

Salida Business Alliance Minutes

4.7.22

Attendance

Allie Stevens	Monarch Mountain	Drew Nelson	City of Salida
Linda Frances	Four Winds Gallery	Dan Shore	City of Salida
Donna Cole	Kal Toys	Vickie Sue Vigil	Mountain Mail
Scarlett Massine	Noon Rotary	Katy Grether	Mixing Bowl
Miriam Gonzales	City of Salida	Tamar Madrigal	Corvus
Chris Tracy	Currents	Joshua Baughuan	Eye Candy
Lizzie Farnsworth	Opal Boutique	Whitney McGovern	Amicas
Justin Critelli	Simple Lodge & Hostel	Elaine Allemanno	Community center
Lori Roberts	Salida Chamber	Michael Varnum	City of Salida

Start Time: 8:34

- VS: Let's get started! Angel is out of town, so Donna and I are conducting the meeting. Secretary report?
- Allie: If we're in person, they are written, if on zoom they are recording. *Gives survey update*
- Scarlett: Why are there so many people here?
- Donna: We sent out an email and I went around and reminded everyone.
- VS: There are copies of the treasurer report on the table. We're not going to Mexico. SBA is not doing the 4th of July this year. Any questions?
- Linda: Motion to approve
- Katy: Second.
- VS: Fibark will be here on May 5th to discuss. Earth day is happening
- Donna: There are doing a parade at cc and will have activities at Riverside park. If anyone wants a booth, they can have it. Friday April 27th
- VS: E-recycling event. May 7th at the fairgrounds. Combo with Chamber, SBA and Sustainable Salida. They will need a few volunteers. We'll be sending out an ad about what they can take and what they can't. Mountain Mail will donate the ad.
- Scarlett: As everyone now knows, the Community Center and Rotary will be taking over 4th of July. SBA will help us with the parade, and we will decide with the closure. The air force band will be here July 1. They cannot perform for a fundraiser.
- Michael: The city is sponsoring it, the Falconeers jazz band. Set up is easy.
- Scarlett: In the past, SBA has worked with Rotary, so we're not new to it. We're just paying for the bands. The circus will be there around noon and Dino is going to do a karaoke contest. Roundhouse assembly is going to be there. And then fireworks and the bike light parade. If people want to set up in the park, please let me know. Plus Abe. There is also the easter egg hunt on the Saturday April 16th and we need volunteers. Rotary is giving away 20K in sponsorships for high schoolers.
- VS: SBA will continue with chalk art, and the bike light parade.
- Lori: May 10th the Chamber is sponsoring a breakfast for the Continental Divide Coalition. It's free with preregistration. They want to get the word out about the economic boots for the economy. That evening Woods will host a party. 8:30-9:30am. Nicole and Jim have offered some space to put up a kiosk for the CDT. It would be to educate others to care for the environment. Our golf scramble is on May 20th. You don't need to know how to golf. You take the best ball of the group. \$180 for a team. Food and beer included. Caleb Thorne is the new owner of the Golf Cabin which is more upscale, and it will be hardly Italian. If you have kids that aren't in school, it's on a Friday this is not a business after hours. You must have male and female on your team. Ride the Rockies is coming June 14. They are going to be beat by the time they get here, coming over independence pass. Staying at Marvin park. There will be a party at Riverside Park. They are encouraging riders to shop. They will need shipping because they are on their bikes. Encouraging them to dine in town. The public is welcome. We've been working with Fibark. There will be a shuttle to the highway as well. Brewers Rendezvous is going to be in July because the guild couldn't make it happen in the fall. July 9. 26th annual. Prevouz will be the night before. Tickets will be on sale mid-April with local ticket sales. Nathan Lawrence is our newest board member. We have a new guy, Devon Deen is our new office coordinator and Haley Mccoy is our Marketing Mananer. We have a new display coming. VIP sponsorships are available for Brewers.
- VS: Lets go to the city!

Group intros.

