

Salida Business Alliance Minutes

8.5.21

Attendance

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| Allie Stevens | Monarch Mountain | Janet | Salida Sunrise Rotary |
| Miriam Lina Gonzales | City of Salida | Adrienne Kuhn | Little Red Tricycle |
| Angel Rowel | Discovery Pass | Michael Varnum | City of Salida |
| Brooke Gilmore | Ark Valley Voice | Vickie Sue Vigil | Mountain Mail |
| Lori Roberts | Salida Chamber | | |

Start Time: 8:36

- Angel: Okay let's get started. Lori is watching online. I'd love to hear how the closure is going.
- Adrienne: My July quadrupled over last year. We put out a festival tent, and folks are always out there. I installed a mister and a table with chairs. People will sit there and drink their coffee. I tried to put chalk out, but then it rains and disappears. It got really good response from people.
- Angel: I'm glad to hear that. I will try to check in with the other businesses as well. Let's hear about the duckie.
- Janet: Jeanne is usually here, and she loves coming to this meeting. We have a bunch of ducks to be sponsored. There are only 20 platinum sponsorships, which you get to decorate and we only have one left. The Boys and Girls club will be decorating the next level of ducks. And then the last is the \$125 silver sponsor which don't have decorations. 1st -3rd place gets a sponsorship named for them. \$1500, \$1200 and \$1000 sponsorships. There will also be community booths that are open to any nonprofit. There are 9 booths so far. We have entertainment from rotary and kids' activities. There is a mini duck race for kids. There are prizes for those races. There is a paint a rock and duck decoration. We went to the city with our proposal and presented a map to the events committee. They were very helpful, and they reminded us that holiday park is around the corner. August 29th is the day.
- Angel: let's hear an update from the city.
- Michael: Tonight is the last Thursday night concert. Roundhouse assembly at Riverside park at 6:30. The memorial garden for Sonia will be at Talbert. The skate park is opening August 21. If you'd like to run for office, now is the time. We have a cool exhibit at the Steamplant right now and Aug 11 is movies at Marvin. Council adopted an action plan.
- Mariana: I'm working on the indoors program and we're getting ready to finalize things.
- Michael: Feather flags are up around town. There are three flags that were destroyed over the weekend. Merrell thought it was vandalism, but maybe it was the wind. We have a few more to replace them.
- Lori: Brewers is going well. October 2. Tickets are selling. We just got fliers downtown. Prevouz will sell fast. We have local tickets that you can buy in person at the chamber. The city will discuss preparation on the 19th of this month. All our volunteers will be vaccinated. We're asking people to stay home if they don't feel well. The Chamber is very busy., phones are off the hook. There is an increase in homeless population, and we get a lot of questions about housing. Other than that, we're doing well.
- Angel: The car show for search and rescue is this weekend. We do have the new calendars at the Hodgepodge. They are for sale. \$12. Featuring local artist. Wholesale for members is \$6. We did an e-waste event back in May and we're going to help promote another one in partnership with the county. September 11 from 9-1. Any small electronic will be allowed but no big ones. \$25 fee for TV. Cellphones, tablets, hairdryers, etc. Anyone want a business minute?
- Allie: Monarch Only passes are about to sell out. We just installed vault toilets at Pano flats, we're swapping to RFID. The Java stop has moved, we've expanded the retail shop and we are blasting the upper parking lot to increase parking by roughly 300 spaces.
- Angel: There is a vaccine equity grant that our local area was awarded. They want to know if we want to be an ambassador for that which were not sure what that entails. And I will give more information on that next meeting. The leadership group is having conversations about what the mask mandate is going to look like with the delta variant. There have been 21 cases in the last week. We're not out of the woods yet.
- Vs: Public health has offered to come to groups, should SBA sponsor something like that?
- Angel: For sure, maybe we can do it outside or virtually.
- Janet: Right now, were preaching to the choir, but how do we get creative to reach those people who aren't vaccinated.
- Angel: Everyone is looking at sources that match their views, so it's hard to reach. We're having trust issues.
- Brooke: We have a party coming up, donation for beer, 5-7 on Friday on 1st street.
- VS: Do we know when the street closure is going to be?
- Michael: There's no set date yet.

Adrienne: If the street closure is still happening around Halloween, I'd like to do something for the littlest kids, in the afternoon.

Angel: Let's look at putting a sign in business windows if they are participating

VS: We've done this in the past and I still have the sign. If it's a Sunday afternoon and the streets are closed there is a lot of potential. We'll have to talk about Santa's house because of the kids not being vaccinated.

Angel: We have a board meeting before our next meeting so we'll have some more updates. Okay, Adjourned.

End: 9:30