
From: Hans Purohit i>
Sent: Tuesday, May 26, 2020 1:54 PM
To: Experience LG
Subject: 5.26.2020 Town council meeting

Dear Los Gatos Council members-

I am a 45 year South Bay resident and I have lived in San Jose, Sunnyvale, Los Gatos and Mountain View over the years. I was recently informed about Los Gatos considering temporarily shutting down Santa Cruz Ave and turning it into a large dining, and recreation area, and I believe this is brilliant idea. To imagine Santa Cruz ave having that "European" feel, would be amazing. On my numerous trips to Rome, Paris, Madrid and Slovenia, I often think what life would be like if we also had places like this where everyone could come together as a community. I also remember when this was partly done in downtown Mt View (widening of sidewalks to allow outside dining, public spaces etc), and the excitement and energy it brought to the area was phenomenal. In my opinion, Los Gatos needs this now.

Having shopped and dined in Los Gatos over the many years, I am heartbroken to think that some of our favorite business owners will not survive COVID, and I believe we need to everything possible to help them through this pandemic. The opportunity to continue to support these businesses, and keeping our families safer while doing it (DINING OUTSIDE, NOT IN A TENT), seems to me to be an ideal solution, albeit one that is temporary. I also understand that this is not the perfect solution for everyone, but trying to achieve perfection would be foolish right now at the expense of doing this correctly.

Please don't let this opportunity go by and instead allow tented dining in parking lots. This does not sound appealing to me, or to people I've spoken with and I for one can tell you that it would not entice me to drive to Los Gatos for lunch or dinner, if this was the outcome. It's funny to me to think that when the school, or the church or the local kids sports team needs a donation, the first place we turn is our restaurant community, not the city council, and more times than not, the restaurants always say yes. Los Gatos restaurants are always there for us and they are the fiber of our modern communities, they give our kids their first jobs and enrich our property values. Now, those same businesses need our help, please do not fail them when they need you the most, or they will not be there for us when we need them. If all we end up with are only the few most capital rich businesses (think Dunkin Donuts, McDonalds, Carls Jr, Starbucks etc), then what's the difference between the charm of Los Gatos and a strip mall in Modesto (and nothing against Modesto!)? My life would not be as rich, and this area becomes a lot less appealing, if I couldn't share my favorite plate of pasta or burger or my favorite new session beer with my friends and family anymore. In all honesty, it should make anyone think twice about starting a business in Los Gatos, if this is not done in the right way. Please, don't think inside the same old box and strongly and correctly support the business owners who need you the most right now. Please!

Sincerely Hans Purohit

From: The Javeys
Sent: Tuesday, May 26, 2020 12:49 PM
To: Experience LG
Subject: In support of redirecting the streetscape fund to support LG businesses

Good afternoon, Madame Mayor and Council members.

I wholly support to re-direct a large portion of the \$2 million streetscape fund in an emergency effort to support Town retailers, restaurants, and small businesses, fighting to stay solvent during this pandemic lock-down.

Of course, I realize that you have many scenarios to consider and weigh as you wrestle with a lot of tough choices. I am writing to let you know that my hand is raised in support of the work that our local Chamber and ancillary businesses are undertaking on our collective behalf.

Thank you for your consideration.

Maureen Cappon-Javey

From: Bill Loller
Sent: Tuesday, May 26, 2020 12:17 PM
To: PublicComment <PublicComment@losgatosca.gov>
Subject: Public Comment Item #1

Mayor & Council Members,

We would like to provide our thoughts for the May 26th Economic Vitality council agenda item.

We very much support closing North Santa Cruz to allow restaurants and retail business to use the space for dining, seating and otherwise allowing people to browse. The health of downtown and local business and our overall community is dependent on some form of re-opening. We understand the timing and geographic extent of the closure needs consideration. We wouldn't want closing the street to impact the ability of establishments to allow pick up options for people that would rather maintain greater distance from others. A way around that may be pick up points on side streets or in the parking lots between Santa Cruz and University (for example.) Given that summer is here we are in favor of weekend and weekday closures and using

Thanks,
Bill & Stephanie Loller

From: Ali Hashemian
Sent: Tuesday, May 26, 2020 12:30 PM
To: Experience LG
Subject: Reallocation of Downtown Beautification Funds

Hi there,

I recently received an email regarding the reallocation of the \$2 million Downtown Beautification Fund toward Covid-19 economic vitality efforts. I am in support of this so long there is a plan clearly outlining how those funds are being distributed. Currently, I find the shelter in place restrictions too far-reaching and it's impacting our health and livelihood individually and as a society overall. And unfortunately, I have yet to see guidelines from the state or county on how we can provisionally open up the economy. With that said, I worry about the mental health of individuals and the financial stability of our small businesses and therefore support this provision.