Drew: The city recently did a community survey. Housing is the biggest concern. I will be on a call with the company that did that survey today. Nothing surprising to anyone. We did ask some question about the F street closure. There was very strong support for the closure from those that took the survey. It's not legal for us to close it with our city council approving it now that the emergency order is over. There are a lot of challenges. There has been talk of closing it after Fibark. There has been feedback of ending it earlier. I did hear from council members about utilization rates. Based on what I could tell from sales tax, there wasn't a ton of revenue change, and it doesn't create issues with traffic and loss of parking. We would need to have moveable barricades. Pride parade is also happening before Fibark. But it would mean that we would need an alternate route for 4th of July. Alternatives are not as well attended. We'll look at Sacket and 2nd. The folks running the parade would have to figure that out.

Chris: With the permanent barricades it does create a fire hazard. The only pinch point is in front of Currents. If we need additional space, we can make that happen. Traffic flow on E and G makes it difficult for fire trucks to leave. I think we need a not so permanent barricade. It seems silly to lose out on a month of business for a 3-day carnival. Who do we attract when we put a carnival next to a beer garden? They could move to the other side of the river.

Drew: Union pacific won't let them go across the river. They hold a lot of cards. There is a strong interest in the community to have the carnival again.

Whitney: Our business starts to pick up as soon as the weather turn. One more block is closed with the carnival. I'm not sure why this is such a major issue.

Vs: Let's talk about employment.

Whitney: If we can set up a week before memorial it's way safer and easier. When the street is closed down, we can breath and it's not so crowded. We get our kids back from college starting end of May and they go away in September. So, it makes staffing easier if it closes earlier.

Guest: We have a lot that goes out, more businesses are going to get behind it if we know that this will be for a few years. It's getting to be kind of dangerous with how much traffic we are seeing on the sidewalks. I get wanting a carnival, but fibark is not catered to retail. I think it should be closed sooner. We would be disappointed if it wasn't closed.

VS: Maybe down in Marvin park?

Guest: The road needs to be cleaned up a little better. Outside Bensons things got gross and we need bathrooms.

Tamar: I think it's great for safety. I'm good with any dates.

Dan: Regarding the survey. They street closure talked about the closure in general. Do they care when?

Opal: We have the time to set up before Memorial. Just doing this for fibark?

Whitney: 12 and under was sad, but I know some people were glad.

Guest: There are plenty of other ways to make fibark more family friendly.

Whitney: There are things we could bring up that could be better.

Vs: Let's see the businesses that would prefer memorial to labor. *Everyone raised hand*

Mark: Fibark thinks that everyone should be excited that they are bringing in all these people and that's not the case. The problem is that we are being grouped into the same demographics. My customers are older and need to park next to the building. But I have seen that the closure has brought a positive vibe. But as a retailer, I worry that the spot in front of my store is being sold to someone else. I don't want someone else there.

Drew: You will have the right to that spot.

Mark: I like shorter road closures. By the middle of September its slow. I want to make sure that my elderly customers can get to my store. And the city did do a good job of making that motorcycle parking handicap. As retailer we can take some guilt in taking up space. I'm not opposed to road closures anymore, I was, but now I'm not.

Drew: The last block is a small number of retailers. Everyone saw increase in revenue, but that block was not as high.

Chris: Last year we were up 63% because of the closure.

Katy: We're more aligned with Krivonek jewelers. My bugaboo is ending it so late.

VS: City council will discuss. Shoot an email to us and we will make sure it's is part of the discussion. General consensus of the group is that we want it open before memorial and closed just after labor.

Linda: Four winds likes having it closed for the summer, but I want it for the whole summer not just a weekend

Elaine: We don't need any businesses closing, so I think we should be taking their opinion most and they should be working with the city.

Drew: I am presuming a decision will be made in two weeks.

Whitney: This is important for me to staff for that space.

Chris: The longevity should be discussed. I want to invest in better structures if it's going to last longer than another year.

Drew: I don't know if we can do it with a huge level of certainty, but we can try.

End: 9:55