



**TOWN OF LOS GATOS  
SPECIAL MEETING OF THE TOWN COUNCIL AGENDA  
MAY 26, 2020  
110 EAST MAIN STREET  
LOS GATOS, CA**

*Marcia Jensen, Mayor  
Barbara Spector, Vice Mayor  
Rob Rennie, Council Member  
Marico Sayoc, Council Member  
Vacant, Council Member*

**PARTICIPATION IN THE PUBLIC PROCESS**

**How to participate:** The Town of Los Gatos strongly encourages your active participation in the public process, which is the cornerstone of democracy. If you wish to speak to an item on the agenda, please complete a “speaker’s card” located on the back of the chamber benches and return it to the Town Council. If you wish to speak to an item NOT on the agenda, you may do so during the “Verbal Communications” period. The time allocated to speakers may change to better facilitate the Town Council meeting.

**Effective Proceedings:** The purpose of the Town Council meeting is to conduct the business of the community in an effective and efficient manner. For the benefit of the community, the Town of Los Gatos asks that you follow the Town’s meeting guidelines while attending Town Council meetings and treat everyone with respect and dignity. This is done by following meeting guidelines set forth in State law and in the Town Code. Disruptive conduct is not tolerated, including but not limited to: addressing the Town Council without first being recognized; interrupting speakers, Town Council or Town staff; continuing to speak after the allotted time has expired; failing to relinquish the podium when directed to do so; and repetitiously addressing the same subject.

**Deadlines for Public Comment and Presentations are as follows:**

- Persons wishing to make an audio/visual presentation on any agenda item must submit the presentation electronically, either in person or via email, to the Clerk’s Office no later than 3:00 p.m. on the day of the Council meeting.
- Persons wishing to submit written comments to be included in the materials provided to Town Council must provide the comments as follows:
  - For inclusion in the regular packet: by 11:00 a.m. the Thursday before the Council meeting
  - For inclusion in any Addendum: by 11:00 a.m. the Monday before the Council meeting
  - For inclusion in any Desk Item: by 11:00 a.m. on the day of the Council Meeting

***Town Council Meetings Broadcast Live on KCAT, Channel 15 (on Comcast) on the 1st and 3rd Tuesdays at 7:00 p.m.  
Rebroadcast of Town Council Meetings on the 2<sup>nd</sup> and 4<sup>th</sup> Mondays at 7:00 p.m.  
Live & Archived Council Meetings can be viewed by going to:  
[www.losgatosca.gov/Councilvideos](http://www.losgatosca.gov/Councilvideos)***

***IN COMPLIANCE WITH THE AMERICANS WITH DISABILITIES ACT, IF YOU NEED SPECIAL ASSISTANCE TO PARTICIPATE IN THIS MEETING, PLEASE CONTACT THE CLERK DEPARTMENT AT (408) 354-6834. NOTIFICATION 48 HOURS BEFORE THE MEETING WILL ENABLE THE TOWN TO MAKE REASONABLE ARRANGEMENTS TO ENSURE ACCESSIBILITY TO THIS MEETING [28 CFR §35.102-35.104]***

**TOWN OF LOS GATOS  
SPECIAL MEETING OF THE TOWN COUNCIL AGENDA  
MAY 26, 2020  
7:00 PM**

**IMPORTANT NOTICE REGARDING THE MAY 26, 2020 COUNCIL MEETING**

This meeting is being conducted utilizing teleconferencing and electronic means consistent with State of California Executive Order N-29- 20 dated March 17, 2020, regarding the COVID- 19 pandemic. The live stream of the meeting may be viewed on television and/or online at <https://meetings.municode.com/PublishPage/index?cid=LOSGATOS&ppid=4bc370fb-3064-458e-a11a-78e0c0e5d161&p=0>. **In accordance with Executive Order N-29- 20, the public may only view the meeting on television and/or online and not in the Council Chamber.**

**PARTICIPATION**

If you are interested in providing oral comments real-time during the meeting, you must make a request **prior to the time the Mayor calls the item for Public Comment** to obtain the Zoom link and password for the meeting. Please email [PublicComment@losgatosca.gov](mailto:PublicComment@losgatosca.gov) to obtain the link and password.

During the meeting:

- When the Mayor announces the item for which you wish to speak, click the “raise hand” feature in Zoom. If you are participating by phone on the Zoom app, press \*9 on your telephone keypad to raise your hand. If you are participating by calling in, without a Zoom app, you must notify the Town Clerk at [PublicComment@losgatosca.gov](mailto:PublicComment@losgatosca.gov) which item(s) you would like to speak on prior to 7:00 p.m. the day of the meeting.
- When called to speak, please limit your comments to three (3) minutes, or such other time as the Mayor may decide, consistent with the time limit for speakers at a Council meeting.

If you are unable to participate in real-time, you may email to [PublicComment@losgatosca.gov](mailto:PublicComment@losgatosca.gov) with the subject line “Public Comment Item #\_\_” (insert the item number relevant to your comment) or “Verbal Communications – Non Agenda Item.” Comments will be reviewed and distributed before the meeting if received by 5:00 p.m. on the day of the meeting. All comments received will become part of the record. The Mayor has the option to modify this action on items based on comments received.

**REMOTE LOCATION PARTICIPANTS**

*The following Council Members are listed to permit them to appear electronically or telephonically at the Town Council meeting: MAYOR MARCIA JENSEN, VICE MAYOR BARBARA SPECTOR, COUNCIL MEMBER ROB RENNIE, COUNCIL MEMBER MARICO SAYOC. All votes during the teleconferencing session will be conducted by roll call vote.*

## MEETING CALLED TO ORDER

### ROLL CALL

**VERBAL COMMUNICATIONS** (*Members of the public are welcome to address the Town Council on any matter that is not listed on the agenda consistent with the Participation instructions contained on page 2 of this agenda. To ensure all agenda items are heard and unless additional time is authorized by the Mayor, this portion of the agenda is limited to 30 minutes and no more than three (3) minutes per comment. In the event additional comments were not able to be heard during the initial Verbal Communications portion of the agenda, an additional Verbal Communications will be opened prior to adjournment.*)

**OTHER BUSINESS** (*Up to three minutes may be allotted for each comment on any of the following items consistent with the Participation Instructions contained on page 2 of this agenda.*)

1. Consider Options and Provide Direction to Staff on Next Steps for Economic Recovery and Community Vitality Opportunities.

**ADJOURNMENT** (*Council policy is to adjourn no later than midnight unless a majority of Council votes for an extension of time.*)

*Writings related to an item on the Town Council meeting agenda distributed to members of the Council within 72 hours of the meeting are available for public inspection at the front desk of the Los Gatos Town Library, located at 100 Villa Avenue, and are also available for review on the official Town of Los Gatos website. Copies of desk items distributed to members of the Council at the meeting are available for review in the Town Council Chambers.*

*Note: The Town of Los Gatos has adopted the provisions of Code of Civil Procedure §1094.6; litigation challenging a decision of the Town Council must be brought within 90 days after the decision is announced unless a shorter time is required by State or Federal law.*



**TOWN OF LOS GATOS  
COUNCIL AGENDA REPORT**

MEETING DATE: 05/26/2020

ITEM NO: 1

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DATE: May 21, 2020  
TO: Mayor and Town Council  
FROM: Laurel Prevetti, Town Manager  
SUBJECT: Consider Options and Provide Direction to Staff on Next Steps for Economic Recovery and Community Vitality Opportunities.

**RECOMMENDATION:**

Consider options and provide direction to staff on next steps for economic recovery and community vitality opportunities.

**BACKGROUND:**

The COVID-19 pandemic has caused an unfortunate economic downturn for many Los Gatos businesses and residents. As the Shelter in Place (SIP) order continues and some restrictions are eased to provide the ability for more businesses to operate or businesses to expand operations, many are looking for innovative ways to best address the impacts on their business model while providing additional measures to allow for customers to remain socially distanced and feel safe. Equally, customers are looking for creative ways to continue to patronize local businesses and have access to the specialty products offered by Los Gatos merchants.

Town Council and staff have been receiving suggestions and comments from many businesses and community members regarding ideas that they believe could be implemented to provide community and economic vitality. Suggestions and comments have come in through social media, conversations, and written communication. Those recently provided through written communication are provided with this staff report as Attachment 1. Staff has made an effort to collect all written submissions; however, may have missed some that were provided prior to the noticing of this meeting.

**PREPARED BY:** Monica Renn  
Economic Vitality Manager

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Reviewed by: Town Manager, Assistant Town Manager, Town Attorney, and Finance Director

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SUBJECT: Consider options and provide direction to staff on next steps for economic recovery and community vitality opportunities.

DATE: May 26, 2020

DISCUSSION:

Town staff has compiled a menu of community vitality ideas for the Council to consider in its discussion. The options have been generated from input by Town staff, Los Gatos businesses, the Chamber of Commerce, and the community at large. All of these ideas are intended to facilitate sales for Los Gatos businesses in a manner that is fair, equitable, and fiscally viable for the Town to implement. Staff has estimated costs for each idea to provide the Council with an order of magnitude of the investment; however, costs would be refined after Council selects its preferred option(s). For planning purposes, the Council may wish to assume a budget maximum of approximately \$2 M (see Fiscal Impact section of this report).

In addition to the Community Vitality initiatives, like outdoor dining, the discussion points also include the opportunity for the Council to consider further process streamlining to limit vacancies by retaining and attracting businesses.

Community Vitality

The community vitality opportunities for discussion within this report generally include the use of public (Town) property for shopping and dining activities, thus there is a focus on the downtown. Businesses outside of downtown typically have private parking lots or private property adjacent to their businesses providing them with more flexibility to innovate their service models. Some innovation, such as dining in parking spaces, may require the Council to adopt reduced parking requirements. If the Council directs staff to provide similar flexibility downtown with a resolution for programming parking spaces, staff may also include this flexibility for commercial zones outside of downtown within a resolution if the Council so directs. Businesses and property owners may then work directly with staff to address options for innovation on private property.

To provide the Council with condensed conversation points, staff has summarized the suggestions into the discussion topics below and as the Council identifies those opportunities that rise to the top, staff may provide additional information and address logistics in more detail. It is assumed that the shelter in place (SIP) County Public Health Order may continue to be extended and that restrictions will be loosened in phases. Therefore, it is staff's intent that the options being presented may also be implemented in phases to remain in compliance with the current Public Health Order.

**Pop-Up Park in Parking Lot 4 (Public Parking Lot between Elm Street and Grays Lane)**

It has been observed that the community continues to seek opportunities to enjoy the downtown while creating the need for more space between one another. One opportunity to expand open space in downtown for gatherings and take out dining options could include the

SUBJECT: Consider options and provide direction to staff on next steps for economic recovery and community vitality opportunities.

DATE: May 26, 2020

DISCUSSION (continued):

temporary closure of Parking Lot 4, wherein the Town could close this lot (and/or other lots) and create ambiance with lighting, umbrellas, low maintenance foliage, bicycle parking, etc. Community members may gather here, free of cars, with social distance, and enjoy the space for reconnecting and take-out dining options. With this opportunity, staff is not recommending that the Town provide any seats or tables, although would invite the community to bring chairs, cushions, blankets and other portable seating options as they do in Plaza Park. If the Town were to provide tables and chairs, the ongoing maintenance of cleaning these items between each user would not be feasible until a time where “high touch” public areas are permissible by the Public Health Order and such frequent cleaning would not be required.

The estimated cost to implement and maintain this pop-up park is \$36,700.

**Pop-Up Parks on Side Streets**

Similar to the Grays Lane temporary public parklet that was approved by the Council on April 7, 2020 and the opportunity presented above, the Council could direct staff to identify additional side streets to implement pop-up parks.

The Town’s investment for these two pop-up park options would include the barriers for the closure plus items for ambiance such as those noted above and absent of seating or dining furniture. The spaces would need to be cleaned and maintained approximately two to three times per week and would be managed by the Parks and Public Works Department, or through a third-party maintenance service. If the side street option is desirable, the surface of the street would need to be treated with a lighter color to reduce the heat of the asphalt during the summer months. Parking Lot 4 is concrete, not asphalt, so surface treatment may not be required.

The estimated cost to implement and maintain a pop-up park on a side street is \$30,400 per street.

**Temporary Parklets for Restaurants**

Through conversations with many restaurants individually, and as a part of a larger restaurant stakeholder meeting hosted by the Chamber of Commerce, temporary parklets repeatedly rises to the top as a desired expanded seating option for restaurants. Several businesses have requested that the Town allow temporary parklets to come back to N. Santa Cruz Avenue and be added to Main Street, similar to those that were in place last summer allowing restaurants to expand their seating outdoors without the large investment of time and capital that the

SUBJECT: Consider options and provide direction to staff on next steps for economic recovery and community vitality opportunities.

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DISCUSSION (continued):

Town's current parklet program requires. Restaurants could use existing County Health permits and Alcoholic Beverage Control (ABC) licenses to serve in these temporary parklets with approval from the two agencies.

As the Council considers this option, non-restaurant businesses should be considered along with restaurants. Many retailers, personal services, and group classes may also have interest in having expanded spaces to meet the needs of their customers. As the Council considers this option, it should be noted that staff has heard concerns and requests that parking not be completely eliminated as this access is highly desirable for customers who choose to participate in a curbside pickup or to go model of shopping and dining.

The Council may wish to provide direction on certain elements of this opportunity, such as barrier type/materials and the number of parking spaces a business may occupy (i.e., only those spaces directly in front of their business, or case by case based on the parking availability and neighboring business support). Requests have been made for the Town to provide the barriers for the businesses to use, so the Council may wish to weigh in on this as well. Programming and maintenance would be the responsibility of the business occupying the parklet.

Last year, the Town provided k-rail as barriers for the temporary parklets on N. Santa Cruz Avenue. They were met with mixed reviews given the aesthetics of the barriers and their association with construction areas. If the Town were to purchase and install planters instead of the k-rail, the estimated cost would be \$11,000 per parklet plus the cost of foliage for the planters, whereas k-rail would be significantly less per space.

**Closure of Portions of N. Santa Cruz Avenue and/or Main Street**

The majority of the suggestions and comments received advocate for closing N. Santa Cruz Avenue to create a large pedestrian friendly thoroughfare. The suggestions range in closure size, times, and duration. This option would likely require the most time and financial investment on the part of the Town and impact traffic patterns during the closure. As the Council considers this street closure option, there is a broad spectrum of stakeholders to consider as well as how the closure would be messaged to set expectations and provide consistency.

Within this opportunity, staff has received a wide variety of suggestions represented in the points below:

SUBJECT: Consider options and provide direction to staff on next steps for economic recovery and community vitality opportunities.

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DISCUSSION (continued):

- Closure Size
  - Close all or portions of N. Santa Cruz Avenue between Bachman Avenue and Main Street.
  - Use closed portions to allow sidewalk dining and keeping the street available for pedestrian traffic.
  - Use closed portions to allow restaurants to place tables and chairs in the street in front of their business and pedestrian traffic would be maintained on the sidewalks and in some portion of the street.
  
- Closure Times and Duration
  - Close N. Santa Cruz Avenue during evening hours only to support expanded dining options. Suggestions have ranged from most nights to only specific nights per week, specifically Saturday and Sunday evenings, to allow for daytime traffic and activities to be maintained.
  - Close N. Santa Cruz Avenue every weekend for a full extended period, for example the closure would begin Thursday late at night and end Sunday late at night.
  - Close N. Santa Cruz Avenue completely for a specified duration (i.e. summer and early fall) to create a pedestrian promenade and open-air downtown shopping and dining experience.

To close the street, the Town would need to contract with a traffic management company. This would be more costly if the street is closed several times a week for short durations. It is estimated that each closure would cost approximately \$8,000. Additionally, each time a closure takes place, parking enforcement would need consideration so that the street may be clear of cars before the closure. There may also be an opportunity for the Town to partner with the Chamber of Commerce and provide the funding for the project while the Chamber provides the staffing and implementation of the closures.

Businesses would be responsible for supplying, placing, and cleaning their dining furniture, and retail businesses would be required to place and secure their items as well. Street layout would require pre-approval to ensure there is proper access for emergency vehicles if necessary.

Concerns around street closures and loss of on street parking have been raised by some businesses as it could negatively impact the access and ease of curbside pickup and to go orders.



SUBJECT: Consider options and provide direction to staff on next steps for economic recovery and community vitality opportunities.

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DISCUSSION (continued):

With all of the options noted above, the Council could also consider allowing additional businesses to utilize closed public right-of-way to offer business services beyond food uses including retail, group classes, and personal services. If the Council would like to allow for any use of public right-of-way for private business, staff could work on a resolution that allows for the existing businesses with Conditional Use Permits (CUPs) to be expanded into these spaces, and staff would work with the businesses to ensure some level of permitting is in place that address liability concerns on Town property and business responsibility for operating within all Public Health, Environmental Health, and Alcohol Beverage Control provisions.

In addition, if the Council would like to allow alcohol consumption in parklets, pop-up parks, and other areas where the community may be enjoying take out meals, staff may include language in a resolution that addresses the ability to consume alcoholic beverages with or without meals in such public areas as directed by the Council.

Process Streamlining

Likely more than ever, businesses are in an economic situation that is evolving quickly and unexpectedly creating a higher risk situation for opening or expanding a business. In recent times, the Town Council has approved several modifications to the Town Code and policies to create land use streamlining opportunities that attract new businesses and encourage existing businesses to remain in Los Gatos.

The COVID-19 pandemic has created changes in how businesses will operate for the foreseeable future including how the customer is served, person to person spacing, number of employees, and business hours. We know with certainty that several businesses have plans to not reopen following the lifting of SIP restrictions creating an increase in vacancies. Understanding that the business environment and conditions are much different than those that have been in place for many years and those which most Town processes and provisions are based on, the Council may wish to implement temporary resolutions that allow additional process streamlining.

Some considerations for streamlining could include the temporary allowance of:

- Current Los Gatos businesses to relocate or expand into additional or larger spaces without requiring a new Conditional Use Permit (CUP). The uses for these changes could become legal non-conforming and be treated as such for future change of use, or, the use could expire with a change of occupant. This promotes business retention and

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DISCUSSION (continued):

could allow for businesses to modify their model to adapt to the current economic environment.

- Personal service CUPs could be heard by the Development Review Committee (DRC) in the C-2 Zone, or removing the need for a CUP all together. Considerations and limits could be implemented including limiting the areas of downtown where the restrictions are removed, and/or a cap on the number of spaces that may become personal service during the temporary resolution.
  - The desire for personal service uses has risen during the pandemic as these professionals are looking to leave salons and spaces where multiple professionals are working at once for smaller spaces where only one or two professionals utilize the space.
- Extending the expiration date for all building and planning entitlements.
- Greatly reduce the cost of CUPs for businesses by absorbing the staff cost to process the applications. This would provide the opportunity for businesses to be vetted through the current processes; however, would reduce the economic impact on the businesses.

CONCLUSION AND NEXT STEPS:

After discussing the opportunities outlined in this report and others that may come forward through public comment or Town Council discussion, staff is requesting direction on next steps for implementing the selected options. For those that may require changes to Town Code provisions, staff will return to Council with a draft temporary resolution that addresses the items and allows the changes to occur during this state of emergency, or until a time set forth by the Council. The resolution may include the allowance of alcohol consumption with meals in pop-up parks, extension of CUP boundaries to include adjacent outdoor service areas, and other necessary changes to allow for the community vitality and economic recovery initiatives to be utilized by businesses.

COORDINATION:

This report has been prepared with coordination between the Town Manager's and Town Attorney's Offices, and the Police, Community Development, Parks and Public Works, and Finance Departments.

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SUBJECT: Consider options and provide direction to staff on next steps for economic recovery and community vitality opportunities.

DATE: May 26, 2020

FISCAL IMPACT:

Depending upon the option(s) selected by the Town Council, costs will vary as explained in the report. If the Council is interested in a high cost option, staff recommends that Council consider repurposing one of the projects identified in the FY 2020/21 Capital Improvement Program. For example, the Council may consider the Downtown Streetscape Revitalization (\$1.9 M) or the implementation of the Parking Study (approximately \$200 K) as projects that have a nexus to downtown investments. Staff recommends that the Council adopt a motion that specifies any repurposed capital project so it can be reflected in the final budget documents and associated resolutions that are scheduled for consideration on June 2, 2020.