Thank you,

Ali Hashemian

From: Roger Coen
Sent: Tuesday, May 26, 2020 11:45 AM
To: Experience LG
Subject: Town Council Meeting 5/26/2020

To Whom it may concern,

I have been a resident of Los Gatos since 1991, and have long enjoyed the many restaurants downtown. I am aware that the vast majority of restaurants have been having a tough time during the current pandemic. In speaking with a couple of owners, I have been made aware of the proposal to potentially allow restaurants to add outdoor tables in front of their restaurants, or even to close Santa Cruz avenue altogether.

While understanding that this may just be a temporary solution, I do feel this would be a tremendous benefit to the restaurants and their staff, by allowing a more 'normal' number of tables to try and recoup some of the lost revenue. If restaurants are only allowed to have 50% of the seats that they had prior to the re-opening, the struggle to maintain these businesses will continue.

In addition to the extra seats, allowing customers to feel more comfortable outside with more distance between them and fellow diners can only be a good thing to encourage a return to normalcy.

These are extraordinary times and need different ways than in regular times.

I urge you to consider this proposal for the welfare of both the city and many of the workers within it.

Regards

Roger Coen

From: Caitlyn Horton
Sent: Tuesday, May 26, 2020 11:44 AM
To: Experience LG
Subject: Open Up the Outdoors

Dear Town of Los Gatos,

I hope this email finds each of you well as we all continue the fight to maintain mental, physical, and financial wellbeing. My family moved to Los Gatos in 1994 when I was 6 years old. My family and I have been active members of the community since day 1. My siblings and I attended Van Meter, Fisher, and Los Gatos High. During each of our times at these schools parents and students sought the support for our communities amazing business owners and each year the businesses rose to the occasion to offer support. From providing meals for students to donating gift certificates to auctions, they were there. It is time we support them.

I am now a small business owner myself. Since March 16th we have been struggling to continue providing for ourselves as well as our employees and community. On and off since 2002 I have worked for Donna & Paul Novi at The Pastaria and Market. When ever I needed a job, they offered me all they could. Like many small businesses in town, this restaurant is a keystone in our downtown area. It has provided support through community donations and employment opportunities for hundreds of high school students through their 25 years in business.

As a community we need to prioritize affording our businesses the opportunity to again become contributing members of the community we all know and love. Providing the outdoor space for businesses will contribute greatly to the MANY businesses who support restaurants. Food suppliers, farmers, truckers, and restaurant employees are all suffering.

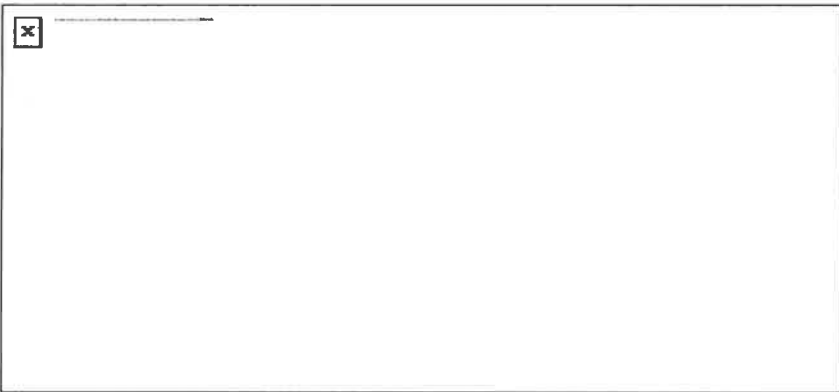
I understand and recognize the weight that has been placed on your shoulders to keep us safe while we being to embark on a new way of life. I thank you for your continued contributions and drive.

Be well,
Caitlyn Horton

Los Gatos



2019-2020 New Member Committee Co-Chair
2020-2021 Assistant to the President



From: Matthew Wander
Sent: Tuesday, May 26, 2020 11:08 AM
To: PublicComment <PublicComment@losgatosca.gov>
Subject: Re: Lol

The only places that can afford the LG rent are chains and hospitals/healthcare facilities/urgent care.

