

**From:** [Michelle Bigelow](#)  
**To:** [Angie Gonzalez](#)  
**Subject:** FW: Help us Develop a Recovery Plan for Morgan Hill  
**Date:** Wednesday, May 20, 2020 12:55:29 PM

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**Michelle Bigelow, MMC, CPMC**  
Council Services and Records Manager/Deputy City Clerk

**City of Morgan Hill**  
City Clerk's Office  
17575 Peak Avenue, Morgan Hill, CA 95037

**D:** 408.310.4678 **O:** 408.779.7259  
[michelle.bigelow@morganhill.ca.gov](mailto:michelle.bigelow@morganhill.ca.gov)  
[morganhill.ca.gov](http://morganhill.ca.gov) | [facebook](#) | [twitter](#)

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**From:** Edith Ramirez <[Edith.Ramirez@morganhill.ca.gov](mailto:Edith.Ramirez@morganhill.ca.gov)>  
**Sent:** Tuesday, May 19, 2020 2:23 PM  
**To:** Michelle Bigelow <[Michelle.Bigelow@morganhill.ca.gov](mailto:Michelle.Bigelow@morganhill.ca.gov)>  
**Subject:** FW: Help us Develop a Recovery Plan for Morgan Hill

For Wednesday's CC meeting.

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**From:** John Horner <[jthorner@verizon.net](mailto:jthorner@verizon.net)>  
**Sent:** Tuesday, May 19, 2020 12:02 PM  
**To:** Edith Ramirez <[Edith.Ramirez@morganhill.ca.gov](mailto:Edith.Ramirez@morganhill.ca.gov)>  
**Cc:** John Lang <[John.Lang@morganhill.ca.gov](mailto:John.Lang@morganhill.ca.gov)>  
**Subject:** RE: Help us Develop a Recovery Plan for Morgan Hill

That would be fine.

On a more positive note: Consider changing the parking requirements for retail shopping centers to allow conversion of up to 30% of parking space area for walking, seating, outdoor retail and such.

John

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**From:** Edith Ramirez [<mailto:Edith.Ramirez@morganhill.ca.gov>]  
**Sent:** Tuesday, May 19, 2020 10:09 AM  
**To:** John Horner - Thinker Toys ([jthorner@verizon.net](mailto:jthorner@verizon.net))  
**Cc:** John Lang  
**Subject:** FW: Help us Develop a Recovery Plan for Morgan Hill

John, do you want us to submit this to the CC for Wednesday's night as part of public record?  
Let me know. Thanks.

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**From:** John Lang <[John.Lang@morganhill.ca.gov](mailto:John.Lang@morganhill.ca.gov)>

**Sent:** Tuesday, May 19, 2020 9:06 AM  
**To:** Edith Ramirez <[Edith.Ramirez@morganhill.ca.gov](mailto:Edith.Ramirez@morganhill.ca.gov)>; Leslie Little <[Leslie.Little@morganhill.ca.gov](mailto:Leslie.Little@morganhill.ca.gov)>  
**Subject:** FW: Help us Develop a Recovery Plan for Morgan Hill

Fyi.

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**From:** John Horner <[john@morganhill.org](mailto:john@morganhill.org)>  
**Sent:** Tuesday, May 19, 2020 7:09 AM  
**To:** John Lang <[John.Lang@morganhill.ca.gov](mailto:John.Lang@morganhill.ca.gov)>  
**Subject:** RE: Help us Develop a Recovery Plan for Morgan Hill

Hello John,

Feedback: Once again the city focus is on the downtown while the vast majority of business, retail and otherwise, happens outside that small area. As a long time owner of a non-downtown business I don't feel city government has ever given the non-downtown businesses the respect and appreciation they deserve and need. I've said this many times over the many years I've been involved, and the concern always gets blown off.

Also, those of us paying rent for permanent locations are not thrilled by the prospect of competing with pop-ups of various kinds that pay little or no rent.

So, think about how to support the entire business community, especially those who are figuring out how to survive through horrible times.

John Horner

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**From:** [John Lang](#)  
**Sent:** Monday, May 18, 2020 9:20 AM  
**To:** [John Lang](#)  
**Subject:** Help us Develop a Recovery Plan for Morgan Hill

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> 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> 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> 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> 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>		
<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.</p>	<p><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.</p>	<p><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.</p>

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