

## Froelich, Brian

---

**Subject:** Mercantile Music

---

**From:** Josh Fisher <joshfisher831@gmail.com>  
**Sent:** Monday, March 24, 2025 10:43 AM  
**To:** Froelich, Brian <bfroelich@ci.capitola.ca.us>  
**Subject:** Re: Mercantile Music

To the Planning Commission and Dept, Judge, Jury 😊 and any other appropriate parties...

For those of you that don't know me my name is Josh Fisher.

I am the property manager of the Capitola Village Mercantile and parking lots for the past 11 years with a short break between March 2016 and September 2017.

I also manage and operate the Mercantile Arcade since its inception in September 2019.

I own and operate Left Coast Sausage Worx since January 2016.

I had a coffee shop within the Mercantile from January 2020-January 2025.

I truly care about the Mercantile and The Village and am fully invested here. I make my money here and i spend my money here.

I am a board member of the Capitola/Soquel Chamber of Commerce since 2018.

I am a board member of the CVWBIA(Capitola Village and Wharf Business Improvement Association) since 2015.

I am a board member of the Capitola Public Safety Foundation(Capitola Foundation) since 2018.

Most locals refer to me as the Unofficial Mayor of Capitola!!

First off thank you for being here today and thank you for your time and consideration for this crucial matter.

In late January of 2024, the business at the front of the Mercantile named Little Koes Beach Bites closed down to focus on family and catering and a new business went into the space at the front of the Mercantile.

His business was called The Hops Shop, a classy beer garden. The owner has 5 other locations over the hill and was extremely excited to open up here in Capitola Village. All of his other locations are VERY succesful.

Unfortunetly due to permit issues and City Burocrecy he was unable to open by March 17th goal of St Paddys day. Then the biggest blow to his business was the random decision by Planning Commision at the end of the meeting when there was no public comment allowed, to take away our rights to have live music on the patio as we have had for at least the last 11 years, if not since the first music permit was issued some 40 years ago.

When Little Koes was open he had live music almost every weekend and some weekdays. It immidietly helped business flourish. He never had any issues with police or Sound Ordinance Infractions.

In fact we at the Mercantile have NEVER had any sound ordinance issues to my knowledge over the past 40 years and forsure none over the last 11 years while I have been manager.

Our current music permit states that outdoor music shall be terminated by 9pm and kept at a reasonable DB level during the day not to bother other tenants or businesses.

We are asking the Planning Commision to allow us to have outdoor music on the patio again!!

BUT REMEMBER we are not asking for anything new, we are asking to get it BACK like we ALREADY had it before and to appease the masses Im willing to change the times and days music is allowed as well.

I digress, as the takeaway of music was the final nail in the coffin of the Hops Shop, as he closed his business in Jan 2025. This is horrible. Cause and Effect right in front of our noses.

Also, one of the main reasons I had to close my coffee shop was due to low foot traffic within the building and no music out front had direct corralation to us closing.

However, I have taken over the lease of the Beer Garden and hope to recreate the thriving scene we once had at the front of the Mercantile.

We are offering the following suggestion to the amendments:

live music from 11am-7pm instead of 9-9 as legally allowed and only on Friday, Saturday, Sunday, Monday and Wednesday, with NO live music out side on Tue and Thur.

We had and have support from our recent retired CPD Chief Dally, support from our current Chief Ryan, support from our Mayor Joe Clark, with him specificaly stating that:

"the Village is not the same without lots of live music as that helps all businesses around and creates a vibrant scene for all".

We also have support from our Property Managment Co, Southstar PM and support from the Capitola Hotel, our closest neighbor with lots of people staying there. Also I live closest to the front space and my wife and I and our kids support live music.

We are not intending on having Metal or Punk shows here. These will be family friendly musicians ranging from Jazz and Blues and funk to Rock and roll and classic rock and americana and soul and reggae and more.

Please, I ask and beg of you not to kill my business before we even get started as we are hoping to have our grand opening between May 1st and 15th.

Thank you so much for your time and hearing me out.

Please make the right decision and amend #12(I think thats the right number) to allow live music on the patio to the days and times I have suggested.

Thank you.

Josh Fisher

Buisness Owner, Resident, Concernd Citizen, Community Volunteer, Unofficial Mayor and Liazion to the Public.