On Tue, May 26, 2020 at 11:07 AM Matthew Wander <Matthew.Wander@losgatosca.gov> wrote:

Businesses would be fine if Los Gatos commercial land lords didn't charge insane rent prices.
Am I wrong?

From: Betty Benesi
Sent: Tuesday, May 26, 2020 11:34 AM
To: Experience LG
Subject: Los Gatos Businesses

I hope you will vote in support of Los Gatos Businesses. As a long time resident, I have watched as increasing rents are causing businesses to shutter. For the sake of our town, please vote in favor of using the Beautification Fund to aid small business.

Betty Benesi

From: Darrell Miller <
Sent: Tuesday, May 26, 2020 11:25 AM
To: Experience LG
Subject: are-allocate the \$2 million Downtown Beautification toward Covid-19

Please Vote to:
Re-allocate the \$2 million Downtown Beautification toward Covid-19 economic vitality efforts

Darrell Miller

Los Gatos

From: charleen renati
Sent: Tuesday, May 26, 2020 11:23 AM
To: Experience LG
Subject: Los gatos during caronavirus

Thanks for letting me comment.

I support any actions that will allow Los Gatos resturants to have more outdoor seating. I will not be eating at indoor resturants this summer but I would LOVE to dine outside. Please consider any and all measures to allow this to happen, including shutting down Santa Cruz completly to vehicle traffic. This will have the added benefit of making the sidewalks less crowded, because people can walk in the street.

Charleen Renati

Sidecar Modern Tavern

25 E. Main St., Los Gatos

To the Town of Los Gatos,

We are writing from Sidecar Modern Tavern, one of your newest additions on Main Street and the Chamber of Commerce. It has been such a welcoming experience in the community! Even before we opened our doors, participating in "Star Chef's" and "A Taste of Los Gatos" we felt the strong sense of community. I (Josh Allen) have since moved to the town, and my partner (Adam Chick) has been especially happy to come back to the town where he began his restaurant career at Cin Cin.

We sat in on the Food and Wine group chat recently and have been trying to stay up to date on the Town's plans for economic vitality moving forward. It is our hope that allowances for sidewalk and parklet seating will be made a priority, particularly for those of us on Main St. Due to our small space, the uncertainty of capacity restrictions & timelines, and not knowing how comfortable people will be going out to dine, having extra seating options on our premise will be critical to the survival of our business. Our concept is not based strictly on food, it is also based on hospitality, ambiance and atmosphere. These are all things that we can best deliver in our space and on our doorstep. We also feel these options should be explored as a potentially permanent measure, as we work to stay competitive with the North 40 development as well as future investments and renovations to downtown Santa Cruz Ave.

We are hoping to weather the current events. We also hope to be an integral part of serving the Los Gatos Community and bringing diners in from other towns for many years to come. Please help us to survive and thrive in the years to come!

Best Wishes from Your Partners,

Josh Allen and Adam Chick

From: Lee Streitz
Sent: Tuesday, May 26, 2020 3:17 PM
To: Experience LG
Subject: Reallocation of the Downtown Beautification Fund

I received an unsolicited email asking me to express support for the reallocation of the Downtown Beautification Fund to allow for small business Covid-19 initiatives. I do not want to support this blindly and would like to hear more about what this change involves, what would be lost, and what could be gained. Please realize that many residents may have also received the same solicitation and that may alter the support for any measure. I hope the Town reviews this soberly and does not abandon previously approved funds under pressure, unless it's truly a good plan. I personally may very well support this, but would like to make sure it's not due to pressure from a solicitation campaign.

Thank you,
Lee Streitz
Los Gatos resident

Sent from my iPad

From: Kristina Taroni <
Sent: Tuesday, May 26, 2020 4:00 PM
To: PublicComment <PublicComment@losgatosca.gov>
Subject: request to speak

Dear Mayor Jensen, Council Members, Town Management, Town Staff and Los Gatos neighbors:

Hello Again, I am here to show my support any ideas to get people outside enjoying the weather and downtown Los Gatos. During my time as an ambassador for Feed the Need, Feed our Heroes, and working as the restaurant and hospital coordinator for Frontline Foods/World Central Kitchen-Silicon Valley I have witnessed the trials and tribulations of our restaurant community. Most of those who recieved the PPE are facing the following challenges: Spending 5% of the loan on payroll , hiring back employees within 8 weeks from the date the loan funded and YET they are still not able to reopen. Additionally, once they are able to open, some will have to operate with a full staff but a a 40%-50% occupancy. I am hopeful that the town and the Chamber of Commerce can come up with a swift longterm solution that supports outdoor dining and shopping, while staying within state social distancing guidelines.