ENVIRONMENTAL ASSESSMENT:

This is not a project defined under CEQA, and no further action is required.

Attachment:

1. Public Comment

## Monica Renn

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**From:** Randi Chen <randi@losgatoschamber.com>  
**Sent:** Friday, May 15, 2020 11:16 AM  
**To:** Monica Renn; Catherine Somers; Jim Foley  
**Subject:** Chamber proposal  
**Attachments:** Proposed map of N Santa Cruz closure.pdf; Recovery Proposals.pdf

Hi Monica -

Attached is our proposal for outside dining and retail, amended after we spoke yesterday. I've also attached a proposed map for the closure of N. Santa Cruz on Saturday & Sunday, to get an idea of what that could look like. Sorry the map is on 2 pages, with a third page showing the possible layout of the restaurant areas.

Thank you!

Randi Chen  
408-354-9300, 408-502-9821 (direct)





**To:** Los Gatos Town Council and Town Manager

**From:** Los Gatos Chamber of Commerce

**Proposal:** Ideas for Recovery Phases

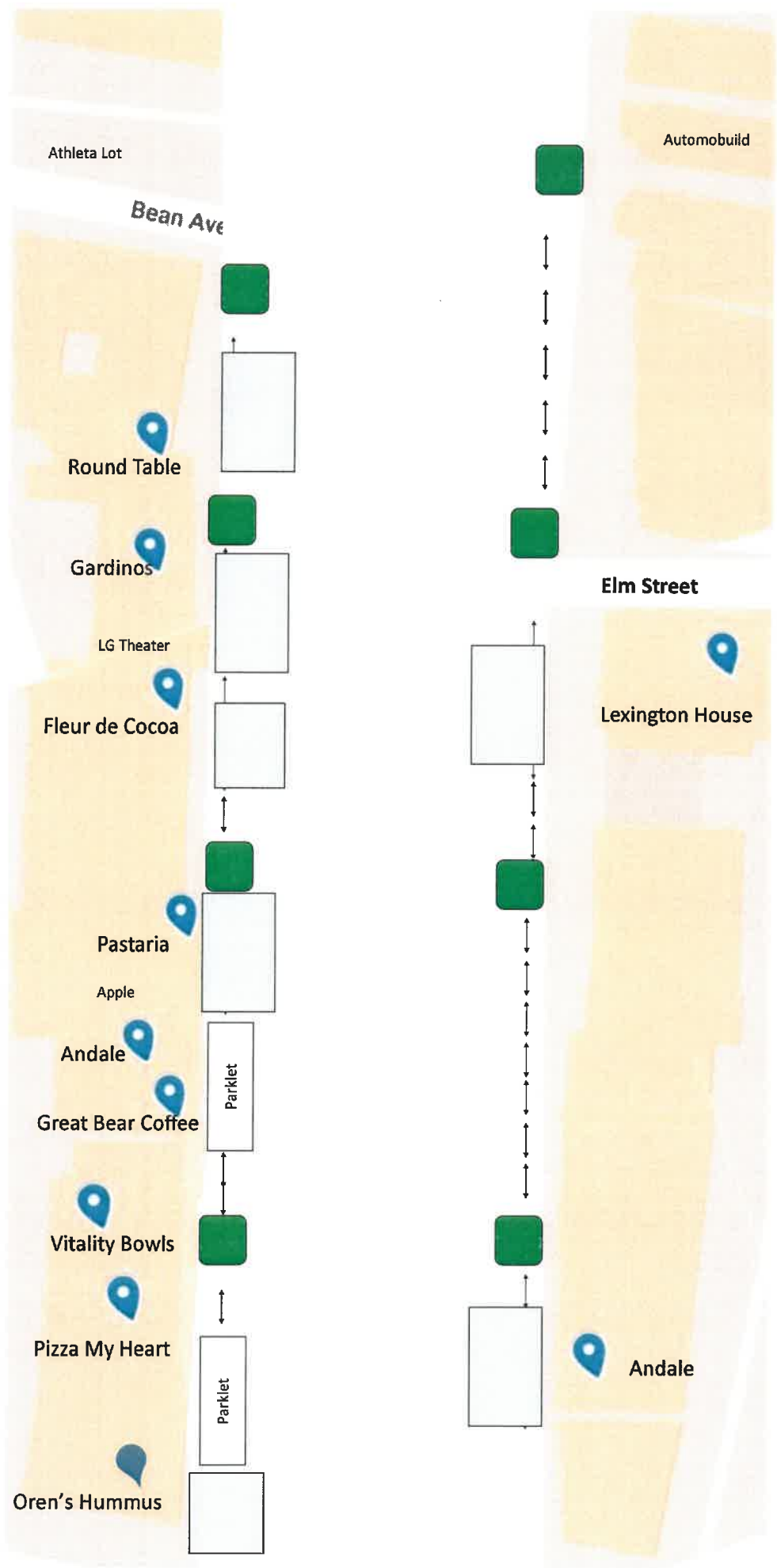
**Date:** May 15, 2020

Due to the COVID-19 crisis and the effect it has had on our business community, we have been researching ways in which we can help our restaurants, merchants and community members as we move through the phases of recovery. We have three suggestions (in order of importance) that comprise our efforts to increase the seating capacity for restaurants and increase foot traffic for our merchants, as they work to comply with the new health and safety protocols due to COVID-19.

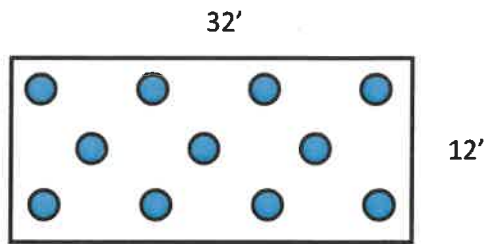
1. Town-wide, allow businesses to use the parking spaces in front of their locations for dining tables and retail displays on a daily basis.
  - a. We might consider the permanent blocking off of the parking spaces from Main Street to Royce or just to Bean.
  - b. If blocking off spaces from Main Street to Royce – we lose 72 parking spaces. To minimize the loss of parking spaces, the east side of N. Santa Cruz could remain open, except for 2 temporary parklets in front of Andale and Lexington House – thus the loss of parking spaces would be lessened to 42 spaces. Either way, our sidewalk space is expanded enough to address social distancing regulations.
  - c. In all cases, the business, whether restaurant or merchant, would be responsible for their space. They would use their own tables, keep it clean and disinfected, maintain all safety and health measures.
2. On Saturday and Sunday, close N. Santa Cruz Avenue between Main Street to Royce to allow a large pedestrian promenade where restaurants and retailers can expand onto the sidewalk and street and create a large pedestrian area for strolling. We propose closing the street from 3-9pm.
  - a. To be equitable, this scenario can include restaurants and retailers who are not in the designated area by assigning them a space to which they can bring merchandise or serve takeout. We could also utilize parking lots (US Bank, She She Shoes, etc) for this purpose.
  - b. This plan should not impact University Avenue residents in the same way it did when N. Santa Cruz was one-way, since it is outside of truck delivery times, school drop off/ pick up times and beach traffic.
  - c. In all cases, the business, whether restaurant or merchant, would be responsible for their space. They would use their own tables, keep it clean and disinfected, maintain all safety and health measures.
  - d. See attached diagram for possible set up.
3. Close a few additional streets as public parks, similar to what the Town is doing on Grays Lane. We could consider a closure at Bachman and Bean from N. Santa Cruz to Wilder.

If we do not work fast and make some accommodations in the immediate future, we risk losing up to 40% of our existing restaurants and retailers.

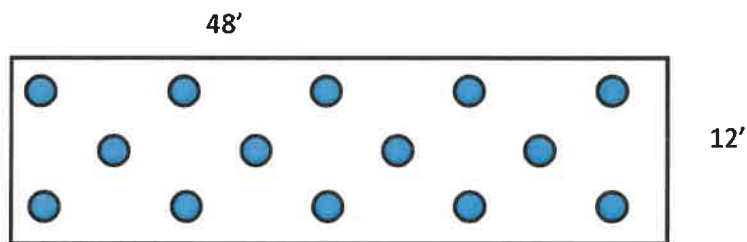




## Proposed restaurant areas with tables



2 parking space Dining area = 8-11 tables (center row may not be feasible)



3 parking space Dining area = 10-14 tables (center row may not be feasible)



## Monica Renn

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**From:** Salomeh Zohouri  
**Sent:** Wednesday, May 20, 2020 6:38 PM  
**To:** Monica Renn  
**Subject:** Re: The Towns is seeking your input!

Hi Monica,

Thank you for organizing this. Those ideas are all great. I wish I had some ideas, but I'm exhausted taking care of my 3 year old and juggling the shop, deliveries, and packing/shipping. My brain just hasn't been thinking!

Salomeh  
Kitsch Couture

On Thu, May 14, 2020 at 3:55 PM Monica Renn <[mrenn@losgatosca.gov](mailto:mrenn@losgatosca.gov)> wrote:

Good afternoon Business Community!

The Mayor has scheduled a Special Meeting for the Town Council to be held on **Tuesday, May 26 at 7 p.m.** to discuss a plan that promotes economic recovery and community vitality including creative ways to support our businesses as we look forward to a time when regulations begin to loosen, and retail and restaurants may expand their service options.

With this, we are asking you to weigh in on ideas and opportunities that you believe could be implemented to support your business and your customers. We have received several ideas to date including street closures, expanded seating options for restaurants on the sidewalks and parking spaces, and the creation of more temporary spaces or pop-up parks that provide car-free public spaces for the community to enjoy while still being able to social distance.

If you have thoughts on these or other opportunities, please let us know! You may email me directly or send your comments to [ExperienceLG@losgatosca.gov](mailto:ExperienceLG@losgatosca.gov). I will compile the responses and share them with the Town Council before the meeting on May 26.

Additionally, we will be doing outreach through social media to engage the broader community. If you have customers that would like to support your thoughts or send in their own, please encourage them to email [ExperienceLG@losgatosca.gov](mailto:ExperienceLG@losgatosca.gov).

The staff report for this meeting will be published with meeting's agenda on Thursday, May 21 along with instructions on how to register to "attend" the meeting through zoom. If you have questions, I'm happy to help.

## Monica Renn

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**From:** Willie Harmatz  
**Sent:** Sunday, May 17, 2020 11:10 AM  
**To:** Monica Renn  
**Subject:** Re: The Towns is seeking your input!

This is Willie Harmatz, the owner of Athletic Performance at 55 W. Main St., in Los Gatos.

I was wondering when can we open the front door of our business and only allow one person in the store at a time, as long as they wear a mask and I wear a mask and gloves to pick up a special order. I see no difference in this, than a restaurant customer picking you a food order. Mine proposal is even safer because they all pay by phone.

Thanks,  
Willie  
Athletic Performance

-----Original Message-----

**From:** Monica Renn <mrenn@losgatosca.gov>  
**To:** Monica Renn <mrenn@losgatosca.gov>  
**Cc:** <chamber@losgatoschamber.com> (chamber@losgatoschamber.com) <chamber@losgatoschamber.com>  
**Sent:** Thu, May 14, 2020 3:55 pm  
**Subject:** The Towns is seeking your input!

Good afternoon Business Community!

The Mayor has scheduled a Special Meeting for the Town Council to be held on **Tuesday, May 26 at 7 p.m.** to discuss a plan that promotes economic recovery and community vitality including creative ways to support our businesses as we look forward to a time when regulations begin to loosen, and retail and restaurants may expand their service options.

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The staff report for this meeting will be published with meeting's agenda on Thursday, May 21 along with instructions on how to register to "attend" the meeting through zoom. If you have questions, I'm happy to help.

Kindly,  
Monica Renn  
Economic Vitality Manager  
Town of Los Gatos

## Monica Renn

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**From:** Valerie Kelly  
**Sent:** Tuesday, May 19, 2020 10:28 AM  
**To:** Experience LG  
**Subject:** Covid Ideas!

While the summer is here, let's block North Santa Cruz, let the restaurants and vendors have tables set up outside, like the farmer's market. Wear masks, social distance, have hand sanitizer stations, even set up an entrance and scan for fevers. We need to give our town merchants more than curbside!! We got this LG! There are so many brilliant people in this town, I just know we can do it right ....

Best,  
Val

## Monica Renn

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**From:** Jennah Delp  
**Sent:** Monday, May 18, 2020 5:45 PM  
**To:** Experience LG  
**Subject:** suggestion

Can we close down Santa Cruz so that restaurants can offer more outdoor dining? This would help to curb summer traffic as well.

## Monica Renn

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**From:** Sue Farwell  
**Sent:** Monday, May 18, 2020 1:56 PM  
**To:** Monica Renn  
**Subject:** Re: The Towns is seeking your input!

I cant stress enough that the allowance or "permitting" for outdoor dining and shopping options are critical and cannot be held up by the bureaucracy of the process!

There should be \$0.00 fees, it should be handled as a right not a request if you can provide adequate space for walking/passing on the sidewalks and any encroachments permits should be issued in a day with no processing fee.

The Town needs to be aggressive with options and push for our businesses now like they are a vested partner in their success. If the businesses survive, the downtown will survive, and the council should act and think like an owner, not a politician at this dire point in re-opening.

As always, thanks for your help with continuing to help with the success/survival of Los Gatos businesses.

On May 18, 2020, at 11:54 AM, Monica Renn <[mrenn@losgatosca.gov](mailto:mrenn@losgatosca.gov)> wrote:

Thank you for these thoughts. May I add the whole string, including Andrea's email to the public comment?

**From:** Sue Farwell  
**Sent:** Friday, May 15, 2020 9:35 AM  
**To:** Monica Renn <[mrenn@losgatosca.gov](mailto:mrenn@losgatosca.gov)>  
**Cc:** Experience LG <[ExperienceLG@losgatosca.gov](mailto:ExperienceLG@losgatosca.gov)>  
**Subject:** Fwd: The Towns is seeking your input!

Monica,

Thanks of reaching out...here are Andrea's thought's and I agree with all of them. I like the idea of closing the road and allowing tables and dining outside even if closing the road is problematic.

We must have dining allowed on the sidewalks, alleys and some parking spaces or our restaurants will not survive. This process HAS TO BE FREE, SIMPLE AND NO PERMITTING DELAYS! I can't stress how important this is and how difficult the town can be in this process. If the restaurant can give the sidewalks 4'-6' of clearance they must as a RIGHT be allowed outdoor seating in front of their restaurant, no permits. These are desperate times and it is critical for the town to jump on the bandwagon and save our small businesses. Simple 4' barricades next to the tables should suffice for separation during this time, not an elaborate design oriented approval process. The owners can easily decorate the barriers with greener cloth material that looks like vines or ivy to hid the railings.

For the retail side of the equation, it is more difficult. Sidewalk sales and displays are great, but then you need a sales rep out on the street to watch the merchandise. I know you will get a lot more input from some of our strong retailers so I defer to their wisdom.

The Town needs to fight for or businesses survival and be willing to move off the slow pace of bureaucracy with their permitting during the entire Covid 19 crisis, be it a year or two from now.

If i have any more suggestions I'll be sure to reach out,

Thanks,

Sue

Begin forwarded message:

**From:** Andrea Romano

**Subject: Re: The Towns is seeking your input!**

**Date:** May 15, 2020 at 8:16:24 AM PDT

**To:** Sue Farwell

**Cc:** Anna Pizzo, Teri Hope

, Demetra

My thoughts:

Allow seating to be added to the sidewalks with no additional permitting or fees required.

Allow seating in parking areas or alleys with no additional permitting or fees required.

Eliminate business license fees for 2020.

I don't know the solution to this but they have got to figure out how to eliminate the summer beach gridlock that will start at the end of the month. They need to get aggressive with this. They should reach out to Waze, etc and make them not divert traffic onto surface streets. Maybe they close the on ramp at the end of N. Santa Cruz. I understand it's 'owned' by CalTrans but maybe CalTrans will be more open to the idea given the current economic crisis the town is facing. I know it's not popular but it will benefit more businesses vs. disrupting a few. If they close the ramp they can put signs up stating no access to highway 17 at the corner of Los Gatos Blvd and Highway 9 and again at the turns to N. Santa Cruz and University from Highway 9. Beach traffic will joke downtown and the shops are going to suffer.

I have mixed feelings about closing the roads. If they do a road closure they will need to do a more robust rollout than what they did with the one way on N. Santa Cruz. I know they did a lot of outreach but based on the volume of negative responses the methods used didn't reach a lot of the community. It's challenging to get everyone's attention but more work will need to be done to socialize the concepts and get more of the community on board.

Open the permitting department and get the inspections and planning approvals completed. I know a lot of businesses are stuck trying to get plans approved.

Keep the unlimited parking available on the weekends.

Highlight the parking lot near Chase Bank. BIG SIGNS. Clean up the pedestrian crossing of Highway 9. Paint the crosswalks with bright paint, rainbows, something interesting.

Try to make it more 'fun' to cross the street so guests don't mind parking at that end of town. It will help relieve parking congestion and will likely help businesses on the North Side(? Safeway side) of Highway 9.

That's all I have for now.

A

**Andrea Romano**

**Owner**



Centonove Web Site  
408.384.4007

On Fri, May 15, 2020 at 7:24 AM Sue Farwell <\_\_\_\_\_  
\_\_\_\_\_> wrote:

Hello all in the Vermont Building....any input please send to Monica Renn or to myself and I will forward all ideas on to Monica.

Begin forwarded message:

**From:** Monica Renn <mrenn@losgatosca.gov>  
**Subject:** The Towns is seeking your input!  
**Date:** May 14, 2020 at 3:55:33 PM PDT  
**To:** Monica Renn <mrenn@losgatosca.gov>  
**Cc:** "<chamber@losgatoschamber.com>  
(chamber@losgatoschamber.com)"  
<chamber@losgatoschamber.com>

Good afternoon Business Community!

The Mayor has scheduled a Special Meeting for the Town Council to be held on **Tuesday, May 26 at 7 p.m.** to discuss a plan that promotes economic recovery and community vitality including creative ways to support our businesses as we look forward to a time when regulations begin to loosen, and retail and restaurants may expand their service options.

## Monica Renn

---

**From:** Marie Ag  
**Sent:** Saturday, May 16, 2020 9:34 PM  
**To:** Experience LG  
**Cc:** Linda Lee Aggarwal  
**Subject:** Los Gatos Town Experience Wish List

What this TOWN needs is going "back to basics". We need support, love and kindness and this can be done so simply. Most all businesses in downtown Los Gatos are hurting financially and we need to support them as much as we can. While the next two years we will be socializing "distantly" until we find a vaccine or build immunity, here is what the Town of LG should do:

1. Make downtown Los Gatos pedestrian and bike friendly. Create safe bike and walking lanes along HWY 9 into town and in all other directions crossing HWY 9 at Massol. ADD a stop sign here!
2. Create and build a "Victory Garden" to help support our restaurants, less fortunate and build community somewhere in town.. During World Wars I and II, governments encouraged citizens to plant and tend gardens on private property and in public parks. The idea was to secure a local food supply in light of interrupted farming cycles and food supply chains. But governments had another reason for promoting victory gardeners: to boost morale. We need this more than ever.

Learn about victory gardens and how to start one here:

<https://learn.eartheasy.com/articles/victory-gardens-are-back-heres-how-to-plant-yours>

3. Parking in DT: Allow more bike parking. With the pandemic this summer, encourage riding bikes, walking, etc. For Take-Outs: Create more temporary parking along N. Santa Cruz and Main Street for pick-up food at "curb-side".
4. Create more outdoor dining. With the pandemic, I think people might feel safer if they were dining outside.
5. It would be helpful if the Town built a four-story parking structure between N. Santa Cruz and University, just like in Palo Alto and Mountain View

Thanks!

Los Gatos Resident  
@Greendale Dr



## Monica Renn

---

**From:** Susan Testa  
**Sent:** Saturday, May 16, 2020 6:51 PM  
**To:** Experience LG  
**Subject:** Idea

Hello,

Hope you are doing well.

I like the idea of closing North Santa Cruz from highway 9 to Main Street. Let the restaurants spill out on to the streets and let retail have pop ups. This should go on indefinitely. The residents should support.

