K for rotary.

Vickie Sue: Half the porta potties will be coming your way.

Angel: I'll be getting with the Rotary President to discuss. Counting was challenging. People were pretty rude, which was frustrating. We had a lot of help from the Sscapers. There were some things we can do better next year. The Porta Potties were a disaster. They were all facing outside the park and people were moving the fence to get to them which was a constant frustration. We ended up turning some of them around which helped.

Drew: Everyone was really impressed with how you guys pulled off that event. We've been analyzing events and you all did a fantastic job mitigating risk. It goes to show that we should be able to adapt. We'll need to work out some of the fencing issues for liquor, but other than that, it was really well done.

Angel: Huge shout out to Rotary, I'm grateful for them. I apologies for any miscommunication on the fencing.

Scarlett: It seemed like we had more bands before.

Donna: Same amount.

VS: I used to stock the back of the stage with water, but we're learning. Can we start the conversation about parade of lights soon?

Drew: Absolutely.

Angel: We should have a game on and off plan. Let's start chatting within the month.

VS: I've heard we could expect another break out.

Drew: We expect our emergency declaration to end soon. I'm not as concerned about outdoor activities. We're almost back to full operation.

Angel: We talked about making the route longer so people can spread out. The fireworks were awesome! Thank you to the city. Firefighters are awesome!

Jeanne: Sunrise rotary is celebrating 10th anniversary. Sunday August 29, 1-5pm. Lucky Duckie race and community org booths. Event is free and open to the public. Lucky duckie race funds go to scholarships. Sponsor a duck on Rotary's website. 3 levels (\$450, \$250, \$125). They are going to race separately and the top three will have a scholarship named after them. The big ducks will be decorated. This is so fun! If any of you know an org that is a nonprofit, they can have a free space. They cannot sell anything but it's a great way to get info out there! We'll adjust for as many booths as necessary. It is amazing how much goes on in this community. The Salida Circus will be there. Individuals can also sponsor. The city has an amazing permit process, I've been very impressed!

Drew: Thank you!

Angel: The Chaffee County Community Foundation put out a survey for housing and childcare for employers. It seems like we need one for employees as well. Are we having a workforce shortage because they can't afford to move here or are they leaving or what is going on? It feels like a tug of war.

Drew: Our needs assessment from 2016 focused on 45K a year for a two-person household and there is still a lot of need and demand. Even people who make more are struggling to find housing. We're looking at shorter term stuff to get people here. We have a supply issue.

Angel: The Magpie units are get booked out and it sounds like the 2 unit bedrooms are going way faster than the 1 bedroom.

Drew: We're trying to create as much flexibility as possible. I saw something today for a bedroom in a trailer for \$600 a month, which is far from ideal but that's what people can afford.

Angel: If everyone could please take the time to fill out that survey it will be very helpful.

Drew: Miriam will be running another survey for us that we do every 3 years, and we want to reach as many people as we can so it may be a mailer. We will probably get bobbed by surveys, but it's important to get this information.

Linda: Does anyone have any info about Jane's place.

Scarlett: Women That Care picked them so they are getting \$11K.

Drew: There are some dorm style set ups and some that are set up for people in transition. There is a seasonal worker component. Hopefully this tries to solve a lot of issues we're seeing here. There will be office space. Rent there is based on income and not set per person. This will offset for folks who make less. We're issuing a challenge grant to the community that the city will match. This is one piece in a big picture. Capital has to be put together first. They need local donations, but they've raised over \$300,000 so far.

Angel: So it will basically be a rotating housing solution. It's not intended at a long term solution

VS: Short term rentals?

Drew: We're discussing. We have met our cap for residential areas but as we grow more will open up. We have a lot of people buying that have enough resources that they don't need to rent it. We're having discussion about helping open rooms in existing homes. We'll need to be able to communicate with business owners. Who is going to be the responsible cosigner in case someone moves into someone's house and they trash it or something. There is an RV spot going in. I don't know timing on it.

Nicole: We're desperate for workers.

Angel: If landlords decide to sell their unit, people are left without housing.

Nicole: This happened to us we lost a great employee. They ended up moving to Del Norte and are now under contract on a house there.

Brooke: If someone is interested in opening their doors who do they contact?

Drew: The program isn't fully set up yet, so I'll let you all know when we are ready to help. Our hope is that it comes out of the housing office.

Angel: Questions or thoughts?

Scarlett: The Community foundation is doing a great job such valuable info.

Michael: Banners and feather flags are going up this weekend. Artist are staying open late on first Friday.

Allie: Season Pass prices are going up July 28.

Angel: Adjourned!

End: 9:30