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From: Michael Brown <imacmichael@cox.net>

Sent: Friday, September 27, 2024 5:31 PM

To: City Clerk Group <cityclerkgroup@cityofgoleta.org>

Subject: Comments for the Oct. 1 City Council Agenda Item 24-453 Old Town Economic Plan

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Dear Council Members:

I read with some interest the proposed Old Town Economic Strategic Plan. I specifically refer to the Grant Program and Business License Fee Waiver. The proposed \$5000 grant excludes certain businesses including liquor stores. Why should Angelo's liquor be excluded? They sell a legal product. Are restaurants that sell alcoholic beverages also excluded? They are selling the same product. The business fee waiver also excludes certain businesses including the cannabis dispensary who also sell a legal product. Same with firearms and tobacco. All legal.

It is a very slippery slope when government becomes the nanny.

M. Brown

From: [Jennifer Smith](#)
To: [City Clerk Group](#)
Subject: Item C.1 Economic Development - Old Town Initiatives (10/1/2024)
Date: Tuesday, October 1, 2024 11:45:43 AM

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Dear Mayor and Councilmembers,

I cannot attend tonight's meeting due to a work event, but I wanted to write in support of the creation of an Old Town Small Business Assistance grant program. I am wondering whether it is feasible to allow businesses to apply for up to \$10,000 in assistance - \$5,000 does not go as far as it used to these days. I realize that fewer businesses would get help under that scenario, but the help received may be more meaningful.

The east side of Old Town in particular seems to be impacted by the bridge construction work. It might help traffic flow to allow a very short R turn only lane from Eastbound Hollister onto Kellogg. I am not sure if other targeted initiatives could help this impacted area - voluntary adjustments of working or business hours? A shuttle for employees to reduce commuter traffic (using a parking lot elsewhere)? My concern is that one-time events will not help the ongoing impacts from the bridge construction over time. I heard from one business that regulars are still coming but that there has been a loss of "new" customer traffic in the area.

I also hope that our local banks (Community West Bank etc) may play a role in assisting local small businesses. This is where coaching and community connections may be helpful.

Thank you for your ongoing efforts to support Old Town businesses, particularly during Project Connect construction. It is critically important to maintain the unique character of Old Town and our small businesses there.

Sincerely,
Jennifer Smith
Goleta, CA
jrsmith98@gmail.com