Thanks,  
Susan Testa  
Founder of Romantiques

Sent from my iPhone

## Monica Renn

---

**From:** Sima Patel  
**Sent:** Friday, May 15, 2020 9:15 PM  
**To:** Experience LG  
**Subject:** Outdoor dining

I Support this initiative. Outdoor dining would be a great way to stimulate the down town area. We often find ourselves leaving Los Gatos to go to Palo Alto or other areas. We would love to stay in town and support local businesses

## Monica Renn

---

**From:** Sue Farwell  
**Sent:** Friday, May 15, 2020 9:35 AM  
**To:** Monica Renn  
**Cc:** Experience LG  
**Subject:** Fwd: The Towns is seeking your input!

Monica,

Thanks of reaching out...here are Andrea's thought's and I agree with all of them. I like the idea of closing the road and allowing tables and dining outside even if closing the road is problematic.

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If i have any more suggestions I'll be sure to reach out,  
Thanks,  
Sue

Begin forwarded message:

**From:** Andrea Romano  
**Subject:** Re: The Towns is seeking your input!  
**Date:** May 15, 2020 at 8:16:24 AM PDT  
**To:** Sue Farwell  
**Cc:** Anna Pizzo, Teri Hope

Demetra

My thoughts:

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A

**Andrea Romano**

**Owner**



Centonove Web Site

408.384.4007

On Fri, May 15, 2020 at 7:24 AM Sue Farwell <\_\_\_\_\_> wrote:

Hello all in the Vermont Building....any input please send to Monica Renn or to myself and I will forward all ideas on to Monica.

## Monica Renn

---

**From:** Amy Fasnacht -  
**Sent:** Thursday, May 14, 2020 6:52 PM  
**To:** Experience LG  
**Subject:** Economic recovery

Hi Monica,

Thanks for asking for input. I bet the town is very busy trying to figure these things out.

It seems to me, after reading some of the data on how this virus is transmitted, that the most dangerous interactions involve people near to each other for an extended period of time (more than a few minutes). That is, we apparently need to receive about 1000 viruses in order to actually get Covid19 and this involves an extended interaction with someone. So it seems like public gatherings, restaurants, and bars are actually the best places to contract this. Stores don't seem to be much of a problem.

So it is somewhat ironic that stores are the last things to open, after restaurants. Many stores have a very low people-to-square-footage ratio, much lower than restaurants.

But having said this, I think Los Gatos needs to follow the direction from higher authorities, and follow the paths that other Bay Area towns decide to take. None of us really knows the right answer.

Although my business will undoubtedly be the LAST to open, I appreciate all the efforts the town and chamber are making to get us through this.

By the way, my business is MOVING!! To 100 W Main, the old Lulu Pom.  
We are excited.

Amy



**TOWN OF LOS GATOS  
COUNCIL AGENDA REPORT**

MEETING DATE: 05/26/2020

ITEM NO: 1

DESK ITEM

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DATE: May 26, 2020  
TO: Mayor and Town Council  
FROM: Laurel Prevetti, Town Manager  
SUBJECT: Consider Options and Provide Direction to Staff on Next Steps for Economic Recovery and Community Vitality Opportunities.

Remarks:

Attachment 2 contains public comment received between 11:01 a.m. Thursday, May 21, 2020 and 11:01 a.m. Tuesday, May 26, 2020.

Attachments previously distributed with the Staff Report:

1. Public Comment

Attachment distributed with this Desk Item:

2. Public Comments received between 11:01 a.m. Thursday, May 21, 2020 and 11:01 a.m. Tuesday, May 26, 2020.

PREPARED BY: Monica Renn  
Economic Vitality Manager

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Reviewed by: Town Manager, Assistant Town Manager, Town Attorney, and Finance Director

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**From:** Angela Pace  
**Sent:** Thursday, May 21, 2020 5:16 PM  
**To:** Monica Renn <mrenn@losgatosca.gov>; Experience LG <ExperienceLG@losgatosca.gov>  
**Subject:** Re: The Towns is seeking your input!

Hello,

As the county is now preparing to allow more businesses to re-open, we understand that the Town of Los Gatos is considering closing the downtown corridor.

We've been only seeing one side of the discussion so we'd like to reach out and present a different viewpoint as we are NOT in support of closing Main Street or North Santa Cruz. Please consider the following:

1. Currently, because all dining rooms are closed, 100% of restaurant revenue is being generated through takeout, curbside pickup and delivery. Of these sales, the high majority comes from curbside and delivery. As such, it's reasonable to assume that non-face-to-face services such as curbside pickup and delivery are preferred because people are scared of the virus and want to have minimal person-to-person contact.
2. Closing main downtown streets effectively eliminates curbside pickup and creates a barrier to those who want takeout (i.e., they would have to find a parking space somewhere farther away, walk to the store while possibly coming into contact with others). Closing the streets will not help restaurants or retailers and we are opposed to any action that materially impacts the only revenue stream which has been consistent through this crisis.
3. When dining rooms are permitted to re-open, depending on the restaurant's layout, we're anticipating permitted occupancy to be 25%-50% of pre-Covid levels. If this is the case, restaurants need to turn a table 4 – 4.5 times a day to make up for the seats lost to physical distancing. We do not envision this being possible given the current environment.
4. Advocates of the street closure will contend that closing the street will provide restaurants with additional seating outside, thus making up for some of the inside seating that is "lost" due to social distancing requirements. However, the frontage of most restaurants will only allow for 2-4 tables on the sidewalk while still maintaining social distances. This is a far cry from making up for lost seats inside and will actually cause restaurants to incur additional costs in order to service those few outside tables.

The bottom line is that we do not believe it's prudent to close any downtown street and jeopardize our current sales through effectively eliminating curbside business and creating a barrier for takeout.

ATTACHMENT 2

The effort of (again) adjusting our operations, which includes incurring additional labor and other expenses, so we can adhere to new re-opening requirements will likely further erode our already slim margins. Simply, we believe that closing the streets will exacerbate matters and we are opposed to it.

Under "normal" circumstances, we understand there may be benefits of a walking downtown; however, things are currently far from "normal" and closing the street will not yield the same results. Historical data points of walking downtowns are not applicable during a pandemic.

With so much at stake, we propose that the Town consider the results of other cities/towns that have closed their main downtown street as part of their re-opening effort before making such a significant decision like closing our town.

Ideally, we propose that the Town designate parking along North Santa Cruz and Main Street to be for curbside/takeout (i.e., 5-10 min parking). Then people could just pick up their food and be on their way. In regards to retailers, this proposal would also help them as they're only permitted to do curbside pickup. The less barriers there are for customers, the better and we see having to park elsewhere and walk into downtown as a barrier.

If the Town decides to move forward with street closures, we would like to propose that this "test" be limited to 2 months and be available only on Mondays-Wednesdays. We would also like to see designated parking spaces that are solely for curbside pickup and takeout. Currently, there are a few signs placed randomly around Town but these are not nearly enough to accommodate the downtown restaurants and we would like to see more designated pickup parking spots should the Town decide to close North Santa Cruz and/or Main Street.

There is a broad range of views regarding this crisis and the prevention of further spread of the virus. Some people are refusing to wear masks while others will not venture into any area with another human being. With this, if the Town decides to close the streets, the Town should also then be responsible for providing a safe environment for our community as a whole. Thus, will the Town be enforcing social distancing requirements? Will the Town have barriers to clearly identify physical distances and protect diners on the sidewalk patios from foot traffic?

We understand that there is no easy answer but we hope that you consider all perspectives before making a decision like closing North Santa Cruz and Main Street which would immediately impact access to the only revenue source that all restaurants have (i.e., takeout/curbside).

Thanks for your consideration on this matter.

Regards,

Angela Pace  
Owner - Blue Line Pizza



Current resident of Los Gatos/Monte Sereno (since 2002)  
Resident of Saratoga from 1974-2001

Fan us at [www.facebook.com/BlueLinePizza](http://www.facebook.com/BlueLinePizza)

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**From:** Aghazarian  
**Sent:** Thursday, May 21, 2020 3:55 PM  
**To:** Marcia Jensen <MJensen@losgatosca.gov>  
**Subject:** Draft Los Gatos Cabana Company

Your Honor,

I have an idea to help Los Gatos that I want to run by you before investing time and monies.

**Idea:** Deliver goods and services from local businesses to LG parks and open spaces.

Example: A 10 foot "picnic circle" in the grass with a QR scan code that residents could use to order a burger delivered directly via bicycle delivery.

Or for increased isolation:

Rent a cabana and have food and drinks delivered.

**Ways it might help:**

- Create safe distance means to enjoy our town.
- Reduce traffic and people density in town by spreading out to parks.
- Increase commerce.
- Create jobs for our service workers.

**How we might approach:**

Label picnic/cabana locations so businesses know where to deliver goods and services.

Create a web portal (like door dash) to assist our businesses with digital transactions.

Create bike delivery jobs to bring goods fastest and without traffic slow downs.

Create LG Cabana company: 1. set up/maintain cabanas and picnic circles 2. Maintain QR code placements.

I would love to hear your thoughts and if you think the town could permit me to help.

Tony Aghazarian

Owner of a LG business

Los Gatos Town Council and Town Manager,

On behalf of the commercial property owners and small businesses of Los Gatos listed below, we take this opportunity to express our great concern regarding the delays in opening our Town for business. Time is of the essence as we are facing the largest economic crisis since the Great Depression. Your action and advocacy on behalf of the business community is critical to reverse the tide of this financial disaster.

None of us question the early actions taken by the County and Town to control and minimize the impacts of Covid-19 pandemic. We understand that the health and safety of our community is a priority. In conjunction with this priority, there has to be a complimentary commitment and prioritization to restoring business operations to lessen the financial burdens weighing on the business community. This is not a "one over the other" proposition, to the contrary, they are inherently linked. The wellbeing and dignity of the small business community depends upon the timely reopening of business in our Town. The small business community and their families derive their livelihood from the ability to operate their respective business. Without further easing of the County restrictions to allow for small business operations, most will not survive.

Our Town was a leader at the outbreak and now it is time to be a leader in reopening our local economy for business. Of critical concern is the County's demarcation between "essential" and "non-essential" businesses. What is at issue is the continued delay in allowing our small business owners to responsibly open their businesses to the public. The latest Order (dated May 18, 2020) from the Santa Clara County Health Officer provides for "Additional Business" (e.g. retail stores) to operate with curbside transactions as outlined in Appendix C-1 & C-2 of the Order commencing May 22, 2020. While this is a positive step, it is unrealistic to believe that curbside retail, as provided for in the Order, will provide any boost to the bottom line for retailers. In fact, we believe it does just the opposite in that the expenses associated with the operation of the business (i.e. utilities, employee wages, insurance, rent, etc...) will exceed any perceived financial benefit.

We believe that the small retail experience is a much safer environment for the public than the operations occurring at local grocery stores, Costco, Target, Walgreens and similarly designated "essential" businesses. Local business owners are uniquely suited to address and control their business environment to offer a safe experience. Small business owners will implement necessary precautions as directed by the County and Town to accommodate and ensure a safe experience. Additionally, customers will have their own expectations and standards for visiting a small business. To the extent a business owner fails to comply with the health standards, is not operating in a safe manner, or the customer is uncomfortable entering the premises, the customer will choose to delay the visit or shop elsewhere. The bottom line is that we need to entrust that our business community will comply with and implement those necessary safety standards to effectively operate their business and mitigate the risk to the community.

As the Town and surrounding cities in the County have rallied to flatten the curve of the pandemic, there remains an elevated sense of fear and anxiety in our community. Much of this is the result of the 24/7 news coverage and the mixed messaging we receive from media and government officials. The "at-risk" population (i.e. elderly and those with pre-existing conditions) know the severity of the risk associated with the virus and should continue to shelter-in-place. The rest of our population that are healthy and

desire to visit the small businesses in our Town must have the right to do so. Open our Town to allow our small business community to responsibly serve its customer base and curve the financial crisis upon us.

Respectfully Submitted,

*List of Landlords and Small Business Owners*

Los Gatos Investments, LLC	Los Gatos Shopping Center
West Main Properties, LLC	32 Gallon Investment
Vermont Building, LLC	Vargo Properties
40 NSCA, LLC	Marchese Properties
La Canada Investments, LLC	Kirkorian Enterprises
Farwell Family	Lester Square
Ed Rathmann	Kristi and Vance Driscoll
Willow Street Pizza	George Sorich, LLC
Main Street Burgers	March Development Company
Lexington House	Purple Onion
Rootstock Wine Bar	Garrett Station
Aldo's Café	Out of the Envelope
Enoteca La Storia	Cin-Cin Wine Bar & Restaurant
Bianco	Village Lane 1, LLC
Dry Walk	Sirlen, LLC
Rao Family Trust	Zona Rosa
Diane Speno	Opera House
Steamer's Restaurant	Los Gatos Plumbing Supply
Centonove	C.B. Concrete
PintxoPote Tapas & Wine Bar	Mountain Charley's
NorCal Strength Studio	Just Write Arts
Image to the Max	Bettina's of Los Gatos

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**From:** Louise Roon  
**Sent:** Sunday, May 24, 2020 10:35 AM  
**To:** Experience LG  
**Subject:** Opening safely

As I read about other communities with renowned restaurants such as Berkeley, I would advocate that parts of Santa Cruz Avenue and Main Street be closed to traffic and that restaurants in particular and possibly shops be allowed to utilize those spaces. We must save our struggling businesses and allow the town to come back to life.

Louise Roon  
Sent from my iPad

Dear Los Gatos Town Council and Town Manager,

I, Hanna Pham, own and operate NORTH (previously HANNA BISTRO), the popular Vietnamese fusion restaurant that has had a presence on North Santa Cruz Avenue for over six years. The Covid-19 crisis has had a devastating effect on restaurants, which have remained closed for over eight weeks, and who have been allowed to open for take out, per the health and safety guidelines in Santa Clara County.

Given South Bay commercial rents, labor costs, and rising food costs, my restaurant business survives under very slim profit margins, and maximizing seating and turnover is essential. Like many restaurants on North Santa Cruz Avenue, my restaurant is small, with an approximately 800 square foot dining area, 32 seated at tables and bar seating accommodating 12. It appears that recovery guidelines will reduce seating by at least 50%, and also eliminate bar seating, and require 6 feet of social distancing between patrons at tables or the installation of barriers. While this is to maintain public safety and health, I realize that these regulations will reduce my seating and revenue exponentially, like many restaurants and retailers that are facing a financial challenge beyond what we have endured for the past months of shelter-in-place.

The Town must offer its businesses some relief from this nightmare. We need to attract more foot traffic to the downtown business core, create a viable increase in our restaurant seating, and to offer our patrons a more comfortable way to enjoy dining out during this crisis, while ensuring that they and our workers are as safe as possible given the circumstances. The recovery regulations hardly create an ideal indoor dining experience.

We can be creative, as other towns and cities all over America that are opening up are doing, by closing North Santa Cruz Avenue to vehicular traffic and on-street parking during the duration of the recovery. Please allow the numerous restaurants and retail merchants along the Avenue to set up outdoor dining venues and displays in front of their establishments where patrons can dine or shop in a casual, comfortable, and spacious atmosphere where they can interact with social separation while enjoying the lovely South Bay Weather and sites and sounds of the outdoors. The sidewalks would remain open to pedestrians for strolling and window shopping. Businesses would be responsible for providing tables, seating, cleanup, and proper hygiene and sanitation, while ensuring that all ABC and County Health regulations are met.

Now is the time for the Town to step forth and support their struggling businesses, many of whom are sure to fail without local government intervention. Los Gatos is only as strong as its people (and businesses) are.

Thank you for your consideration of this request.

Hanna Pham, Owner  
North  
133 North Santa Cruz Avenue

**From:** Susan Brouwer  
**Sent:** Sunday, May 24, 2020 3:40 PM  
**To:** Experience LG  
**Subject:** letter regarding proposal for Los Gatos

Susan Wiesenfeld

Los Gatos, California  
May 24, 2020

To Whom It May Concern:

It has recently come to my attention that the Los Gatos Town Council is considering closing Santa Cruz Avenue and Main Streets to automobile traffic downtown, making them into walking streets.

I am very opposed to that idea. I was raised in Los Gatos and I enjoy patronizing our local businesses. To close the streets at this time would be a terrible blow to all the merchants, especially the restaurants. Due to the Coronavirus, businesses in Los Gatos are struggling to stay alive. To require people to walk from scarce parking to pick up a meal or make a purchase would feel so inconvenient to many customers that they would go elsewhere to buy meals or merchandise.

I realize that this would be an experiment — the more we can get people out of their cars and walking or biking, the better — but to do it at this time, I'm afraid, would cause the demise of many of our businesses that are barely surviving as it is.

Parking is part and parcel of the problem. Are there enough lots available and nearby to make this a viable option for Los Gatos? Not in my experience. In addition to inconveniencing people at a time when they want to be able to get in and get out of their destination business quickly, with minimum exposure to other people, there is also the issue of handicapped access. How will that be addressed?

Please, if you would like to try this experiment, wait until the town and its merchants have recovered completely and have reliable business and patronage again.

Yours sincerely,

Susan Wiesenfeld  
(a friend a customer of many of our local businesses)

May 24, 2020

Philip Brouwer

Los Gatos, CA 95032-3918

To the Management of the Town of Los Gatos

It has come to my attention that the Town is contemplating closing Santa Cruz Ave and Main Street to encourage more outdoor seating. I am writing to strongly object to even considering this idea at this time.

My family owns the building currently occupied by Blue Line Pizza and the Chamber of Commerce. In the case of the restaurant, the business has been reduced to survival mode with take out and delivery only due to the Coronavirus Shelter in Place. As businesses begin to slowly reopen, many will continue to be afraid to dine in or even be out in public. The new norm is social distancing.

Now is not the time to consider experimental ideas. The roadways must be open to allow the new norm of take out and delivery as the main means of businesses for many restaurants. Likewise, the small boutique retailer who have been reduced to curbside delivery must be able to have curbside to deliver. The negative impact from closing streets on our established businesses will be immediate and long lasting.

As a former proprietor of Accent on Rugs of Los Gatos operated in the space now occupied by the Chamber, I can personally attest to the negative impact of street closing events on my former business. While I appreciate the history and tradition of the Christmas Parade, that was always a day that I may have as well closed my doors. These street fairs simply do not improve business or income for the established businesses. These street closings have never improved business...never have and never will. To the contrary, there is a direct and negative impact when streets are closed and access is limited. Only the transitory vendors like the farmers market benefit, while negatively impacting those who have a vested interest in their established business and property.

The Town must first consider the needs to the established business and property owners. While I understand that increasing outdoor seating may be desirable for some during this transition, if access and parking are limited there will be an immediate negative impact upon our established businesses.



We are in a challenging time and the challenges for business will continue for the foreseeable future. If the Town proceeds with the street closings, the Town will surely put the nail in the coffin of a clearly failing downtown business environment.

Sincerely yours,

*Philip Brouwer*

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**From:** Lois Anderson  
**Sent:** Monday, May 25, 2020 5:48 PM  
**To:** Experience LG; Council; Town Manager  
**Subject:** Closure of North Santa Cruz

To the Mayor of Los Gatos and the Town Council ~

*My name is Lois Anderson and I have lived in the same house on University Ave since the 70s. My husband and I have put our daughters through the public school system. During this time, we have seen many changes, some good and some not so good. One of the negative changes was the introduction of the temporary Parklets last year. The new ones that are permanent are much better. What was so awful about last year's changes was the citizens of Los Gatos never had a say about this. Nobody saw it coming. It was great when they took everything down and we went back to our darling, small-feeling town. Why are you doing this again without more of a notice? A week for some, a day for others and some people don't even know this is happening. We are once again asking you to please think about this carefully and give the people of Los Gatos a voice in this. I for one can't imagine what will happen to University when you do this. This is not a good idea. Please don't close North Santa Cruz.*

*Thank you,  
Lois Anderson*

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**From:** Phil Koen -  
**Sent:** Monday, May 25, 2020 9:38 AM  
**To:** Marcia Jensen; Marico Sayoc; BSpector; Rob Rennie  
**Cc:** Laurel Prevetti; ; Rick Van Hoesen (mailto:rick.van.hoesen@cityoflosaltos.com); Catherine Somers; Lee Fagot; Maria Ristow; Heidi Owens; Experience LG  
**Subject:** Agenda item #1 - Special Meeting of Council May 26,2020  
**Attachments:** COVID 19 Economic stimulus letter.pdf; jpmc-institute-small-business-report-exec-summary.pdf; City of Los Altos - Economic Relief Program.pdf

Dear Honorable Mayor and Council Members,

Attached please find our recommendations on how the Town of Los Gatos can provide economic assistance to local businesses which have been severely impacted by COVID 19. We believe the Town has the financial capability to lead a public/private partnership to create programs which can help these businesses jump start their recovery and recreate a vibrant Town. We want to thank the Council for leading this effort and working with the Chamber of Commerce to define specific recovery programs.