Closing North Santa Cruz Avenue periodically and allowing outside dining and shopping would be a good place to start. Providing designated parking places for shoppers to order “touchless” take out and pickup of store items should continue indefinitely.

Adding temporary parklets like those used last summer would allow for safe outdoor dining and shopping and allow for traffic passage. I recommend keeping North Santa Cruz open for two-way traffic.

We are such an amazing community and taken directly off the Town website they write, “Unlike many of the suburban communities in the Bay Area, Los Gatos has its own identity. Los Gatos prides itself on being a “self-contained community” even though it borders a major metropolitan area. It is a close-knit and friendly community where people take time to get to know each other.

Los Gatos prides itself as a self contained community. Over 3,000 businesses serve the residents and act as a destination point for visitors who are attracted to its restaurants, hotels and variety of shops within a pedestrian oriented downtown setting. The Town is also an inclusive community with the full mix of ages, family sizes and incomes. Los Gatos has many parks and greenbelt areas, as well as a vibrant downtown area. Downtown Los Gatos is listed on the National Register of Historic Places and is the model of what communities strive to achieve in a downtown.

I hope together we can find the new “normal” and eventually get back to the “old normal.” But it will require some flexible thinking and some support from the town government.

Thank you,

Kristina Taroni

--

*Best,
Kristina*



March 26, 2020

Town Council
Los Gatos, CA

Special Council Meeting - Chamber of Commerce Ideas for Recovery Phases

Thank you for the opportunity to speak on behalf of my business and my customers who live in Los Gatos.

Two concerns of how the Town of Los Gatos moves forward in the next phases of recovery. Safety and Business Disruption.

SAFETY

1. The COVID-19 a highly contagious virus with 1.5 million infections and 99,000 deaths in the US. SAFETY is the NOW the #1 issue consumers face
2. Individuals can be infected up to 14 days before symptoms, symptoms can range from 4-5 days up to 8 weeks followed by being infectious up to 14 days with no symptoms.
3. What I see:
 - In early May most wore masks and practiced social distancing, handful that do not. During Memorial Day Weekend I witnessed a break away from wearing masks to a high % not wearing masks.
 - In early April I visited a popular restaurant on Santa Cruz Avenue where no one working in the restaurant wore masks. They wore gloves but no masks.
 - One owner in a restaurant had a cold in Jan assumed they are not contagious, had not undergone tests and refuses to wear a mask even though they have not been tested.
 - The same restaurant placed 2 dining tables outside their restaurant where dinners and takeout guests were no more than 2-3 feet apart.
4. At Billy's Boston Chowder House
 - In February we started sanitizing surfaces, wearing masks and surgical gloves
 - We will not allow people to enter the facility without a mask
 - Our customers know we are #1 in Seafood and #1 in Safety
5. What can Los Gatos do:
 - Goal to be known as a safe town to shop and dine.
 - Be #1 in Safety
 - Published Town Policy on Safety

- Enforcement of those policy.
- A letter of requirements for all businesses
- A pamphlet for visitors to the downtown area
- Pamphlet can be used as a warning
- Handed out by businesses and police officers
- Fines issued by Police
- An 800 number for citizens to call when they see people violating the towns safety policy

BUSINESSES DISRUPTION

The strength and viability of a retail business depends on location. Critical attributes that make a location viable for successful business:

1. Easy to travel too
2. Easy to park
3. Quality product and service

Growth in traffic and the seasonal summer traffic caused major disruption to restaurants in Los Gatos. A serious downturn in Los Gatos business began in July 2018. The town's challenge to address #1 and #2 put many restaurants out of business.

Business at Billy's in 2020

1. 2018 and 2019 Billy's lost money
2. Jan & Feb 2020, business was finally increasing over previous year sales
3. March 18th closed Billy's for the safety of my employees, customers and family
4. Reopen April 4th by May we have seen steady growth in Takeout and Delivery business.

Statistics in Georgia and Florida with aggressive Level 3 opening show the same level of business as the rest of the country in Level 2 because people are most concerned for their safety. Safety for their children, parents and themselves.

