

From: Debbie Kroh
Sent: Saturday, April 3, 2021 9:24 AM
To: Joel Paulson <jpaulson@losgatosca.gov>
Cc: Monica Renn <mrenn@losgatosca.gov>
Subject: Re: Personal Service Uses in Office Zones

Hi Joel and Monica,

Thank you so much for taking your time to listen, and help me. I have been an Esthetician for 18+ years, and had/have a thriving business in Los Gatos for almost 4 years, then Covid hit, and after a few shutdowns, my last owners decided to use our work space for something different. I LOVE what I do and have been actively looking for a new space in Los Gatos for months. 430 Monterey comes close to a perfect new beginning for myself and my clients. My local clients love Kroh Beauty being in Los Gatos, and I have many clients that travel from all over the Bay to see me. They love to come to Los Gatos and make a fun day trip here (shopping, eating) after seeing me.

I totally support the Economic Recovery Agreement which would allow me to occupy the space at 430 Monterey Avenue. It has been so challenging to find a great space that I can afford and one with enough room for my clients. 430 Monterey Avenue is such a great space for my business, and I am VERY excited about it! It has been such a challenging time for small businesses. I think it is great that the town of Los Gatos recognizes this, and is ready to help us. Thank you so much !!!

Please consider my business for 430 Monterey Ave. My business means the world to me and I feel like I would be a great fit at 430 Monterey Ave. I am SO excited to get back to work. Below are my business reviews and my website.

My Business Reviews and Website:

www.krohbeauty.com
<https://www.yelp.com/biz/kroh-beauty-los-gatos>

Thank you so much. Please let me know if there is anything else I can do to have this space be available to me.

With Gratitude,

Debbie Kroh
www.debbiekrohbeauty.com

From: Leona Baisley
Sent: Monday, April 12, 2021 3:11 PM
To: BusinessLicense <BusinessLicense@losgatosca.gov>
Subject: EMAIL FOR JOEL

Good Afternoon Joel,

Per our conversation this morning, this email is to address my change of address request that is not, at this time, approved.

I am currently working inside VEDIYA, which is a wellness center located at 15066 Los Gatos Almaden Rd #120, Los Gatos, CA 95120. I have been working at this location since 2018. During that time, I have worked very hard to grow my clientele and am so thankful I did not have to close my doors permanently during the pandemic. Since we have been officially able to reopen, I have worked really hard to bring back and grow my clientele and recently won Best in Silicon Valley for 2021. I'm in a good spot now and need more space. I have negotiated a lease inside my same building, but was surprised that my request to change of address was not approved. My request to change address is simply just a change from suite 120 to suite 106. I'm hoping that in the upcoming council meeting, this can be rectified and that I could move into the larger space and continue to grow my business there. I think it's unfair to deem one suite eligible to do personal services and not allow a business that is already in the building, to move suites. To add to that, medical offices, such as dermatologist or plastic surgeons, often hire estheticians like myself to perform personal services in their offices and typically don't have any issues getting business licenses for their spaces.

After everything last year brought and with other businesses similar to mine trying to come back from pandemic, I hope that the council will understand that a skin care and waxing business can ultimately occupy office spaces and not interfere with the surrounding businesses.

Your help in this matter is greatly appreciated,

Leona Stephenson
Owner & Licensed Esthetician
[Vivid Brows & Skin](#)