Our recommendation of a two-step process where the Council immediately establishes a \$2 million committed reserve in the General Fund for COVID 19 Economic Recovery and follows up with specific projects defined by the private sector addresses the Council need for speed, oversight and flexibility. The Chamber will need a reasonable period to fully define the scope and cost of various programs. By setting aside the funds today in a general fund committed reserve, the Council can proceed with the approval process for the FY 21 Operating and Capital budgets since the funds to establish this reserve exist and are available to be repurposed by a Council resolution.

Lastly, we would encourage the Council and Chamber to review the economic relief program that the City of Los Altos approved last week. We have attached their staff report and draft resolution for your review. We also understand that the City of Los Altos Hills is currently evaluating a similar program. This could be a specific program which could draw on the funds set aside in the committed reserve.

Please let us know if you have any questions.

Los Gatos Community Alliance

Phil Koen  
Rich Van Hoesen  
Jak VanNada

May 24, 2020

**Re: Options for economic recovery and community vitality in response to COVID-19**

Dear Honorable Mayor and Council Members,

At the upcoming special council meeting on May 26, you will be discussing various options to help our local business community survive and rebuild from the devastating impact of the COVID-19 crisis.

Without a vibrant and healthy local business community, much of the charm and uniqueness of Los Gatos would be lost. And, let us not forget their role in helping generate \$8m of revenue in the form of sales tax. With that in mind, we request the Council seriously consider the following recommendations:

1. **Immediately establish a General Fund Committed Reserve totaling \$2 million for Economic Recovery Programs to be developed by the Chamber of Commerce. Ultimate approval of specific programs will be determined by the Council.**

We agree with the Staff's assessment that the order of magnitude of investment required to create meaningful economic recovery and community vitality programs post COVID 19 could approach \$2m. By establishing a \$2m Committed Reserve today, the Council is publicly stating that these funds can only be used for the purpose of providing economic recovery and promoting community vitality for our local businesses. Furthermore, it gives the Chamber of Commerce the certainty it is seeking to ensure that money is available to fund specific recovery programs they recommend. The actual use of funds will be governed by these programs and must be approved by Council.

Given the shortness of time, it is not reasonable for the Chamber to fully develop specific programs by the time of this meeting. By establishing the reserve today, no money is spent. It is simply reserved and provides the Council with the future flexibility it is seeking to approve future specific programs. This newly created reserve will be similar in status to the budget stabilization reserve, catastrophic reserve and the CALPERS/OPEB reserve. The Council used this exact approach when it created the committed reserve for the Almond Grove Street Project.

If the funds are not fully spent, the Council, at its sole discretion, can repurpose these funds to other projects. We see no downside and strongly suggest that the Council establish this new reserve now. To drive home the seriousness of the challenge many of our local businesses are facing, we are attaching a report by JP Morgan Chase and Company which details the lack of cash that these small businesses have. Their survey of over 597,000 businesses showed that half of all small businesses hold a cash buffer large enough to support 27 days of their typical outflows. With the SIP order now going on for over 80 days, one can only imagine the economic distress these small businesses are facing.

To fund the \$2m committed reserve we also agree with the Staff's recommendation to repurpose the \$1,972,384 Downtown Streetscape project, plus an additional \$27,616 from the

Surplus Property Reserve which currently has \$1,200,000 available. We disagree with the Staff's recommendation to use any funds from the Parking Study capital project given the strategic importance of that study and that other sources are readily available.

On the other hand, the Downtown Streetscape project has no detail project plan, no detail project cost estimate, and no specific delivery date. On that basis alone it is not a capital project, but rather a "placeholder" for a future project. It is difficult to conceive a better use for these funds than to be repurposed to help stimulate our local businesses.

Additionally, the Council might recall that the original sourcing for the Downtown Streetscape capital project came by reallocating \$1m from the General Fund Capital/Special Project Reserve and \$972,384 from the Internal Service Fund – Vehicle Maintenance. If at the time this decision was made the Council was aware of the impact of COVID 19 on our business community, we are certain that instead of establishing a Downtown Streetscape project, the Council would have prudently established the \$2m Economic Recovery Reserve we are suggesting. Now is the time to do exactly that.

**2. The Town should immediately halt all Town mandated financial burdens on small businesses**

For a business with little to no revenue, the prospect of paying taxes, licensing fees or other Town fees poses a significant threat to their ability to remain open and pay their employees. The Town has the authority through a resolution to suspend these financial burdens. We recommend that the Council take the action to suspend payment for these fees for all of FY 21.

**3. The Town should explore creating a local relief fund like the fund created by the City of Los Altos**

This recommendation could be one of the specific projects recommended by the Chamber of Commerce. The idea is to replicate the program that the City of Los Altos recently adopted. Spring boarding off other good ideas has always accelerated progress in businesses and communities.

To mitigate the impact of COVID-19 on Los Altos small businesses and their employees, the Los Altos City Council committed up to \$250,000 in one-time funds to create a Small Business Assistance Grant Program. The Los Altos Community Foundation and Los Altos Chamber of Commerce will work to raise additional funds to provide funds to more businesses.

The program is well defined with specific eligibility requirements and program timelines. The City of Los Altos is almost identical in size as Los Gatos and their staff has been able to administer this project. We recommend that the Council direct Staff to work with the Chamber of Commerce to investigate the possibility of creating a similar program for the Town of Los Gatos.

Every day the news only gets worse about the economic devastation of small businesses across the country. We do not want to watch this town die a slow and painful demise. We believe that the Town

has the financial resources to assist our local business who contribute to and help define our Town. The merchants, led by the Chamber and its board, should be viewed as partners with the common goal of preserving the unique character of Los Gatos for subsequent generations.

Thank you for your consideration of these recommendations.

Los Gatos Community Alliance

September 2016



# Cash is King: Flows, Balances, and Buffer Days

Evidence from 600,000  
Small Businesses

Executive Summary

JPMORGAN CHASE & CO.  
INSTITUTE

# Executive Summary

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For most small business, cash reserves are a critical tool for meeting liquidity needs. Cash reserves provide a readily available means to pay employees and suppliers in normal times and are an important buffer to draw upon during adverse times. This is particularly true for small businesses with limited access to credit and other sources of liquidity. In other words, cash reserves are a key measure of the vitality and security of a small business.

In this inaugural report on the small business sector, the JPMorgan Chase Institute explores the financial lives of small business through the lens of cash inflows, outflows and account balances. We find that, despite the importance of cash reserves, most small businesses hold a level of cash reserves that would provide an insufficient cushion in the face of a significant economic downturn or other disruption. Using a new data asset constructed from over 470 million transactions conducted by 597,000 small businesses from February to October 2015, our analysis shows that half of all small businesses hold a cash buffer large enough to support 27 days of their typical outflows.

This report also explores key industry characteristics that help explain the drivers of cash buffers. Additionally, it offers a new synthesis of publicly available data to begin to draw together a comprehensive view of the small business sector.

These findings are relevant to policy makers who seek to assist small businesses; to nonprofit organizations that coach small business owners; to financial services firms that help small businesses manage their liquidity; and to owners of small businesses who seek benchmarks for guidance in managing their own liquidity.




We hope this report draws attention to cash balances as an important issue, helps people better understand differences among small businesses, and helps in the development of smarter programs, products, and policies that enable small businesses to flourish.



Data



We constructed a sample of 597,000 businesses who hold Chase Business Banking deposit accounts and meet our criteria for small, core metropolitan operating businesses. We then used 470 million anonymized transactions from these businesses to produce a daily view of cash inflows, cash outflows, and end-of-day balances over the nine non-holiday months from February 2015 to October 2015.

**597,000**  
SMALL BUSINESSES

-  Hold Chase Business Banking accounts
-  End-of-day combined balances do not exceed \$20 million each day
-  Do not identify with more than a single address and/or a single industry

**CORE METROPOLITAN OPERATING BUSINESSES**

We study businesses that have financial activity that indicates they are not seasonal.

-  For at least five of nine months, at least \$500 in outflows and 10 combined inflows and outflows
- 1+** At least one inflow and outflow in each month
-  Are located in one of 367 Metropolitan Areas where Chase has a representative footprint

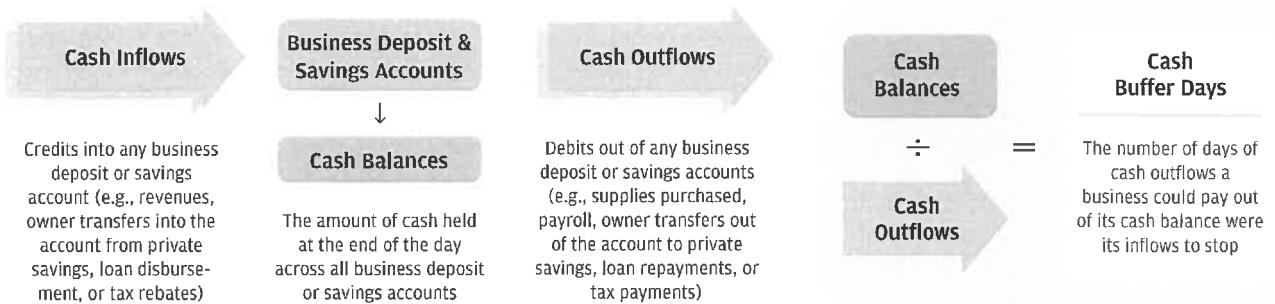
**SELECTED KEY INDUSTRIES**

We focus on small businesses in 12 representative industries that capture most small business employees

-  Construction
-  Personal Services
-  Health Care Services
-  Real Estate
-  High-Tech Manufacturing
-  Repair & Maintenance
-  High-Tech Services
-  Restaurants
-  Metal & Machinery
-  Retail
-  Other Professional Services
-  Wholesalers

Together, these 12 industries capture 73 percent of for-profit employer small firms and 65 percent of for-profit small business employment

**Measuring cash inflows, outflows, balances, and buffer days**

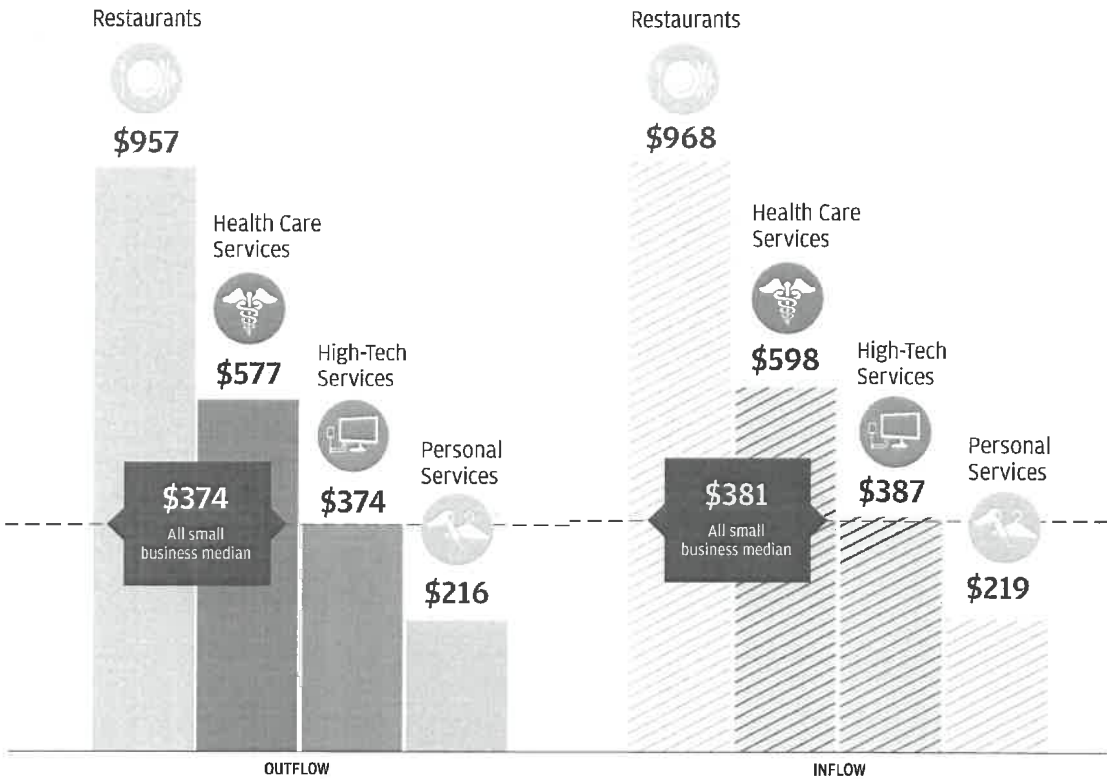


**Finding One**

The median small business has average daily cash outflows of \$374 and average daily cash inflows of \$381, with wide variation across and within industries.

**Outflows** refer to debit transactions paid out of any business deposit or savings accounts, such as the purchase of material and payroll, owner transfers out of the account to private savings, loan repayments, or tax

**Inflows** refer to credit transactions into any business deposit or savings account, such as revenues, owner transfers into the account from private savings, loan funding, or tax



Individual small business average daily inflows and outflows are highly correlated.

Average daily cash inflows and outflows vary widely by industry:

- In the Personal Services industry, daily cash outflows and inflows were the lowest at \$216 and \$219, respectively.
- In the Restaurant industry, daily cash outflows and inflows were the highest at \$957 and \$968, respectively.

Average daily cash outflows vary substantially within industries as well:

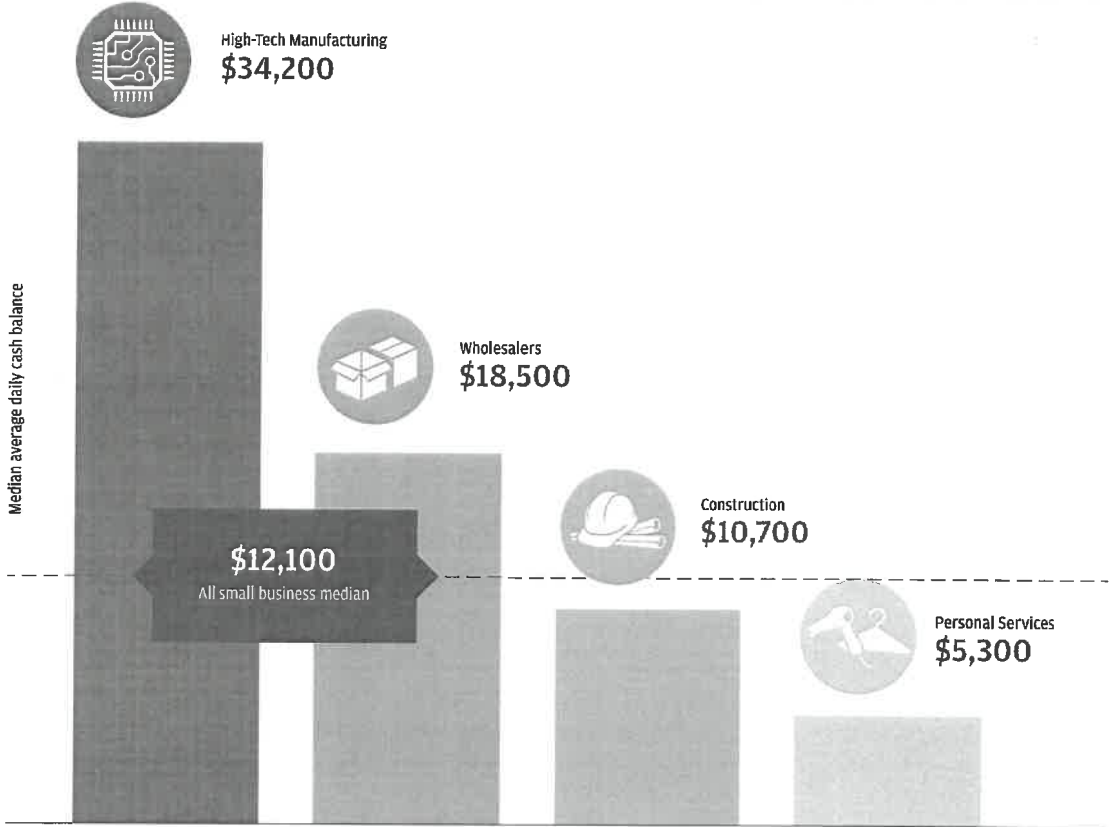
- Outflows varied the most among small businesses within the Wholesale, Metal & Machinery Manufacturing, and High-Tech Manufacturing industries—in these industries small business at the 75th percentile had outflows four times higher than the median.

Cash inflows and outflows were computed by first computing the average daily cash inflow/outflow for individual small businesses, and then computing a median average daily cash inflow/outflow for an industry or our whole sample.

Finding  
Two

The median small business holds an average daily cash balance of \$12,100, with wide variation across and within industries.

**Balances** refer to the amount of cash held by a business across all its business deposit or savings



Cash balances vary widely by industry:

- In the Personal Services industry, the median small business held a cash balance of \$5,300.
- In the High-Tech Manufacturing industry, the median small business held a cash balance of \$34,200.

Cash balances vary substantially within industries as well:

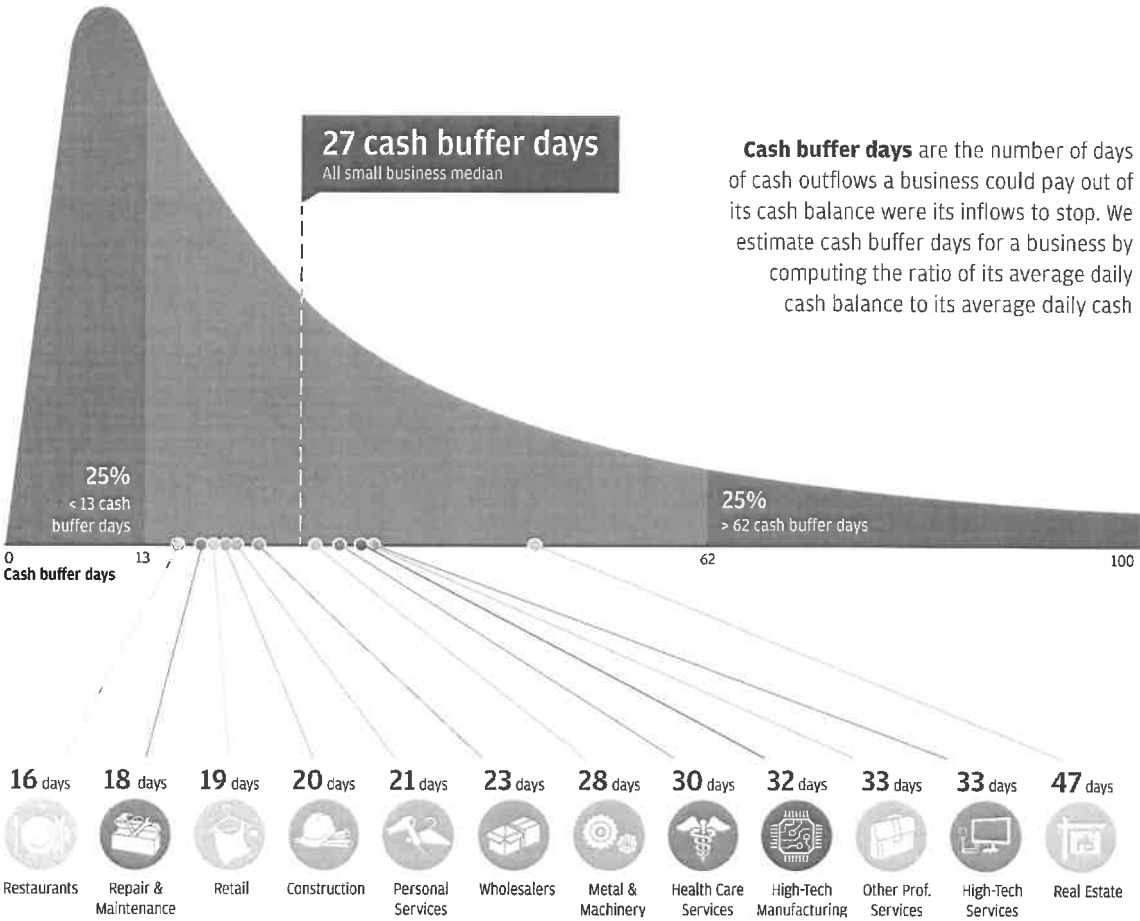
- In most industries, small businesses at the 75th percentile carried balances 3 to 4 times the median level.