Takeout, Delivery and Curbside pickup have allowed good restaurants to survive. Billy's Boston Chowder House needs Los Gatos to be a safe town to do business.

William A Reynolds

William A Reynolds
 President/Chef
 Billy's Boston Chowder House
 29 East Main Street
 Los Gatos, CA 95030

bill.reynolds@bostonchowderhouse.com

From: Chuck Sullivan

Sent: Tuesday, May 26, 2020 4:20 PM

To: Council <Council@losgatosca.gov>; Town Manager <Manager@losgatosca.gov>; PublicComment <PublicComment@losgatosca.gov>; Arn Andrews <aandrews@losgatosca.gov>; Marcia Jensen <MJensen@losgatosca.gov>

Subject: Concerns for Council Meeting 5/26

To Whom it May Concern,

For 25 years I have been fortunate enough to call Los Gatos home. This town has a very unique charm and elegance that stems from the the passion and pride of our local businesses and community. As a resident and a home owner here in the town of Los Gatos, I would like to urge Town Council to get creative in ways to aid these local businesses that we all love so much during this devastating time.

The businesses and restaurants of this town have given us everything, and I quite literally mean everything in some cases. They have employed our local children, hosted our events, fed our families, and they have made this place an extremely desirable place to live. It is time we return the favor and give them N. Santa Cruz Avenue.

It is my understanding that in this evenings meeting that the closure of N. Santa Cruz Avenue to automobiles so that business can operate on the street is being discussed, and I would like to let the decision makers know that I and the people of Los Gatos want this to happen. I live on Pennsylvania Avenue just blocks from downtown, and we are the ones who get the worst of the redirected traffic, and we still want this.

But to be frank this is not about traffic, this is about community, and this is about local officials stepping up and doing the right thing even if it is hard. This is an opportunity for you to show the people who voted you into power, that you are there to lend a hand when we need some help.

Converting N. Santa Cruz into an open market place for businesses to operate is not only going to help our local economy, but it will give our community hope and excitement that things will return to normalcy.

I ask that the council strongly considers this temporary aid to provide our small businesses some support.

Respectfully,

Chuck Sullivan

From: Mario Queiroz
Sent: Tuesday, May 26, 2020 4:29 PM
To: Experience LG
Cc: chamber@losgatoschamber.com; heidi@heidi4losgatos.com; Martha Queiroz
Subject: Support for re-allocating downtown beautification funds + other comments

Dear Los Gatos Friends:

I am writing in support of the Los Gatos Community Alliance's request to re-allocate the \$2 million Downtown Beautification Fund toward Covid-19 economic vitality efforts. I have been a resident of Los Gatos since 2000. My wife (Martha) and I raised our two daughters on Tait Avenue, where we still live. Isabel and Julia (our daughters) are currently sheltering in place with us from their respective colleges in Southern California.

My wife and I spend a lot of time in downtown Los Gatos, including supporting our local businesses and on long walks with our dog Theo. Even before the COVID crisis, it worried and saddened us to see the number of empty storefronts in downtown Los Gatos. My wife and I have discussed numerous times the need for new ideas for reinvigorating businesses in downtown LG. We can't just think incrementally. Fundamental change is required. And that need has grown exponentially with the COVID shutdown. We must update the downtown Los Gatos "product." There are creative and intelligent people here in our town with ideas. We should also reach out to towns similar to ours around the Bay Area and in other parts of the country for ideas. I often think about the great job which Burlingame has done, for example, to make their downtown district so vibrant. What can we learn from them?

In order to execute on new ideas for downtown economic vitality, I strongly support re-allocating the \$2 million Downtown Beautification Fund. Downtown will not be very beautiful without economic success.

In parallel, I also want to call for accountability by the Chamber of Commerce to come up with concrete new concepts and ideas for revitalizing the downtown economy. I've been puzzled, for example, by the "We got this LG" signs posted all over town. Our daughter, a masters student in graphic design, commented on how expensive such printing must be. I'll give the Chamber of Commerce the benefit of the doubt that it's not only doing advertising but also applying itself to come up with ideas and concrete plans for getting LG beyond this crisis.

I would like to help the Town and the Chamber of Commerce in whatever way I can beyond just sending out this email. Los Gatos needs us to get through the COVID crisis, and I care.

Thank you for your attention.

Sincerely,

Mario Queiroz

Los Gatos, CA 95030