

Salida Business Alliance Minutes

11.4.21

Attendance

Allie Stevens
Miriam Lina Gonzales
Vickie Sue Vigil
Katy Grether
Lori Roberts

Monarch Mountain
City of Salida
Mountain Mail
Mixing Bowl
Chamber

Nicole Balaun
Ken Brandon
Donna Cole
Scarlett Massine
Linda Frances

Su casa
Box of Bubbles
Kal Toys
Rotary
Four Winds Gallery

Start Time: 8:32

- VS: Let's get started! We don't have any reports to approve.
- Miriam: We're saying goodbye to our mayor and introducing a new council member.
- Vs: They are proposing raising parking tickets to \$55. We'll have to get some input from the city.
- Nicole: I think that if they checked for parking more often, they wouldn't have to raise the price.
- VS: We'll also have to discuss the closure as some older people won't come downtown now.
- Katy: I think it should be opened after Labor Day.
- Linda: The energy does go down after Labor Day. But I do love it being closed.
- Donna: We do lose several locals with the closure.
- Linda: There are still some handicap issues with the elderly.
- VS: I will make a note for Angel to discuss with Drew before they get all excited about it next year.
- Lori: Linda is retiring so we have a position to fill at the Chamber. She is a wonderful person, great problem solver and will be missed. 4 days in the spring. Haley is the Marketing Manager now; she is a bright bubble to work with. The title is Office coordinator. Kick off to winter is next Saturday. Pizza Rio is providing pizza. CCVB is covering a lot of the cost. Beer and Pizza will be on the plaza with Elevation Beer Co. If it snows Monarch will bring down tents and heaters. It will be a true winter kick off. The intention is to have some networking and education about what's going on in the winter. 5-7 for Kick-Off and Warren Miller is afterwards. That is almost sold out, but they are also showing it on Sunday, which there are tickets available. Brewers will be in July again. Wine fest will be in August. We will be sending out sponsorship and medallion letters soon.
- VS: The CCVB is sponsoring Parade of Lights. Have you thought at all about Holiday fest? Where we encourage locals to come downtown?
- Lori: I have not, but I'm open to it.
- Donna: Sherman market is interested.
- Nicole: Jim and I will be gone.
- Lori: Plus, do we want to have people crowding around a fire pit?
- Nicole: I think we should skip it.
- Allie: I agree.
- VS: How was Halloween?
- Katy: It seemed slow at the beginning.
- Donna: It really accelerated after 5.
- Katy: Maybe it should be 4-6?
- Scarlett: I had a friend here from Brooklyn. And she could not take enough photos. It was such a family thing.
- Allie: Did anyone get anyone on Saturday? Filled in on the drama. "No one had any"

Consensus: 4-6pm

- Linda: Wholesale to members \$5 Retail \$10 for Christmas Cards if people want them. They are a mix pack.
- Nicole: We still have one full box of ornaments left.
- Linda: I think we should sell at \$10 retail next year. They are buying them regardless of the price.
- Nicole: Calendar sales are dwindling.

VS: Parade of lights. We get to have the parade at 6. No throwing candy. We are asking people to follow COVID rules. We can't police. Santa will be on the firetruck and will head right back to the north pole. He will not stop. He will be around on a couple Saturdays, but we can't encourage gathering. Holiday Park will turn on at the same time with fireworks. We are putting together a photo op and a letters to Santa drop off.

Allie: Talked about photo spot.

Vs: We also got money from the CCVB to support this.

Scarlett: Hot Chocolate will be at the Community Center. We will not be encouraging people to congregate.

VS: Nothing at the Steamplant. Okay, let's talk about a second meeting. As you can see, people are not showing up to the meetings which is why we stopped the second, but we want to hear from you.

Nicole: I'm fine not having the second meeting because we are all overwhelmed right now. If we have it, I will do my best to be here. I think until things get back to normal, it's going to be hard.

Lori: I think that's true for a lot of people. I think it's valuable that we can be together, but it's hard to keep up.

Donna: We have so much to cover, that there isn't a lot of time in one meeting.

VS: Is our membership suffering?

Nicole: Time is more valuable than money.

VS: Maybe we can put together a survey.

Allie: I can put that together. Stick to one meeting until new year and evaluate.

Linda: Do we have flyers we can hand out?

VS: I do but they say two meeting a month.

Lori: Community awards will be on video. December 27 is the deadline for submissions.

Ken: I have acquired Annette's Piano lesson, so I'm trying to figure out what to do with it. If someone wants to give lessons 5 days a week send them my way.

Nicole: The food drive is going on now at Su Casa because not everyone can come in the two hours, but we are still doing the drive by.

Lori: The Chamber could help with the dog food drive on this end of the county.

Nicole: Should we have a tree in holiday? Maybe with names of our members.

VS: I think we should (Agreed.)

End: 9:33