Cash balances were computed by first computing the average daily end-of-day cash balances for individual small businesses, and then computing a median average daily cash balance for an industry or our whole sample.

**Finding Three**

The median small business holds 27 cash buffer days in reserve.

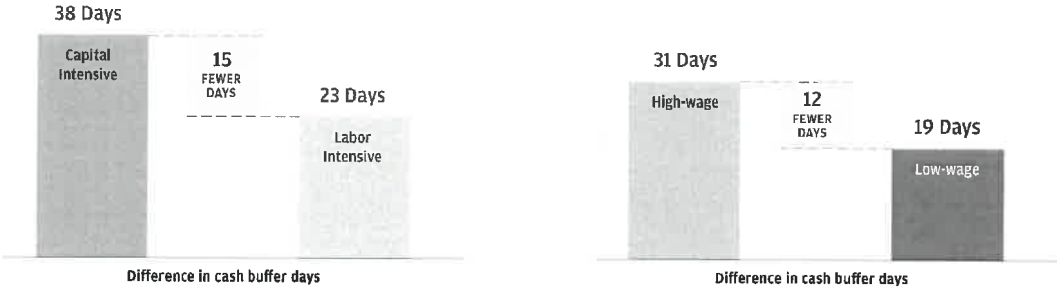
- Half of all small businesses hold a cash buffer of less than one month.
- Moreover, 25 percent of small businesses hold fewer than 13 cash buffer days in reserve.
  - In contrast, 25 percent of small businesses hold over 62 cash buffer days in reserve.



- Median cash buffer days vary substantially across industries.
- The median small restaurant holds 16 cash buffer days in reserve.
  - The median small business in the real estate industry holds 47 cash buffer days in reserve.

**Finding Four**

Small businesses in labor-intensive or low-wage industries hold fewer cash buffer days than those in capital-intensive or high-wage industries.



Share of Total US Small Business Employment within Each Segment



Small businesses in industries with a high amount of information technology or intellectual property (IT/IP) do not hold cash buffer days that are very different from low IT/IP industry businesses.

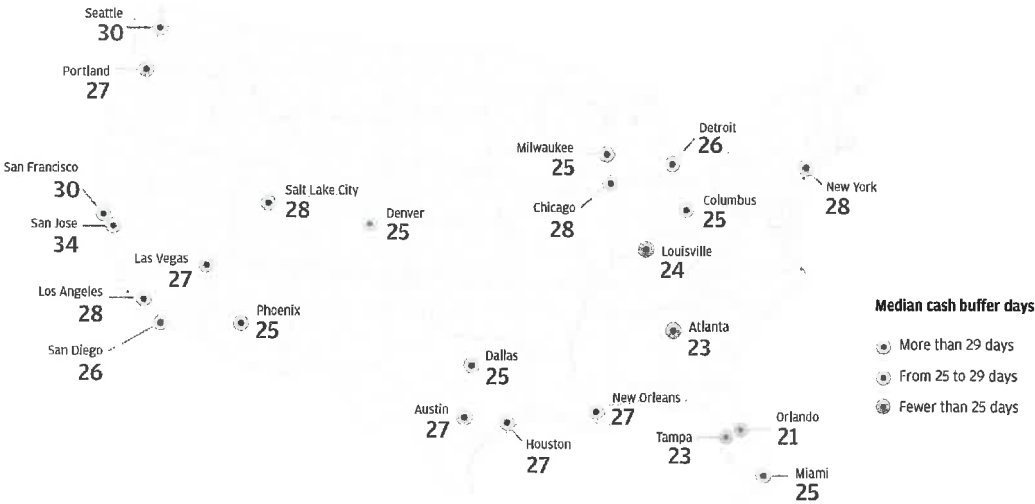
Similarly, small businesses in business-to-business (B2B) industries do not hold cash buffer days that are very different from business-to-consumer (B2C) industry businesses.

We define an industry as labor-intensive if labor costs comprise over 71 percent of its combined labor and capital payments, and capital-intensive otherwise. We define an industry as high-wage if its average labor costs are greater than \$30 per hour, and low-wage otherwise. We define an industry as having a high IT/IP capital allocation if intellectual property and information technology make up more than 12 percent of all capital inputs, and as having a low IT/IP capital allocation otherwise. We define an industry as B2B if over 65 percent of its domestic output was purchased by businesses, as B2C if over 65 percent of its domestic output was purchased by households, and as Mixed otherwise. We performed all calculations at the industry level—these classifications reflect the characteristics of all employer businesses within the industry, not just small businesses within the industry.

## Finding Five

Small business cash buffer days vary across metropolitan areas, but no clear pattern emerges from this variance.

Median cash buffer days in our 24 selected cities vary from 21 days in Orlando to 34 days in San Jose, a spread of 60 percent. Differences in industry mix and population between metropolitan areas do not explain this variation.



Cash buffer days are the number of days of cash outflows a business could pay out of its cash balance were its inflows to stop. We estimate cash buffer days for a business by computing the ratio of its average daily cash balance to its average daily cash outflows.

## Conclusion

This study leverages a new JPMorgan Chase Institute small business data asset to highlight cash buffer days as a key financial vitality indicator for small businesses. Our research shows substantial variation in cash buffer days for small businesses across and within industries and by region. Many small businesses may not have enough cash to continue operations in the face of a month-long loss of cash inflows due to an economic downturn or other negative shock.

Interventions that help small business owners better understand and manage cash could support the financial health of a sector that provides the economic base for a large portion of the US population. Specifically, our new industry segmentation draws attention to an opportunity to develop new policies that target large numbers of especially financially fragile small businesses in labor-intensive or low-wage industries, in contrast to policies that target small businesses in high-technology, capital intensive, high-wage, or business-serving industries.

Finally, cash buffer days can focus the attention of policymakers, advocates, and private-sector partners on liquidity as an important feature of the credit landscape. New educational programs and diversified credit offerings can help small business owners better understand and manage their liquidity, and substantially improve the financial resilience of the small business sector.

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**DISCUSSION ITEMS**

**Agenda Item # 15**

**AGENDA REPORT SUMMARY**

**Meeting Date:** May 12, 2020

**Subject:** Resolution 2020-19 A resolution of the City Council of the City of Los Altos Adopting the Process and Eligibility Criteria for the Small Business Relief Assistance Program

**Prepared by:** Chris Jordan, City Manager

**Attachment(s):**

1. Resolution 2020-19

**Initiated by:**

City Council

**Previous Council Consideration:**

April 28, 2020

**Fiscal Impact:**

\$250,000 from the General Fund (allocated April 28, 2020)

**Environmental Review:**

Not applicable

**Policy Question(s) for Council Consideration:**

- Does the Council wish to adopt the attached resolution and Attachment A that provides the process and eligibility criteria for the Los Altos Small Business Relief Assistance Program?

**Summary:**

- The attached resolution includes the eligibility criteria and process for the Small Business Program
- The process includes a lottery instead of a “first come, first served” process as previously outlined

**Recommended Motion:**

Adopt Resolution 2020-19.

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City Manager *CJ*

Reviewed By: *JD*  
City Attorney

Finance Director *SE*





**Subject:** Resolution 2020-19: A resolution of the City Council of the City of Los Altos Adopting the Process and Eligibility Criteria for the Small Business Relief Assistance Program

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### **Purpose**

To approve the process and eligibility criteria the Small Business Relief Assistance Program that the Council approved on April 28.

### **Background**

At its April 18 meeting the City Council approved Resolution 2020- creating the Small Business Relief Assistance Program and allocated \$250,000 from the General Fund to start the program. The Council requested that staff work with the Los Altos Chamber of Commerce and the Los Altos Community Foundation to:

- 1) Determine the eligibility criteria for the program
- 2) Prepare a process for accepting and reviewing applications and for granting the funds
- 3) Initiate a fundraising campaign to add additional resources to the Program

In accordance with the Council direction, staff and Mayor Pepper met with the various organizations and developed the eligibility criteria and process that is Attachment 1 to the Resolution.

### **Analysis**

**Eligibility Criteria:** As mentioned previously, the City has approximately 800 small businesses (less than 25 employees). The group is proposing that eligibility be limited to those businesses meeting the following criteria:

- For a \$10,000 grant award, applicants must be a small business with at least one and no more than 25 full-time employees that has been deemed non-essential under the County of Santa Clara Public Health Department order dated March 16, 2020.
- For a \$5,000 grant award, applicants must be a small business with at least one and no more than 25 full-time employees that has been deemed essential under the County of Santa Clara Public Health Department order dated March 16, 2020.
- Applicants must verify the business has experienced a loss of income due to COVID-19 by completing the Estimated Disaster Economic Injury Worksheet.
- Applicants must submit a current copy of its W-9 form.
- Applicants must operate out of a physical commercial storefront in the city limits of Los Altos.
- Applicants must have an active City of Los Altos Business License. Applicants must be in good standing with the City. Applicants who are involved or have been involved in legal or financial issues may not qualify
- Applicants must have been in operation in the City of Los Altos for at least one year as of March 1, 2020.
- Chains (national or local with 3 or more locations) will not be eligible for award.



**Subject:** Resolution 2020-19: A resolution of the City Council of the City of Los Altos Adopting the Process and Eligibility Criteria for the Small Business Relief Assistance Program

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The proposed process is as follows:

- April 28 – City Council approves initial \$250,000 funding and gives staff direction to move forward with the program
- May 12 – City Council reviews program guidelines and application
- May 12-18 - City staff conducts outreach notifying businesses about program
- May 18 – City staff releases program application and guidelines on website
- May 25 – City staff opens application window
- June 1 – City staff closes application window
- June 2 – City staff reviews applications based upon objective criteria and conducts lottery
- June 18 – City staff starts issuing checks to approved businesses
- July 31 – City staff reviews initial documentation to verify funds were spent appropriately

The City will use social media, email lists, and newspaper advertising to assist in marketing the program.

The lottery will be conducted using an on-line random number generator.

**Recommendation**

If the Council believes the eligibility criteria and process is in accordance with its prior direction, the City Council should move to adopt Resolution 2020-19.

**RESOLUTION NO. 2020-19**

**A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF LOS ALTOS  
ADOPTING THE PROCESS AND ELIGIBILITY CRITERIA FOR THE SMALL  
BUSINESS RELIEF ASSISTANCE PROGRAM**

**WHEREAS**, the City of Los Altos continues to operate under the emergency proclamation of March 12, 2020 and ratified by the City Council on March 17, 2020; and

**WHEREAS**, the Los Altos community and Santa Clara County are living under the Shelter-in-Place Order of the Public Health Officer until at least May 3, 2020; and

**WHEREAS**, small businesses in Los Altos are essential to the long-term livability and prosperity of the Los Altos community; and

**WHEREAS**, during the COVID-19 emergency, many Los Altos small businesses have been deemed essential and able to remain open, but with significant operating restrictions that have impacted revenues; and

**WHEREAS**, during the COVID-19 emergency, many Los Altos small businesses have been deemed non-essential and prohibited from operating; and

**WHEREAS**, many of these businesses would greatly benefit from an influx of grant funds from the City of Los Altos, and

**WHEREAS**, by providing relief grants to small businesses, the Los Altos community will benefit by having a prosperous business community following the re-opening of the business sector when the Health Order is modified or lifted; and

**WHEREAS**, the City of Los Altos will benefit from a more prosperous business community which will provide needed sales tax revenue to the City; and

**WHEREAS**, at its April 28 meeting, the Los Altos City Council approved the allocation of \$250,000 to be used to provide grants, and created the Los Altos Small Business Relief Assistance Program; and

**WHEREAS**, as directed, City staff, the Chamber of Commerce and the Los Altos Community Foundation have worked together to develop Attachment A to this resolution which describes the process and eligibility criteria for the grant program.

**NOW THEREFORE, BE IT RESOLVED**, that the City Council of the City of Los Altos hereby adopts Attachment A as the eligibility criteria and process for the Los Altos Small Business Relief Assistance Program.

**I HEREBY CERTIFY** that the foregoing is a true and correct copy of a Resolution passed and adopted by the City Council of the City of Los Altos at a meeting thereof on the 12n th day of May, 2020 by the following vote:

AYES:  
NOES:  
ABSENT:  
ABSTAIN:

\_\_\_\_\_  
Jan Pepper, MAYOR

Attest:

\_\_\_\_\_  
Andrea Chelemengos, MMC, CITY CLERK



### **Overview & Objectives**

To mitigate the impact of COVID-19 on Los Altos small businesses and their employees, the Los Altos City Council committed up to \$250,000 in one-time funds to create a Small Business Assistance Grant Program. The Los Altos Community Foundation and Los Altos Chamber of Commerce will work to raise additional funds in order to provide funds to more businesses.

The objective of this program is to offer immediate financial assistance to small businesses located in Los Altos to aid in maintaining their business and workforce.

### **Program Overview**

1. Grants of \$10,000 for qualified small businesses with at least one and no more than 25 full-time employees that have been deemed non-essential under the County of Santa Clara Public Health Department order dated March 16, 2020.
2. Grants of \$5,000 for qualified small businesses with at least one and no more than 25 full-time employees that have been deemed essential under the County of Santa Clara Public Health Department order dated March 16, 2020.
3. Qualifying business are exclusively restaurants, retail, and personal service businesses as defined in the Los Altos Municipal Code 14.02.070.
4. Grant funds from the City's Small Business Relief Program can be used for any business expenses.
5. Grants will be awarded on a lottery basis for qualified applicants who have submitted a complete application between May 25, 2020 and May 31, 2020. Incomplete applications will not be considered.

### **Eligibility Requirements**

- For a \$10,000 grant award, applicants must be a small business with at least one and no more than 25 full-time employees that has been deemed non-essential under the County of Santa Clara Public Health Department order dated March 16, 2020.
- For a \$5,000 grant award, applicants must be a small business with at least one and no more than 25 full-time employees that has been deemed essential under the County of Santa Clara Public Health Department order dated March 16, 2020.
- Applicants must submit a current copy of its W-9 form.
- Applicants must operate out of a physical commercial storefront within the city limits of Los Altos.
- Applicants must pay sales tax to the City of Los Altos.
- Applicants must have an active City of Los Altos Business License. Applicants must be in good standing with the City. Applicants who are involved or have been involved in legal or financial issues may not qualify.
- Applicants must have been in operation in the City of Los Altos for at least one year as of March 1, 2020.
- Chains (national or local with 3 or more locations) will not be eligible for award.
- Grant recipients will be required to provide documentation as to how the funds are spent within one month of receiving the grant.



**Program Timeline**

- April 28 – City Council approves initial \$250,000 funding and gives staff direction to move forward with the program
- May 12 – City Council ratifies program guidelines and application
- May 12-18 - City staff conducts outreach notifying businesses about program
- May 18 – City staff releases program application and guidelines on website
- May 25 – City staff opens application window
- May 31 – City staff closes application window
- June 1-5 – City staff reviews applications based upon objective criteria
- June 5 – City staff conducts lottery
- June 18 – City staff starts issuing checks to approved businesses
- July 31 – Grant recipients provide documentation to City as to how the funds have been spent
- July 31 – City staff reviews initial documentation to verify funds were spent appropriately



**Business Information**

Business name: \_\_\_\_\_

Business owners name: \_\_\_\_\_

Business address: \_\_\_\_\_

City of Los Altos business license number: \_\_\_\_\_

Business type:     Retail                       Restaurant                       Personal Service

**Contact Information**

Contact name: \_\_\_\_\_

Contact title: \_\_\_\_\_

Contact e-mail: \_\_\_\_\_

Contact phone number: \_\_\_\_\_

**Eligibility Information**

**(Qualified businesses will submit "yes" to #1 or #2, "yes" to #3 - #8, and "no" to #9 - #15)**

1. Is your business a small business with at least one and no more than 25 full-time employees that has been deemed non-essential under the County of Santa Clara Public Health Department order dated March 16, 2020?

Yes     No

2. Is your business a small business with at least one and no more than 25 full-time employees that has been deemed essential under the County of Santa Clara Public Health Department order dated March 16, 2020?

Yes     No

3. Have you enclosed a current copy of the W-9?

Yes     No

4. Do you operate out of a physical commercial storefront within the city limits of Los Altos?

Yes     No



- 5. Does your business pay sales tax to the City of Los Altos?  
 Yes  No
  
- 6. Has the business been in operation in the City of Los Altos for at least one year as of March 1, 2020?  
 Yes  No
  
- 7. Does the applicant have six or more months left on a lease for a commercial storefront in the City of Los Altos?  
 Yes  No
  
- 8. Is the business or the applicant in good standing with the City of Los Altos?  
 Yes  No
  
- 9. Does the business or applicant own a chain with three or more locations?  
 Yes  No
  
- 10. Has the business or the applicant ever been involved in a bankruptcy or insolvency proceeding?  
 Yes  No
  
- 11. Does the business or the applicant have any outstanding judgments, tax liens, or pending lawsuits against them?  
 Yes  No
  
- 12. In the past year, has the business or the applicant been convicted of a criminal offense committed during and in connection with a riot or civil disorder or other declared disaster, or ever been engaged in the production or distribution of any product or service that has been determined to be obscene by a court of competent jurisdiction?  
 Yes  No
  
- 13. Is the business or the applicant delinquent on any federal taxes, direct or guaranteed federal loans (SBA, FHA, VA, student; etc.), federal contracts or federal grants?  
 Yes  No
  
- 14. Is the applicant currently suspended or debarred from contracting with the federal government or receiving federal grants or loans?  
 Yes  No
  
- 15. Is the applicant presently a) subject to an indictment, criminal information, arraignment, or other means by which formal criminal charges are brought in any jurisdiction; b) been arrested in the past six months for any criminal offense; c) or for any criminal offense - other than a minor vehicle violation - 1) been convicted, 2) plead guilty, 3) plead nolo contendere, 4) been placed on pretrial diversion, or 5) been placed on any form of parole or probation (including probation before judgment)?  
 Yes  No







- 8. Grant funds will be issued upon execution of the agreement.
- 9. The program will remain in effect during the City of Los Altos' declared state of local emergency and while funds are available.

**Signature**

**By my signature below, I have read and understand the Small Business Assistance Grant Program. I make the following representations and acknowledge agreement to the following terms and conditions:**

- Upon approval of this application, as evidenced by the signature of the City Manager below, this application becomes a binding contract between the entity named above and the City of Santa Clara (Agreement).
- I am the duly authorized representative of the entity named above and can bind the entity to the terms of this Agreement.
- If funds are provided by the City, the funds will be used for business expenses.
- In no event shall the City's financial responsibility exceed the approved amount, set forth below.
- I bear full responsibility for any and all tax consequences of receiving grant funds including, but not limited to, issuance of a 1099 by the City.
- There is no agency, employment, joint venture or other such relationship created by virtue of award of the grant. The City does not endorse the specific business.
- Applicant shall defend and indemnify the City and its employees from and against any claim, injury, liability, loss, cost and/or expense or damage including all costs and reasonable attorney's fees, arising from or alleged to arise from the activity or event.
- The representations made by applicant in this Application are material terms of the Agreement, as is compliance with Small Business Assistance Grant Program. The City may cancel this Agreement at any time upon discovery that any of the information set forth above is inaccurate, that these terms have been violated, or any provision of the Small Business Assistance Grant Program has been violated.

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

**Internal Staff Review**

Was this application granted?       Yes       No

If the application was not granted, why not?

Applicant notification date:

Check issue date:

Follow-up documentation date:

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**From:** Heidi Owen  
**Sent:** Monday, May 25, 2020 8:51 PM  
**To:** Phil  
**Cc:** Marcia Jensen; Marico Sayoc; BSpector; Rob Rennie; Laurel Prevetti;  
Rick Van Hoesen atherine Somers;  
Lee Fagot; Maria Ristow; Experience LG  
**Subject:** Re: Agenda item #1 - Special Meeting of Council May 26,2020

I fully support this proposal.

On a side note, the Zoom and password are not published in the agenda. One must email ahead of time to get the link and password to make comments at the meeting. That is just completely unacceptable in terms of Brown Act and public participation. Does anyone already have the link? If not, I'll forward it as soon as I get it.

