

**From:** [Michelle Bigelow](#)  
**To:** [Angie Gonzalez](#)  
**Subject:** Item 6 Supplement - FW: Help us Develop a Recovery Plan for Morgan Hill  
**Date:** Monday, May 18, 2020 1:40:09 PM

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**From:** John Kent <[jpKent@pacificoak.com](mailto:jpKent@pacificoak.com)>  
**Sent:** Monday, May 18, 2020 11:23 AM  
**To:** John Lang <[John.Lang@morganhill.ca.gov](mailto:John.Lang@morganhill.ca.gov)>; Edith Ramirez <[Edith.Ramirez@morganhill.ca.gov](mailto:Edith.Ramirez@morganhill.ca.gov)>  
**Subject:** Re: Help us Develop a Recovery Plan for Morgan Hill

Hi Edith and John,

I hope that each of you, and your families, are doing well.

I'm very happy to learn of your proactive efforts to assist local businesses and our economy. Given your past track record, I'm not surprised. You and your team have done great things for our community. Thank you!

Of the various topics listed at the bottom of your message, the idea of "buying local" and "supporting local businesses" is what I believe will be most effective in terms of City of Morgan Hill actions.

Most importantly, we need to get State and County health officials to modify and/or terminate, as quickly as possible, the incredibly rigid lockdown and shelter in place rules. We need to trust people to make wise and prudent decisions, and get businesses back open, while at the same time encouraging those most vulnerable to stay safe.

Feel free to pass along this message to other members of City staff or the City Council.

Best wishes,

John

On Mon, May 18, 2020, 9:20 AM John Lang <[John.Lang@morganhill.ca.gov](mailto:John.Lang@morganhill.ca.gov)> wrote:

Hello Thought Leaders for Morgan Hill's Economic Blueprint. Edith and I wanted to share with you.

The City of Morgan Hill is starting to develop a local recovery plan. At the bottom of the email, I included a table that shows some of the ideas we are bringing forward to the City Council this Wednesday evening (5/20). **We want to hear YOUR ideas about what our businesses need to help with the economic recovery.**

You can share your ideas via email and/or join us at the following meetings:

1. **RESTAURANT RESILIENCY ROUNDTABLE:** Tuesday, May 19<sup>th</sup> at 10:30 AM

- a. Guest Host: California Restaurant Association.
- b. Register at [www.choosemorganhill.com/covid19roundtables](http://www.choosemorganhill.com/covid19roundtables)

2. **CITY COUNCIL MEETING:** Wednesday, May 20<sup>th</sup> at 7 PM (likely to be discussed after 8:30 PM)

- a. Staff report on Economic Development Work Program & [Economic Recovery](#) ideas.
- b. Link to the City Council meeting: <https://bit.ly/052020CityCouncilMtg>

3. **TOWNHALL MEETING:** Thursday, May 21<sup>st</sup> at 5:30 PM

- a. One-hour meeting dedicated to hear business recovery ideas.
- b. link to the town hall: <https://bit.ly/Communitytownhall>

or simply...

4. **SEND US AN EMAIL**

- a. You can always send us an email that we can forward to the City Council
- b. [Edith.ramirez@morganhill.ca.gov](mailto:Edith.ramirez@morganhill.ca.gov)

<p><b>MONTEREY ROAD IMPROVEMENTS</b></p> <p>Work with the Engineering Division to explore repurposing a traffic lane and on-street parking along Monterey Road through Downtown that create more space for retailers, restaurants, pedestrians and cyclists. Explore curbside pickup and other on-street parking policies that will help with deliveries, valet parking, etc.</p>	<p><b>POP UP RETAIL/WINDOW ACTIVATION</b></p> <p>Work with partners to develop opportunities to activate vacant windows and create non-brick and mortar retail opportunities, either with sidewalk activation or with temporary markets.</p>	<p><b>EVENT PROGRAMMING, DOWNTOWN PLACEMAKING</b></p> <p>Explore partnerships with community organizations to develop and execute events that will meet new distancing requirements and will activate Downtown. Activities could include art fairs and other placemaking opportunities like chalk art, outdoor art galleries, murals, and temporary art projects.</p>
<p><b>CITY POLICIES REVIEW</b></p> <p>Review City policies, including conditional use permits (CUPs) (hours of operation), Planned Developments (PDs) (clarity on development), Curbside Pickup, Telecommunication requirements for commercial and industrial developments, Placemaking and landscaping opportunities that will support the City's Place Branding, and Sign Policies that will support existing and new retail development.</p>		

<b>BUY LOCAL CAMPAIGN</b> Work with partners to execute a buy local campaign, creating awareness of local retailers and goods to encourage local spending.	<b>COMPREHENSIVE PRELIM REVIEW</b> Formalize City preliminary review of conceptual commercial and industrial developments. City to schedule prelim review once a month to allow developers to schedule meetings and receive immediate feedback across departments.	<b>APPLY FOR EDA FEDERAL GRANT</b> Apply to EDA for funding associated with enhancing telecommunications capacity to expand infrastructure to residential and commercial areas in Morgan Hill.
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