On May 25, 2020, at 9:38 AM, Phil Koen <[phil.koen@losgatosca.org](mailto:phil.koen@losgatosca.org)> wrote:

Dear Honorable Mayor and Council Members,

Attached please find our recommendations on how the Town of Los Gatos can provide economic assistance to local businesses which have been severely impacted by COVID 19. We believe the Town has the financial capability to lead a public/private partnership to create programs which can help these businesses jump start their recovery and recreate a vibrant Town. We want to thank the Council for leading this effort and working with the Chamber of Commerce to define specific recovery programs.

Our recommendation of a two-step process where the Council immediately establishes a \$2 million committed reserve in the General Fund for COVID 19 Economic Recovery and follows up with specific projects defined by the private sector addresses the Council need for speed, oversight and flexibility. The Chamber will need a reasonable period to fully define the scope and cost of various programs. By setting aside the funds today in a general fund committed reserve, the Council can proceed with the approval process for the FY 21 Operating and Capital budgets since the funds to establish this reserve exist and are available to be repurposed by a Council resolution.

Lastly, we would encourage the Council and Chamber to review the economic relief program that the City of Los Altos approved last week. We have attached their staff report and draft resolution for your review. We also understand that the City of Los Altos Hills is currently evaluating a similar program. This could be a specific program which could draw on the funds set aside in the committed reserve.

Please let us know if you have any questions.

Los Gatos Community Alliance

Phil Koen  
Rich Van Hoesen  
Jak VanNada

<COVID 19 Economic stimulus letter.pdf><jpmc-institute-small-business-report-exec-summary.pdf><City of Los Altos - Economic Relief Program.pdf>

**From:** Lee Fagot

**Sent:** Monday, May 25, 2020 8:58 PM

**To:** Marcia Jensen <MJensen@losgatosca.gov>; BSpector <BSpector@losgatosca.gov>; Marico Sayoc <maricosayoc@gmail.com>; Rob Rennie <RRennie@losgatosca.gov>

**Cc:** Laurel Prevetti <LPrevetti@losgatosca.gov>; Rick Van Hoesen <RickVanHoesen@losgatosca.gov>; Catherine Somers <Catherine@losgatoschamber.com>; Maria Ristow <MariaRistow@losgatosca.gov>; Heidi Owens <HeidiOwens@losgatosca.gov>; Experience LG <ExperienceLG@losgatosca.gov>; Phil Koen <PhilKoen@losgatosca.gov>

**Subject:** Re: Agenda item #1 - Special Meeting of Council May 26,2020

Dear Madam Mayor and Council Members,

Please know I fully endorse the comments and the attached specific proposal from Phil Koen, Jak VanNada, and Rick Van Hoesen of the Los Gatos Community Alliance, as well as the suggestions of Terry Duryea. Their proposals of a multi step process, rather than rushing to beat the June 2 Budget deadline, particularly where there are significant funds (\$2M) already identified within the current draft Budget Proposal, which can now be more specifically repurposed for relief to sustain our community and which would then again help to later build the on-going tax base for full economic vitality long term. At this meeting please repurpose some funds and establish this RECOVERY reserve, and again, without rushing to meet the June 2 deadline, please instead create a collaborative with the Finance Committee, well qualified citizen volunteers and the Chamber, to determine the right investments in our Town's merchants, such as reduced Town fees, including grants to local and well qualified merchants/restaurants and then, together, also determine other investments in our Town's infrastructure that facilitates faster and sustainable recovery.

Thank you for looking at this issue now, and as importantly, looking for solutions that are collaborative with the folks in need, and that are not rushed, but paced for continued improvement.

And, to each of you, thank you for your work during this unbelievable time, to help our community and our families.

Respectfully,

Lee Fagot

On Tue, May 26, 2020 at 4:12 AM Donna Novi <[thepastariaandmarket@gmail.com](mailto:thepastariaandmarket@gmail.com)> wrote:

Hello Laurel and Arn,

I hope you are both doing well. We are doing okay, busy keeping the boat afloat, (so far) at The Pastaria. I don't think I have ever worked so hard as I have in the last 10 weeks, and I am a hard-worker!

After 24 1/2 years of successfully operating in town, we find ourselves in the same pickle that many of our fellow restaurant and bar owners also find themselves in. As you know, during Covid-19 we have been operating on a 'Take-out only' model. Most of applied for and received the PPP small business loan. In order for us to fully benefit from the PPP, we need to strictly follow the guidelines that were set forth.

We need to spend 75% of the loan on payroll, hiring back our employees within 8 weeks from the date the loan funded. This wouldn't be a problem, normally except for 2 problems:

1. We are not able to open yet, so so far, we don't have a need for everyone to come back.

However, I am happy to have them come back to clean and organize or do any other things we can come up with, but most are not ready to come back, either because they are worried about Covid-19 or their unemployment benefits and the extra dollars added are a sure thing right now and serving tables will not be what it was pre-covid.

2. When we do get permission to open up our dining room, it will be with distancing. Every restaurant will differ in capacity depending on their layout and dining areas, but for us, it will be with about a 40% occupancy. Unfortunately for us, our new space is narrow and the aisle doesn't allow for 6 feet between tables.

Sadly, we will not open up for dining-in when we get the green light due to this impossible scenario of having to operate with a full staff, but at a 40-45% guest occupancy. I will have 7 tables with the current guidelines for re-opening. To put it in perspective, I had 11 tables at our old location for 1/3 of the rent price. We will just have to continue to do take-out for as long as possible.

If the Town and its members could find it in their hearts to find a way to allow us *temporary* outdoor dining outside of our building, it would help offset the table deficit, and we could consider resuming full service dining.

Ironically, I got my bid for a parklet on March 13th. We were weighing out the high cost versus return, which worked for us until you add the layer of it possibly being torn out when the pilot program ends in under 2 years.

Perhaps the parklet program could be more permanent which would tip the scales for us.

Although it only provides about 2 tables during social distancing, it's a start! Of course I would prefer a beautiful street with garden lights and greenery, temporarily closed to cars, with outdoor diners and shoppers, like a mini Santana Row, but that's a pipedream and a conversation for another day ;)

I am available for any questions, I have so many ideas and possible solutions if anyone needs input.

Sincerely,

Donna Novi

The Pastaria & Market

**From:** Paulette Altmaier  
**Sent:** Monday, May 25, 2020 11:03 AM  
**To:** Council <[Council@losgatosca.gov](mailto:Council@losgatosca.gov)>  
**Subject:** Need to join 46 Counties in Restarting Economy: Context - Full-page Open Letter ad in MercuryNews

I am writing in the context of the full page Open Letter advocacy ad (pdf attached) I placed on Sat 23rd, on the back page of the Local Section of the San Jose Mercury News. I bring this up only as a mark of the extent to which I care about the cratering of our local economy.

The Open Letter highlights the key issues related to the County Health Officer's (Dr Cody's) unilateral decision to **lag far behind what the State would permit based on our health metrics**, which is imposing extreme financial hardship on thousands of small businesses and tens of thousands of workers in our County.

**The County's health case metrics qualify it to move to CA's 'Full Stage 2'**, which includes in-store shopping and in-store dining, and would do much to resuscitate our local economy. I have provided key summary information below on State requirements vs our County status that shows that the County meets State requirements - by a mile.

**46 Counties as of today** have moved to Full Stage 2. Only Dr Cody's unilateral insistence on indefinite delay stands in the way of reviving our economy.

**Action Needed:**

To save our local businesses, Santa Clara County cities **need to join together on an urgent, crisis time-frame to ask for Gov Newsom's intervention to direct Cody to file the application to move to Full Stage 2**. Only Gov. Newsom can change the picture in the near term.

Your urgent action is critical to save the County's local businesses from collapse. Legislative fixes and legal remedies will take too long.

Please act - the future of our County and its cities depends on you.

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**Key Facts:**

- On May 18, Gov Newsom-announced new, highly reachable metrics for Counties to open up to **'FULL stage 2'** on the State's reopening plan, which includes in-store shopping and in-restaurant dining
- Counties only need to file a Variance Attestation Form to get the green light for Full Stage 2 (See 'County Variance' Section at <https://covid19.ca.gov/roadmap/#top>)
- Gov. Newsom indicated that 53 of 58 counties met the state's health case metrics to get the variance, which are:
  - 7-day case positivity rate: less than 8%
  - 7-day daily average of hospitalization change: less than 5%
- **46 counties have moved to Full Stage 2, including San Diego on 5/21 and Orange County on 5/23**. The list is here:  
[https://www.cdph.ca.gov/Programs/CID/DCDC/Pages/COVID-19/County\\_Variance\\_Attestation\\_Form.aspx](https://www.cdph.ca.gov/Programs/CID/DCDC/Pages/COVID-19/County_Variance_Attestation_Form.aspx)

- **Bottom Line - across the state, county economies are reviving.**
- Due to a very badly-written State law, Health Officers in some counties, including our own, have asserted absolute control over every aspect of life in their counties, unchecked by local elected officials, and are exhibiting tunnel vision of the most destructive kind. These health officers, including Dr Cody, are ignoring the enormous economic distress and well-documented permanent long-term health and societal damage from their actions, and delaying reopening well beyond what the data indicates, and what the state permits.

**Status in Santa Clara County:**

- Dr Cody has not even allowed all of 'Early phase 2', which includes curbside retail, reopening offices, and Limited Services. San Mateo permitted all of these May 18. But in Santa Clara, ONLY curbside retail was allowed by Cody.
- SCC easily meets the state case health metrics for FULL Stage 2 (see below)
- Cody has provided no date for meaningful change - the May 18 changes were the most token change possible.
- Bottom Line - Santa Clara is relentlessly and needlessly killing its local businesses, unlike other counties in the state.

	<b>State Requirement</b>	<b>SCC status</b>
<b>7-day case positivity rate</b>	Less than 8%	Less than 1.5%
<b>7-day daily average of hospitalization change</b>	Less than 5%	Meets. Usually less than 2%

Sincerely,  
Paulette Altmaier

# Dr. CODY, YOU OWE US ANSWERS

## Open Letter to Dr. Sara Cody, Santa Clara County Health Officer

Dear Dr. Cody,

On March 16, you ordered the first Shelter-in-Place (SIP) for Santa Clara County. The rationale in the Order was to "slow the spread" of COVID-19, to ensure our hospitals would not be over-run.

For the next month, as unemployment skyrocketed, and civil liberties were all but eliminated, we cooperated. Then your SIP order was extended and made more draconian. And extended again, with minimal modifications, through May.

Meanwhile, substantial case data has become available that indicates that a limited, clearly defined slice of the population is at high risk, per the CDC and CA - those over 65, and those of any age with serious comorbidities.

County hospitals now have only about 3% of hospital beds and 6% of ICU beds occupied by COVID-19 patients, and the 7-day average for positive cases is less than 1.5% of total tests. Only about 100 people are hospitalized with COVID-19 in a county of 1.9 million people.

Yet your Public Health department is operating as though nothing has been learned and nothing has changed.

Meanwhile, the economic damage from SIP is fearsome and mounting. Unemployment in California has reached a Depression-era level of 25%, businesses are shuttering daily, families are going hungry, and financial stress is reaching pandemic levels.

Mindful of these facts, on May 8 Governor Newsom permitted all counties to commence 'Early Phase 2' Reopening and on May 18 provided reasonable metrics counties need to meet for FULL Phase 2 Reopening, which allows all stores and restaurants to reopen.

Santa Clara County easily meets the state's hospitalization-trend and positive-test metrics. The remaining criteria are based on the readiness of your Public Health Office to support reopening.

But you have not only set the bar higher than the state requires for further reopening, you are making negligible progress towards meeting the targets which you have set, and for which you are responsible. Your lack of performance is the sole reason SCC cannot reopen its small businesses in a meaningful way. You are cratering our economy, and the longer your shutdown continues, the greater and more permanent the damage becomes.

Since you are responsible for delaying reopening, you owe the people of Santa Clara County answers to these basic questions:

- **Please justify your insistence on lagging behind what the State permits, ignoring local hardship.**

Are you not aware of the need, cited by so many public health professionals and doctors, for balance between imposing extreme long-term economic distress and the single issue you are focused on? Poverty and stress also have significant impact on mortality and health. You claim that "conditions haven't really changed in our county" due to the lack of "herd immunity and a vaccine," yet everywhere else in the world it is recognized that this reasoning cannot be the guiding principle in reopening. Other states and countries are also not seeing the "exponential spread" you claim will occur on reopening.

- **Please justify why your office has not achieved the level of testing you deem a prerequisite to reopen, given the County is not using all its available test capacity.**

SCC lags far behind other counties in meeting testing goals and has not set up an efficient, coordinated testing network. Are County residents to lose their livelihoods because your office is not competent to get its act together and achieve what you have deemed to be the needed amount of testing prior to opening?

- **Please justify why you still need additional weeks to hire the contact tracers you deem a prerequisite to reopen.**

Are County residents to suffer because your office lacks the creativity and needed sense of urgency to meet your own metric, and has not aggressively leveraged the enormous resources of Silicon Valley to achieve this goal?

- **Are you willing to publicly commit to making the same financial sacrifices you are imposing on others?**

Your insistence on delay, your constantly moving goalposts, and your lack of urgency are causing small business owners to lose their livelihoods and life savings, and countless others to face long-term unemployment. You have a moral obligation to share the pain you are inflicting on others by committing to permanently donate your salary and future pension towards the relief of those you are impoverishing. At present, you are leading from behind, totally insulated from the impact of your own actions, and your salary and pension will be paid on the backs of the very people you are impoverishing.

Public health officials all over the US are reopening their local economies. They are showing respect for the financial needs, dignity, and civil liberties of Americans, and for the fact that poverty, financial stress, and blighted futures are also killers, and have enormous long-term impacts on health and wellbeing.

Your approach to reopening the economy and lack of execution towards targets are the cause of continued immense hardship. You owe us answers to these basic questions.

Sincerely,

Paulette Altmaier

**On Behalf of the Suffering Residents of Santa Clara County**

Contact: paulette.altmaier@gmail.com



From: Mike Calise  
Sent: Sunday, May 24, 2020 7:48 PM  
To: PublicComment <PublicComment@losgatosca.gov>  
Subject: Important feedback for Los Gatos moving forward. Please consider for the upcoming Special Meeting May 26x

Hello Mayor and members of Council:

As you know, it's important to strike equal balance of COVID-19 safe, and the next step to improve local Los Gatos commerce and vitality.

I suggest the Town reviews the following actions on behalf of local businesses and patrons.

- Open all parking stalls in front of restaurants to promote outdoor tables to add back some prior volume, but this also retains the necessary curbside pickup vital for immediate cash flow
- Open certain side streets/lots to meet similar objectives as above. This would encourage more people to get out of their homes and spend money
- Allow permitting of small individual table enclosures to create safe dining zones between patron and server.
- Offer outdoor retail markets to allow retailers to show off and sell inventory while protecting physical distancing
- Create safe salon zones inside and outside where haircuts and/or colors can be done using PPE similar to healthcare workers. Cosmetologists are licensed in safety and health already. PPE is proven safe within 6ft.
- Create guidelines as temporary permits for alcohol served outdoors with meals
- Create taped off controlled safety barrier zones for outdoor music events limiting crowd size. This can be done cabaret seating/tables style
- Create guidelines for temperature sensing for those who opt in
- Offer Town tax or other incentives to businesses to offset capital outlay
- Create LG as no cash zone to reduce transmission
- In the future, determine whether closing NSC will increase commerce once we're past curbside pickup requirements. I understand it's vital for restaurants to be open to drivers for pickup, and closing off streets may hurt short term.
- Create mask only zones and offer free masks for those in need.

The overall objective is to increase commerce, save jobs, and give Los Gatans new places to enjoy being entertained, but it is critical that this is all done in a COVID safe environment.

Bring in LGMDPD to monitor mask wearing and proper physical distancing practice. Keep it friendly.

I'm confident the Town can make quick decisions. The City of San Jose and others are moving forward. It's critical that we move to this level of commerce, but equally important to be COVID safe. It would serve the citizens of Los Gatos and Town leadership to communicate equal priority for both.

Best,  
Mike Calise  
Los Gatos, CA  
M:  
From iPhone

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**From:** William OHara  
**Sent:** Tuesday, May 26, 2020 9:09 AM  
**To:** Experience LG; Council; Town Manager  
**Subject:** considering ideas to stimulate economic recovery and community vitality during shelter in place orders for Covid-19.

Hello Town Council,

Re: Special Meeting of the Town Council for May 26<sup>th</sup>,2020 considering ideas to stimulate economic recovery and community vitality during shelter in place orders for Covid-19.

I read the meeting agenda notes and input from business owners I am happy to hear that the Town Council is considering all of these options. As a resident of downtown Los Gatos on University Ave, I am behind any opportunity that will stimulate the town. I am also concerned about the impact to traffic patterns and want to put forth a few ideas.

I do not believe that we should close any streets indefinitely as some have proposed.

I do believe that we should plan for a series of street closures every weekend through July 4<sup>th</sup>.

The street closures need to be designed to minimize or eliminate passing through beach traffic in downtown. Even going so far as to block off Santa Cruz all the way from Broadway to Bachman (allowing Wood Lane residents to turn west on Broadway to give them access) while closing Main Street from Victory Ln to University.

Whatever we do, it should be short lived – over a weekend. If it works out – then perhaps we could do another weekend. If that works out perhaps we could do all weekends during summer.....

William O’Hara

**From:** Silvana Casale  
**Sent:** Tuesday, May 26, 2020 8:19 AM  
**To:** Council <Council@losgatosca.gov>  
**Subject:** For discussion tonight. Thank you for reading

Town Council  
Submit for comment May 26, 2020

To: Mayor and our Los Gatos Council  
From: Dr. Silvana S. Casale

Hello, I would like to speak to our council however I understand that there was a deadline that passed. Please accept this note for your consideration.

I am a pediatric neuropsychologist that has worked with young children with brain and learning disorders for 25 years. I have worked in Boston, Miami, and for the past 6 years here in the California area. My family loves Los Gatos and we are thrilled that we decided to reside here to raise our children.

My private practice was open previously in Campbell and I now provide consulting services for my patients with neurological difficulties in the greater S.F. Bay Area.

My reason for comment today is to determine what mechanism our mayor and governing body, our council, have in place for educated expertise regarding Covid considerations.

Is there a steering committee that you have formed to include volunteer experts that live in Los Gatos?

Is there a written or public submission format or platform that we can use to further the discussion on Covid with our area experts?

My reasons for asking these is (if one does not exist) is to respectfully request the formation of a formal volunteer expert committee to allow Los Gatos residents to participate in this process. Our community happens to consist of many medical professionals, experts, that can help guide what we all would like to see, as we begin to allow buissness and schools to operate once again.

Our community has many serious concerns regarding how Los Gatos proceeds to operate during the next 5 months and more. We believe our town can be considered differently from Los Angeles, San Jose, and obviously San Francisco. Decisions made for all 1.9 Million residents of Santa Clara county could be perhaps adapted uniquely for our smaller, area. We hope during these critical decision making times that Los Gatos , have alternative considerations for our tax payers.

For example, As a pediatric neuropsychologist I am in a unique position to comment on how children are currently reacting to a lack of peer human contact. For every action there is a re-action that must be factored into the decision making formula as to what happens next for our

children. A risk assessment of each decision and step during the towns and schools next moves is crucial.

What is the current mechanism in place for our Los Gatos experts and professionals to comment or guide our council during these crisis time? Where is the forum for research submissions? Is there an opportunity for us, as residents, and contributing members of our town, to offer our expertise to you our council?

Thank you for your consideration and I look forward to more information on this matter.

Dr. Silvana S. Casale.

Silvana S. Casale M.A. ABSNP Ph.D.  
Pediatric Neuropsychologist / Autism Specialist

c

## Comments for Special Town Meeting May 26,2020 Agenda item 1.

Michael Burke

Los Gatos, CA 95031

Madam Mayor and council members,

I wish this letter made it into the packet, but the first we heard of this meeting on Friday evening in the town's "What's New!" e-mail. At this point the deadline for inclusion in the packet had already passed.

As residents of downtown Los Gatos, we are not asking you to give us anything, all we are asking is that you refrain from trading our quality of life for uncertain, short term, financial gain for a select group of business and property owners.

Closing North Santa Cruz Ave. We did that half-way/one-way last year and it was a disaster. Closing it again this year, whether it is evenings, weekends, or the entire summer is completely unacceptable. Last summer was stolen from us by the Town. As I showed in my video last fall, traffic was ridiculously bad during the one-way pilot. The noise wakes us up in the middle of the night, and the increased traffic during the day make it a real challenge to back out of our driveways. In addition to more traffic during the day, we also get the late-night bar traffic and early morning delivery trucks.

While I very much want to help the restaurants, closing North Santa Cruz with all the pain that brings the residential neighborhoods is too high a price to pay and its success is far from guaranteed. And as the staff reports states:

*Concerns around street closures and loss of on street parking have been raised by some businesses as it could negatively impact the access and ease of curbside pickup and to go orders.*

The financial model for retail and restaurant property has fundamentally changed. A business property that could support \$5.00s/sq. ft last year, may only be able to support \$2.50/sq. ft. Closing streets so a few restaurants can have outdoor dining is not going to solve this problem. The only way to solve this problem is for the various parties to change their expectations on what is fair. Maybe the town could facilitate the meeting of the minds between landlords and tenants.

**My Suggestions:**

1. Keep both lanes of traffic on North Santa Cruz.
2. For restaurants without outdoor dining, their own parking lot that be converted to outdoor dining, or a parklet under construction, allow them to use the sidewalk in front of their business for outdoor dining.
3. To make up for the loss of the sidewalk, the parking spots in front of the lost sidewalk would be blocked off and used for pedestrian flow. This would also serve to separate the diners from the parking cars.
4. Retail business and restaurants that are not using their sidewalk for dining could choose to have the parking spots in front of their establishments as short-term/pick-up only parking.
5. Also – Outdoor dining needs to be music free. We are most likely stuck sheltering at home this summer. Let us enjoy it the best that we can, whether that is in our homes or in our backyards.

In conclusion I ask the council to consider the needs of the residents who are sheltering in place this summer. Let's make working & staying at home a pleasant experience. We look forward to continuing to patronize our local businesses that are currently open and to patronizing the other business as they are able to reopen.

Thank you.

Michael Burke

Mayor and members of the Town Council,

With the health and **economic state of emergency induced by the corona virus**, and the need to **take immediate steps to assist the Los Gatos businesses** in recovery, I implore the **Town Council to make bold and necessary changes**, some temporary and others with a view to the long term.

Los Gatos has already been changing and planning to **accommodate more outdoor dining and to rethink how and where cars are parked**. Both the parklet pilot program and the Dixon parking study were begun prior to COVID19. This crisis presents **an opportunity to move forward on an accelerated schedule**.

All businesses in Town need assistance with **relaxed regulations on parking, outdoor dining and alcohol service, outdoor classes**, etc. Our local businesses, ranging from neighborhood shopping centers to downtown are the economic engine and heart and soul of Los Gatos. Please keep in mind their survival is critical to the success of our Town, and their survival requires your action.

How best to re-envision parking spaces in front of restaurants and businesses is best left to the merchants, landlords and Chamber of Commerce to weigh in.

My request is that **we make investments in the downtown and neighborhood shopping areas** with three goals:

1. **Continue the work started:**

- ◆ toward **more outdoor space for people** in terms of expanded sidewalks and liberal installation of parklets
- ◆ toward **implementing part 1 of the Dixon Parking study** including an employee parking solution for downtown

2. **Adjust for the immediate crisis:**

- ◆ **allow active use (restaurant seating and public space for people)** in passive space (parking spaces).
- ◆ **eliminate fees and barriers** for the next 6 months, year or longer, to allow businesses to recover
- ◆ **extend the options for use of public spaces**

3. **Plan for the future:**

- ◆ **Invest** in street bollards, bike racks and other amenities that Los Gatos can use for years

- ◆ **implement employee parking program NOW**
- ◆ create **parking lot signage** that follows our plan
- ◆ track the pros and cons of all changes made now to **determine what changes should remain** once the Town has recovered sufficiently and temporary measures come to an end
- ◆ view this as a **pilot project for a future Santa Cruz Avenue**
- ◆ Reconsider **public space and parking requirements within private developments**
- ◆ **Improve the pedestrian experience along Highway 9**, from Monte Sereno through Los Gatos. As mentioned by another letter to the Town Council, make the Highway 9 crossing at Santa Cruz (and perhaps at University also) **FUN!!!!** Fix up the sidewalks leading to the North Lot, paint the crosswalks, etc. Many other cities have colorful and beautiful crosswalks, **and we need to make folks feel comfortable crossing 9 on foot and on bike.** It must feel like a part of downtown.

I have **specific recommendations for downtown.**

With reduced car traffic, increased foot traffic, and certainly some version of social distancing likely to extend through the summer, **I agree with many of the suggestions for reducing or eliminating parking on some or all of Santa Cruz Avenue** for the summer.

**What needs to be done first:**

- **New CLEAR signage for all muni lots** must be in place, to direct visitors to the lots and off-street parking. (Dixon parking study)
- The **employee permit parking program must be rolled out NOW to move employees to residential streets, private lots (with agreements) and more distant muni lots to free up the main lots for visitors.** (As employees slowly return to work downtown, now is the ideal time to move them into the employee parking program.) In her presentations, Julie Dixon pointed out that the employee parking problems built up over a long period, and it would take time to change behavior. Then COVID19 hit, and **we have a sudden, abrupt interruption.** With employees slowly returning back to downtown jobs, now is the **PERFECT** time to get them into an employee parking permit program (maybe free permits this year?) and away from the prime visitor spaces. We know **there are safe, convenient places where employees can PARK ONCE**, walk one to



three blocks and leave the short term spaces for visitors. **Now is the BEST time to create new habits!**

- Designate and clearly mark **parking spaces in the muni lots for short-term, curbside pickup** as well.
- In terms of parking on Santa Cruz Avenue, my guess is that **loading areas will need to remain and be clearly marked**. So will the new **Curbside Pickup** spaces. **I'd recommend any parking on Santa Cruz Avenue be 15-30 minutes MAX to serve the intended purpose**. Those desiring to visit LG should park in the lots. The Employee ALL DAY spaces need to be clearly marked and the 3-hour visitor spaces marked as well.

#### **Other considerations for Downtown:**

- Likely something perhaps **more attractive than last summer's K-rails** would run along the edge of the travel lanes, reserving the former parking spaces for outdoor seating or extended sidewalk areas?
- If **Santa Cruz Avenue is planned to be closed periodically, then this street really should have NO PARKING at all**, to facilitate the regular closure without having to tow cars or and up with vehicles trapped in a closed road.
- **Sharrows** need to be painted in the travel lanes to ensure cars and cyclists understand the lane is for all modes of transit.
- I urge an investment in **better, more attractive ways to block the streets**, knowing we have closed Santa Cruz Avenue for multiple events every year, that we might close it occasionally or regularly this summer, and that we will certainly have periodic event closures in the future. One option could be **street bollards**. Permanent plates could be installed in the pavement across the side streets and the ends of Santa Cruz Avenue at Main Street and Highway 9. Then the bollards could be attached and locked in whenever the streets need to be closed. These would be attractive and block cars but not people or bicycles. Bollards would be easier to place and remove, store, transport, etc. One example: <https://www.maxiforcebollards.com/removables/>
- The suggestion of **pedicabs** (by Donna Novi) has never sounded better!
- **Pop-up parks seem more appealing when bounded by buildings and businesses**, so perhaps the southern half of the lot between Elm and Main Street, or more side streets off Santa Cruz Avenue make sense. Upper level of Lot 4 is too far away and huge and hot.

**Whether Santa Cruz Avenue is closed periodically or all summer is best discussed by the merchants who will better be able to state how they feel their businesses will best thrive.**

Thank you for all you are doing for the residents and businesses in town!

Maria Ristow

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**From:** paul novi  
**Sent:** Tuesday, May 26, 2020 10:20 AM  
**To:** Monica Renn



Hello, My name is Paul Novi from the Pastaria and Market, We have been serving Los Gatos for 24 years and just recently moved our restaurant to the downtown to enhance the community, better serve customers and contribute to the vitality of this town. We need to continue on this path as every other business owner here to keep our beloved town alive and prosperous. Decisions you will make can/will keep this town from devastation from this crisis. Time is of the essence. We need help to survive by either finding a way to allow outdoor seating for those of us who have not installed a parklet yet with a temporary parklet or help with the funds to fast-track the process. Funds could be a city assisted loan or a partnership or, instead. some sidewalk dining parameters to increase dining customers. Also, a street closure (Santa Cruz ave ) at least on weekends with a pedi-cab service may turn the downtown into a Santana row-type setting. We look forward to hearing your thoughts and ideas.

Thanks,  
Paul Novi  
The Pastaria

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**From:** Jennifer Shelton  
**Sent:** Tuesday, May 26, 2020 10:32 AM  
**To:** Experience LG  
**Subject:** Budget

Why not postpone the budget until there is a clearer picture of both the effects of covid-19 and appropriate responses for local businesses?

Jennifer Shelton

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**From:** CHRISTINA JANSSON  
**Sent:** Tuesday, May 26, 2020 10:35 AM  
**To:** Experience LG  
**Subject:** SUPPORT OF TOWN BUSINESSES

To whom it may concern,

Please re-allocate the Beautification money towards helping the town's businesses!  
We are not a real town without them!

Sincerely,  
Christina Jansson

Lynn Kennedy

Los Gatos, CA 95031

May 25, 2020

Los Gatos Town Council  
110 E. Main Street  
Los Gatos, CA 95030

Re: Proposed downtown street closures and parklets

Dear Council Members:

I've put on a couple of pounds recently eating far more restaurant food than normal, doing my part to help keep our town vital. Whenever possible I've made purchases in Town, including shopping for my locked down Mother. I want Los Gatos to emerge from the novel coronavirus in as good shape as possible!

I hope landlords are doing all they can to help our businesses too, including forgiving and renegotiating rents, and I think there's plenty the Chamber of Commerce can do to help as well. Unfortunately, what I'm seeing right now is a misguided and heavy-handed attempt by these parties, facilitated by Town staff and the majority of the Council, to run roughshod over residents. Shame on you all!

Shame on you for quietly voting to close Grays Lane for a parklet with NO notification of neighbors, and shame on Town staff for enabling that action! I call on you to retract this decision immediately to allow for public comment. This should cause no hardship, because this is NOT a time you should be encouraging gatherings. We should all be picking up our takeout and enjoying it in our homes and yards, protecting our community! I want to do just that, and I do NOT want my right to the quiet enjoyment of my back yard impacted by whatever you might have planned for this street. As I told you last fall, the Thursday night parties on Grays Lane were NOT acceptable for multiple reasons, DJ music that ruined the ambiance of our home and violated the spirit of sensible Town noise ordinances. Failing to consider the negative impact on residents when making any decision is completely unacceptable, and failure to provide notification of pertinent issues stinks of sleazy backdoor politics and third world cabals.

**Instead of encouraging gatherings and experiences during this phase of the pandemic, I call on the Town and Chamber to develop an outreach program to local residents to help preserve as much as we can of the town we love.** Educate residents about the importance of shopping locally and new ways to do that. Help businesses that don't have websites or online ordering platforms quickly establish an online presence and connect with customers. These are some of the tools businesses need right now to survive.

**Furthermore, please help ALL local businesses by making it as convenient as possible for customers to come to Town quickly and easily to pick up orders. Do not create gridlock, or close parking lots, impairing that ability, and likely contributing to permanent closure of retail business and restaurants.**

Closing North Santa Cruz Avenue DOES NOT WORK. We proved this last summer beyond a shadow of a doubt, and downtown residents are not willing to tolerate this nonsense again! Please refer to my

letters of September 24, 2019 and petition with signatures of 70 University Avenue residents protesting last summer's ill-conceived one-way pilot. Let's recap the problems we encountered:

- Gridlock and danger entering/egressing narrow driveways
- Commercial traffic including heavy trucks and very early morning deliveries
- Late night drunks causing noise and totaling parked cars
- Non-stop noise, worse in the summer when windows must be opened to cool historic homes
- Dirt, pollution and respiratory problems
- Exhaustion from lack of sleep
- Loss of business by merchants on the wrong side of the street (mountain residents no longer stopped for coffee, etc., etc.)

The impacts of a street closure this year would be even worse, as many residents no longer have offices to which they can retreat; lots of us are stuck at home 24 hours a day. Please note that closing N. Santa Cruz only for selected hours, or days, will not mitigate these problems; this will just cause confusion. If drivers find N. Santa Cruz closed once, they will avoid it in future and begin to take University for all trips. As we learned last year, habits are hard to break - recovery from the one-way pilot has been slow.

In addition, staff stated last year that closing N. Santa Cruz in both directions was not feasible, as the intersection at University and Main could not handle the traffic. While traffic patterns have changed during the pandemic (and continue to change), University was gridlocked for several days last week when there was tree trimming on Highway 17. It takes very little to push this street over the edge, so there is no reason to believe that closing N. Santa Cruz will work now!

**Many sections of North Santa Cruz have wide sidewalks that are sadly underutilized. Town and businesses could cooperate to make good use of this existing space whether for pickups or quiet, distanced outdoor dining.** There might be areas for pop up business presence. Encourage creative thinking like Steamer's outdoor pizza oven. If people want to enjoy takeout in a public area, why not encourage use of the Old Town amphitheater and lawns around Town Hall in addition to our actual parks, and maybe selected area at the High School. Choose areas already open to pedestrians in locations where noise does not impact nearby residents. Don't eliminate parking or close any streets – all of this discourages customers and frustrates neighbors. **Do NOT allow amplified music outside any downtown business or in public area** – it is not permitted in Town for good reason!

Another local Chamber is conducting webinars with guest speakers including bankers who are helping that community's businesses understand how to talk to bankers and navigate new lending opportunities. If our Chamber hasn't already worked on similar programs, maybe it can start now.

I again encourage you to invite Los Gatos' many smart, creative residents to participate in a genuine exchange of ideas could yield a win-win concept that actually supports business and does not do so at the expense of residents. Instead you and the Chamber have reached out only to businesses and have surprised everyone else with last minute newspaper announcements about this meeting (Friday Weekly before Tuesday meeting, and Friday Town email, buried very far down the message). This pandemic is a marathon, and we're all affected. Let's work together, not against each other, to get to the finish!

Sincerely,



Lynn Kennedy

May 25, 2020

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**From:** Blair Dunton  
**Sent:** Tuesday, May 26, 2020 10:49 AM  
**To:** Experience LG  
**Subject:** Allocate money to help LG businesses

It is well known that Los Gatos is a destination.

It is beautiful.

We need to support the businesses in LG that draw people there and support the residents.

It is wonderful that we ready have a fund that can be used to support the businesses in Los Gatos. We don't need to make Los Gatos more beautiful at this time. Please allocate the beautification fund to supporting businesses hurt by COVID-19.

Thank you

Blair Dunton

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Blair



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

The restaurant business historically operates on thin margins, and coming out of 3 months of little or no business while needing to dramatically reduce seating capacity and indoor customers to enable proper physical distancing threatens the viability of most restaurants in Town. This holds true for small retailers too, who rely on foot traffic while having to limit it.

Saving our Los Gatos restaurants and retailers and giving them an opportunity to innovate and thrive - while simultaneously safeguarding the health of our community is challenging. It requires innovative thinking, decisive action, and rapid implementation before more restaurants and retailers in our wonderful town are forced out of business.

We know from the CDC that being outdoors, where most virus spores largely dissipate in the fresh air, is significantly safer than being among mixed company indoors where much of the same air is recirculated.

Ideas being presented tonight to close multiple streets in Town, including parts of N. Santa Cruz Ave. to enable are restaurants and retailers to effectively spill out onto our streets are right on target. And just as important is how fast we can, together, *make* it happen.

We've learned from the past (the one-way pilot, how we effectively produced Eat Drink Play Los Gatos with N. Santa Cruz closed all day - while 10,000 people attended - and parking was not an issue, etc.) and now is the time to take all that knowledge, filtered through the bright minds of our Town leaders and innovators, and make it *work for us* - not freeze us into months of discussing the minute details or becoming frozen in inaction. That would be far too late for many, many Town businesses.

What if Los Gatos rolled up it's sleeves and was heretofore seen as pro-small business, starting with what we do for our small business during this pandemic?  
Would that be a victory for our small businesses and a huge opportunity to create economic vitality downtown?

What other Town in our area has the beauty and physical advantages of downtown Los Gatos?  
Who can do this better than us?

I rest my case.

Please act now, and create Los Gatos' biggest win in recent memory!

For your reference - and I truly hope you will at least skim all of these - below are links to recent articles detailing how other towns & cities - around us, in the greater Bay Area, and around the county - are closing streets for their small businesses - or are actively working on it.

Let's make Los Gatos an innovative town par excellence. Our business need heroic acts now. Thanks for your tireless work, and your consideration.

With much appreciation,

- Scott  
Scott Canali

;

San Jose Leaders Move Ahead With Outdoor Restaurant Dining Plan

<https://www.nbcbayarea.com/news/local/san-jose-leaders-to-vote-on-expanded-outdoor-restaurant-dining/2292925/>

<https://almanacnews.com/news/2020/05/13/every-seat-outside-would-help-cities-consider-closing-streets-to-traffic-to-make-space-for-struggling-restaurants>

<https://sf.eater.com/2020/5/14/21258980/berkeley-coronavirus-covid-19-jesse-arreguin-street-closures>

(The above article is excellent, but linking to it has been tricky with PA Online's Database. If the link doesn't take you there, please do a search on this: 'Every seat outside would help.' Cities consider closing streets to traffic to make space for struggling restaurants

“Restaurants, residents push elected officials to think creatively to spur recovery **by Elena Kadvany / Palo Alto Weekly**”).

<https://www.google.com/amp/s/www.sfchronicle.com/food/amp/To-survive-coronavirus-San-Francisco-restaurants-15255104.php>

[https://www.montereycountyweekly.com/opinion/local\\_spin/the-successful-reopening-of-restaurants-might-lie-in-pedestrian-only-streets/article\\_fb566778-8ff7-11ea-be8e-6fed9c41789f.html](https://www.montereycountyweekly.com/opinion/local_spin/the-successful-reopening-of-restaurants-might-lie-in-pedestrian-only-streets/article_fb566778-8ff7-11ea-be8e-6fed9c41789f.html)

<https://www.google.com/amp/s/www.cnbc.com/amp/2020/05/22/cities-let-restaurants-set-up-in-streets-to-ease-covid-19-restrictions.html>

<https://www.google.com/amp/s/amp.usatoday.com/amp/5217156002>

<https://www.google.com/amp/s/www.al.com/news/mobile/2020/05/safer-outside-mobile-allows-restaurants-to-spill-into-parking-lots-sidewalks.html%3foutputType=amp>

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**From:** Eric Takahashi  
**Sent:** Tuesday, May 26, 2020 11:12 AM  
**To:** Experience LG  
**Subject:** Support for Small Businesses

To Whom It May Concern:

I understand that the Town will hold a special meeting this evening via Zoom to discuss a proposal to redirect \$2M from a Downtown Beautification Fund to local businesses impacted by the economic downturn associated with the COVID-19 pandemic. While I have not seen the details of the proposal by the Chamber of Commerce, I am supportive of any initiative to provide financial support to local businesses as long as they are unable to conduct "normal business" operations due to public health and or government directives. I hope that the Chamber has a process to establish and prioritize needs across these businesses. For example, a business that cannot operate at all (e.g., hair salon, gym) should receive higher priority than restaurant that is able to offer take-out. In addition, the Chamber needs to verify that the funds are going towards ongoing business expenses, such as rent.

Please let me know where I can find more details about the proposal to be discussed this evening.

Thank you,

Eric Takahashi

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**From:** Michael Parke;  
**Sent:** Tuesday, May 26, 2020 11:13 AM  
**To:** Experience LG  
**Subject:** Downtown Beautification Funds

Hello,

PLEASE reconsider redirecting Downtown Beautification Funds to preserve what we have, not to spruce up what could become a more attractive, empty shell.

I support redirecting Downtown Beautification Funds to preserve the Los Gatos we have.

Thank you,

Michael

Michael Parker

Los Gatos, CA 95030

"You can always teach people skills, but you can't teach people to give a \$hi^."



**From:** Kitty Yurich

**Sent:** Tuesday, May 26, 2020 10:34 AM

**To:** Experience LG <[ExperienceLG@losgatosca.gov](mailto:ExperienceLG@losgatosca.gov)>; Council <[Council@losgatosca.gov](mailto:Council@losgatosca.gov)>; Town Manager <[Manager@losgatosca.gov](mailto:Manager@losgatosca.gov)>

**Subject:** Closure of North Santa Cruz Avenue, Side Streets, and More!

Dear Mayor of Los Gatos, Town Council, and Town of Los Gatos,

I was just informed that there will be more "Summer" changes to the streets of downtown Los Gatos to supposedly help with summertime traffic and the regulations of COVID-19. I find it so amazing that it's been proven over and over that making changes like closing the Santa Cruz Avenue entrance to Highway 17, making Santa Cruz Avenue on-way, doesn't help the traffic at all. It actually makes traffic more congested, especially on University Avenue and the side streets, which in turn effects the many individuals that live in the downtown area. University Avenue turns into a parking lot, with a mass amount of gas fumes and noisy idling cars and trucks, and it makes it very difficult to even due the simplest errand in town. Unless I'm leaving for the day, I usually don't drive anywhere on Saturdays during the Summer months.

Now the town thinks its a wonderful idea to completely close Santa Cruz Avenue, side streets, and parking lots for "outside" dining? I know this is due to COVID-19 as well but does anyone realize how this will impact the health, well-being, and lives of Los Gatos's downtown residents? The answer is NO!! I just don't understand how these decisions are made without taking downtown residents in mind and also notifying these same individuals that these proposals have been made.

I have lived on University Avenue for over 17 years and have had to live with the repercussions of decisions made by the Mayor, Town Council, and Town of Los Gatos during that entire time. It has gotten worse over the years, more so over the past few years. Just recently, I've had to endure 4 bouts of road, sidewalk, and curb construction right in front of my house during "shelter in place" with no place to go to. It really gets old and shows over and over again what the town really thinks of residents like myself, which is you really don't care.

You all need to rethink the plans you have in mind for Summer 2020 and to also keep in mind the needs of Los Gatos's downtown folks like myself. Thank you!

Best,  
Kitty Yurich

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**From:** Stephanie Doan  
**Sent:** Tuesday, May 26, 2020 11:17 AM  
**To:** Experience LG  
**Subject:** Written Comments regarding LG Town Council

Hi there,

I think to encourage people to go out and support local businesses, we should mirror what cities like San Francisco and Oakland have done in closing down streets to encourage more foot traffic while social distancing. There can be circles drawn, six foot apart, so people can enjoy the outdoor weather while supporting local businesses. These street closures and distance circles could also be a great way to have restaurants open and people can go, one at a time, to pick up there food, and enjoy it outside in Downtown Los Gatos.

I think there should also be a requirement for wearing a face mask if you are walking outside or into a restaurant to pick up food. Thanks!

**From:** Matt Hortor.

**Sent:** Tuesday, May 26, 2020 10:37 AM

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

**Subject:** Concerns for Council Meeting 5/26

To Whom it May Concern,

As a Resident in Los Gatos for 28 years and counting, I would like to express my concern in support of our local businesses, who are doing everything in their power to stay afloat. I have no doubt that our Town and it's Council will find a way to do so. In speaking with multiple restaurant owners and employees, there seems to be an overwhelming agreement, close Santa Cruz Avenue to automobiles and open it up for an outdoor market place/dining room.

I am in complete support of this proposal as a current consumer/citizen, a former employee/manager of a family owned Los Gatos staple (The Pastaria and Market), but most of all someone who holds this unique town and its people very close to my heart.

Allowing businesses to operate on Santa Cruz Avenue will give them the opportunity to support their affected employees, provide happiness and a sense of community, a peace of mind, all while being more responsible to the public's health.

With the upcoming allowance of restaurants opening their dining rooms it creates the issue of having a high cost of labor, with about 1/4 of the revenue, putting these restaurants in a worse position than their current state.

With the proposed closure of Santa Cruz Avenue; you are able to keep social distance, that is of most importance, while giving restaurants the necessary opportunity to operate with a "normal" capacity of Patrons. All the while, not keeping these patrons in a closed and confined space, offering a peace of mind.

While I understand many opposers will note how traffic will be affected, I believe temporary closure will not be a large inconvenience. Less cars are on the road in general and the beaches in Santa Cruz are closed, which we know has already decreased traffic immensely.

I ask that the council strongly considers this temporary aid to provide our small businesses some support, they are working their tail off for our people. Let it not be without recognition.

Thank you in advance,

Matt Horton

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Matthew Horton II  
*Certified Sommelier*  
Cell:

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**To: Los Gatos Town Council and Town Manager**

**From: Los Gatos Chamber of Commerce**

**Proposal: Ideas for Recovery Phases**

**Date: May 26, 2020**

Due to the COVID-19 crisis and the effect it has had on our business community, we have been researching ways in which we can help our restaurants, merchants and community members as we move through the phases of recovery. We have three suggestions (in order of importance) that comprise our efforts to increase the seating capacity for restaurants and increase foot traffic for our merchants, as they work to comply with the new health and safety protocols due to COVID-19. In addition, we have identified some funding sources from the proposed budget, see Addendum A.

1. Town-wide, allow businesses to use the parking spaces in front of their locations for dining tables and retail displays on a daily basis.
  - a. We might consider the permanent blocking off of the parking spaces from Main Street to Royce or just to Bean on N. Santa Cruz and some on Main Street, leaving some spaces open for curbside pick-up and bike racks.
  - b. If blocking off spaces from Main Street to Royce – we lose 72 parking spaces. This would allow our sidewalk space to be expanded, enough to meet the 6’ social distancing regulations and make people feel safe.
  - c. In all cases, the business, whether restaurant or merchant, will be responsible for the space in front of their location. They will use their own tables, keep it clean and disinfected, maintain all safety and health measures.
  - d. In some parking spaces we should put bike racks to encourage more people to bike to Town.
  - e. In other Town commercial districts, we propose working with the landlords to roll out a similar plan in their own private parking lots. Consistent signage is essential in building Town community and unity.
  - f. See attached Addendum B for possible barricades for parklets and bike racks options. See attached Addendum C for placement of parklets and bike racks.
  - g. See Addendum D for proposed budget of Option 1.
  
2. Close a few additional streets as public parks, similar to what the Town is doing on Grays Lane. We could consider a closure at Bachman and Bean from N. Santa Cruz to Wilder. If these are made into parks, they should be inviting by putting down artificial turf, along with lighting and chairs.
  
3. If Option 1 and 2 are not sufficient, and if summer beach traffic becomes unbearable, we pivot swiftly and consider closing close N. Santa Cruz Avenue between Main Street to Royce on weekends or perhaps 3-4 afternoons a week between 3-9pm. This allows for a large pedestrian promenade where restaurants and retailers can expand onto the sidewalk and street and create a large pedestrian area for strolling.



- a. To be equitable, this scenario can include restaurants and retailers who are not in the designated area by assigning them a space to which they can bring merchandise or serve takeout. We could also utilize parking lots (US Bank, She She Shoes, etc) for this purpose.
- b. This plan should not impact University Avenue residents in the same way it did when N. Santa Cruz was one-way, since it is outside of truck delivery times, school drop off/ pick up times and beach traffic.
- c. In all cases, the business, whether restaurant or merchant, would be responsible for their space. They would use their own tables, keep it clean and disinfected, maintain all safety and health measures.
- d. We have reservations with this Option because it encourages larger gatherings and affects our University Avenue neighbors.

If we do not work fast and make some accommodations in the immediate future, we risk losing up to 40% of our existing restaurants and retailers.

In conclusion, the Chamber proposes that tonight you vote to set money aside for the Los Gatos Recovery Project. After prioritizing the ideas brought forth tonight, we encourage you to direct staff to work closely with the Chamber and the businesses to more fully develop and implement the ideas you choose tonight.

Attached:

- Addendum A – Funding Sources
- Addendum B – barricades and bike racks
- Addendum C – parklet layout
- Addendum D – budget for Proposal 1

## ADDENDUM A

### Possible Funding Sources

1. Reallocate funds from the existing General Fund reserves from the 2019-20 budget
2. Fund a committed reserve in the 2020-21 budget, which is not finalized and you are reviewing next week.

The Chamber believes #2 is the more viable and conservative option as we do not know how the loss of Sales Tax and TOT revenues in Q4 will ultimately affect the 2019-20 reserves.

Below we have listed potential funding sources where we believe \$1million can be reallocated from one or a combination of existing sources into a temporary Los Gatos Recovery Project Committed Fund. If unused Council can choose to return the money to its original source.

- \$1,972,384 – GFAR – Downtown Streetscape Revitalization project
- \$7,422, 640 – General Fund Capital/ Special Project Reserve
- \$5,427,063 – General Fund Budget Stabilization Reserve
- \$5,427,603 – General Fund Catastrophic Reserve

The Chamber proposes that tonight the Council commit \$1,000,000 to a Los Gatos Recovery Fund. By establishing this Fund, the Council is publicly stating that these funds can only be used for the purpose of providing economic recovery and promoting economic vitality for our local businesses. In looking ahead, we have no idea how long the economic effects from this COVID-19 crisis will last, so we believe it is prudent to put this sum aside to ensure that you have flexibility to spur business as necessary over the next few years.

## ADDENDUM B

### Traffic Barrier

24"x96" - \$181

Comes in various colors



### Bike Rack

Can be ordered to fit 4, 6 or 8 bikes

\$287-\$432

Comes in various colors – can match the traffic barriers



<b>Budget with water/ sand filled traffic barriers</b>		
Barriers @\$181 each		
Barriers needed on N. Santa Cruz to Bean	40	\$7,240
Barriers Needed in front of Coup de Thai block	13	\$2,353
Barriers needed in front of We Olive	5	\$ 905
Barriers needed on Main Street (block with Southern Kitchen	12	\$2,172
Installation & removal of barriers		\$25,000??
Bike Racks	8	\$2500-3500

**ADDENDUM D**  
**Proposed Budget for Option 1**

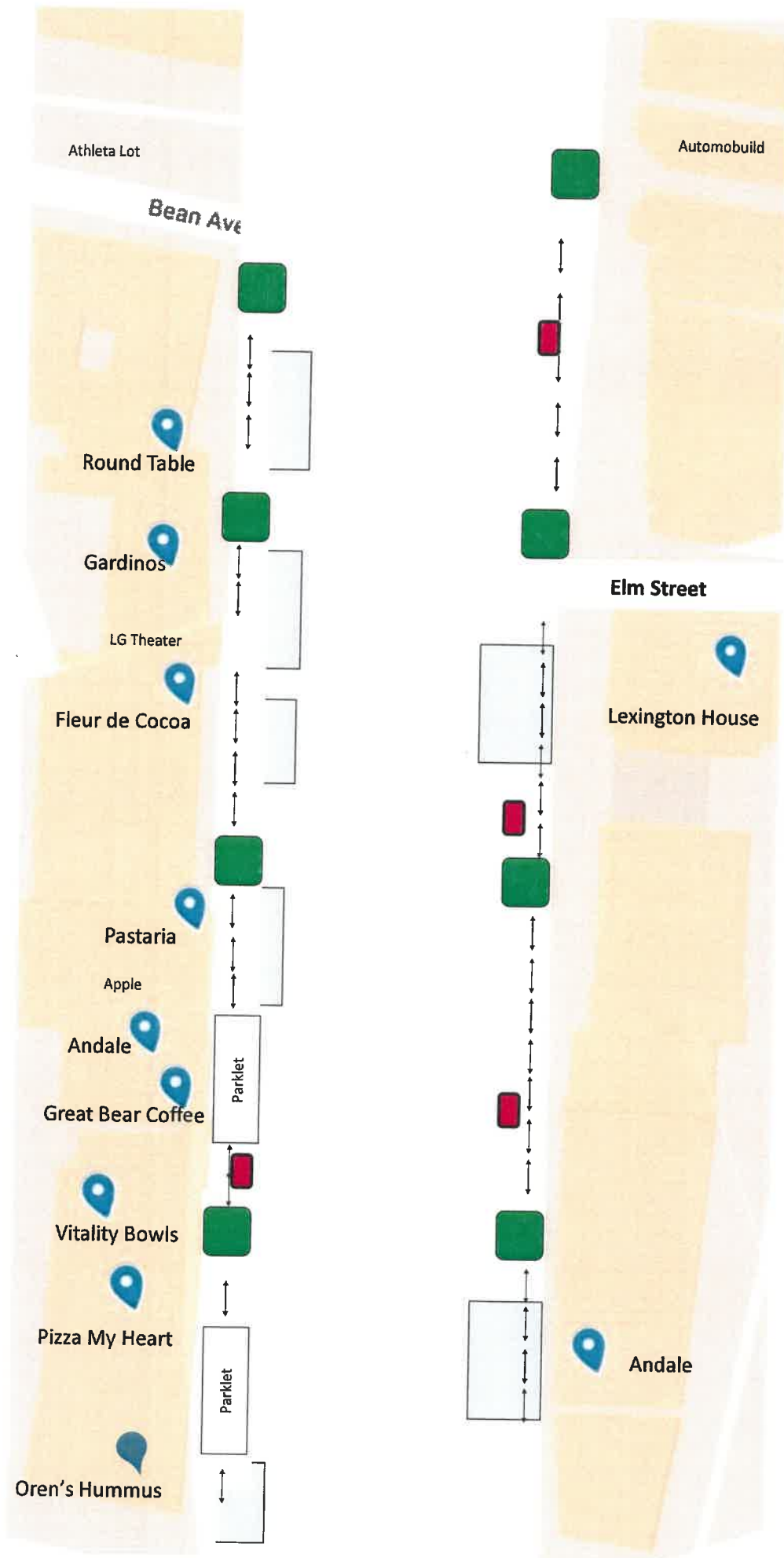
If implementing Option 2 & 3, costs would rise. Option 2 would require enhancing the new park space. Option 3 would require the cost of closing N. Santa Cruz

<b>Option 1 with Planters</b>			
Barriers @\$685 each			
N.Santa Cruz	140		\$95,900
Main Street Barriers	21		\$14,385
Installation & removal of barriers			\$55,000
Flowers-including dirt and installation			\$25,000
Hand sanitizer station-\$200/per	20		\$4,000
Hand sanitizer refill	288		\$5,760
ADA temp ramps			\$30,000
banner poles-\$20K each	4		\$80,000
administrative cost	6 months		\$75,000
social media-6 months			\$15,000
banners			\$10,000
signage (masks usage, sanitizer, curbside pick up)			\$20,000
advertising and promotion initiatives			\$50,000
Bike Racks	8	432	\$3,456
			\$483,501

<b>Option 1 with water/ sand filled traffic barriers</b>			
Barriers @\$181 each			
N.Santa Cruz	60		\$10,860
Main Street Barriers	12		\$2,172
Installation & removal of barriers			\$40,000
Hand sanitizer station-\$200/per	20		\$4,000
Hand sanitizer refill	288		\$5,760
ADA temp ramps			\$30,000
banner poles-\$20K each	4		\$80,000
administrative cost	6 months		\$75,000
social media-6 months			\$15,000
banners			\$10,000
signage (masks usage, sanitizer, etc)			\$20,000
street closure-\$2500 per closure	8		\$20,000
advertising and promotion initiatives			\$50,000
Bike Racks	8	432	\$3,456
			\$366,248

ADDENDUM D





**From:** Terry Duryea

**Sent:** Sunday, May 24, 2020 9:17 PM

**To:** Marcia Jensen; Barbara Spector; Marico Sayoc; Rob Rennie; Laurel Prevetti; Arn Andrews

**Cc:** Stephen Conway

**Subject:** May 26, 2020 Special Town Council Meeting Item 1

Honorable Members of Town Council

Watching the May 19 Town Council meeting, I felt an unstated presumption that budgeting at full staffing levels was more important than making an investments to jump start the Town's economic and community vitality. The irony is the first is only a budgeting ploy, while the second can create an economic return to the Town with increased sales tax and other revenues.

If you look at the cash consequences of the choice, the argument I heard was the Town needs to maintain full staffing to support the services it provides so it could only afford \$20,000 to support the downtown's financial vitality in light of the Covid 19 pandemic. I believe viewing this as a binary option is a false choice. Our goal should be to minimize the total harm to the Town—i.e. address the need for budget flexibility and financial sustainability, while also addressing the Town's economic vitality.

We all have a common interest. Town employees rely on the Town's economic vitality to generate sales tax revenues to fund staff salaries and benefits, while the merchants need a quality professional Town staff to support the variety of infrastructure needs that are necessary for economic and community vitality. And residents want both because our quality of life, and our home values are tied to community vitality as well as the Town's economic vitality.

The proposed 2020-2021 budget is balanced only because we are using \$800K of reserves, i.e. the Town had to use reserves to support the Town's staffing costs. It may be coincidental, but the \$800,000 is approximately the same as the 2020-2021 budget costs for the 1% COLA raise + 2% bonus for the Miscellaneous and Safety employees and Unrepresented Staff. **That tells me the money is there for certain priorities.**

Secondly, the Covid 19 pandemic is as much of a disruption to our Town as an earthquake or massive fire would be. Besides the Town merchants, ask the residents who lost their jobs or took salary cuts (as many health care professional have among others) if they feel this is comparable to an earthquake.

Lastly, I want to compliment Staff as the Memo prepared for the May 26, 2020 meeting showed greater understanding of the magnitude of the problem we are all addressing than was reflected at the May 19 Town Council meeting.

Given the short notice and little time to review the options presented, and more importantly, the significance of what we are trying to accomplish, I think it's unrealistic to reach a final

decision on specific projects at this meeting. My suggestion is that the Town Council pass a resolution setting aside significant money (greater than \$500,000) to support jump starting the Town's economic activity. The Town Staff can then work with the Chamber to identify the higher leverage projects. I ask when reviewing options, please view the spending as an investment, not just a cost. Staff and the Chamber can work together to make a best efforts attempt to quantify, at least within a range, the revenues that will be generated by spending on specific projects. The returns should also be considered when prioritizing specific actions.

I will not be talking at the May 26, 2020 meeting.

Respectively submitted,  
Terry Duryea



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**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

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**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](mailto:PublicComment@losgatosca.gov)>  
**Subject:** Public Comment Item #1

Mayor & Council Members,

We would like to provide our thoughts for the May 26<sup>th</sup> 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

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**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

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**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

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**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.

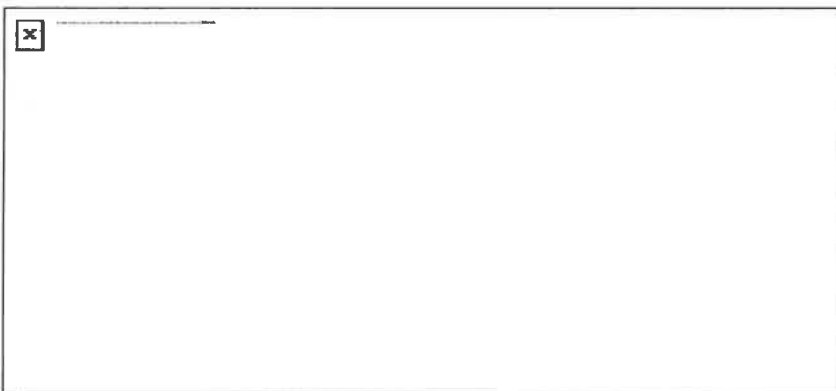
I understand and recognize the weight that has been placed on your shoulders to keep us safe while we being to embark on a new way of life. I thank you for your continued contributions and drive.

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](mailto: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 < > wrote:

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

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**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*



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**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*

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**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

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**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](mailto: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 18<sup>th</sup> closed Billy's for the safety of my employees, customers and family
4. Reopen April 4<sup>th</sup> 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](mailto:bill.reynolds@bostonchowderhouse.com)



**From: Chuck Sullivan**

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

**To: Council <[Council@losgatosca.gov](mailto:Council@losgatosca.gov)>; Town Manager <[Manager@losgatosca.gov](mailto:Manager@losgatosca.gov)>; PublicComment <[PublicComment@losgatosca.gov](mailto:PublicComment@losgatosca.gov)>; Arn Andrews <[aandrews@losgatosca.gov](mailto:aandrews@losgatosca.gov)>; Marcia Jensen <[MJensen@losgatosca.gov](mailto: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

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**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