

**From:** [Edith Ramirez](#)  
**To:** [Angie Gonzalez](#); [Michelle Bigelow](#)  
**Subject:** FW: Help us Develop a Recovery Plan for Morgan Hill  
**Date:** Wednesday, May 20, 2020 4:46:26 PM

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For tonight's Council meeting.

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**From:** Liam Downey <liam.downey@morganhill.ca.gov>  
**Sent:** Wednesday, May 20, 2020 12:42 PM  
**To:** Edith Ramirez <Edith.Ramirez@morganhill.ca.gov>  
**Subject:** Re: Help us Develop a Recovery Plan for Morgan Hill

Edith,

This is a tough discussion, We're dealing with extreme situations, and private businesses. Whether we like it or not, many are not going to recover. We are already seeing big names dropping out of the sky...and I think many more to come...unfortunately.

Looking at our City's feedback and predictions we are dealing with an unprecedented situation. **Desperate times call for desperate measures.** We will REALLY need to step out of our box, and comfort zone if we want to try and assist here.

Just like housing, the environment, traffic and many other state wide challenges and initiatives, we are all being painted with the same brush, asked to follow process and rules, many of which are designed and applicable to Cities, communities and economies much larger than ours. We are a mere 45 minutes away, but in no way are we Cupertino, Palo Alto, Mountain View, or San Mateo.

If all we do is follow the rules and play nice and be complaint, we are going to die on the vine. I fear we have a City leadership that is not willing to take any risk, not comfortable stepping out of the box, and overly conservative to really make any real impact here. Unless our leadership is willing to step up into an extremely uncomfortable zone, we wont have much of an effect.

We spend too many cycles and energy worrying about the squeaky wheel minority, the Facbook guru's, the caped crusaders who believe the City is crooked and can't do anything right and everything is sinister and has an agenda. I can guarantee you the people that need us the most now, are not these people. So let's not worry too much about them.

As a City, there is only so much you can do. But in what we cans do, we need to be fast, nimble, risk taking and creative.

We may need to break down the challenge and solutions by category. We seem to be focusing very much on downtown, on bars and restaurants, and not on what drives the primary funding of our City. Not saying a restaurant is not important and does not contribute to the local economy with sales tax and employment, But saving a restaurant and losing a car dealership and vastly different issues.

Or losing a major employer, like Anritsu, or Specialized or Lus America...huge impact.

As a City, we need to remove all the hurdles within our control. And even if they means defying some of the state guidelines, do it! We really need to take some risks here.

For example. Fast tracking CUP requests and changes to allow business more flexibility and ease of operations. I mean really fast tracking  
Relaxing rules on take out alcohol and drinking outdoors.  
Closing areas for significantly more pedestrian access while still maintaining social distancing guidelines

Buying local is a great idea but somewhat more idealistic than realistic. There is not a whole lot to buy locally that would have a big impact. Yes cars is an option, but we only have 2 dealers. But looking to provide some assistance to these dealers to pull in more external buyers...would that help?

What may name sense is to actually invest. I like the idea below to go get Federal and other state, local or even private money. Find an expert to focus on that.

My business is not impacted, but I would think, if I was local, here is where I would need the most help

1. Help me with my rent or my mortgage - delay, defer, reduce my monthly costs
2. Help me maintain my employees...help with the process to get federal aid, like the PPP program
3. Cheap money - works with the banks to secure very low interest short term money
4. help me with marketing to get my business back to some level of normality
5. Fast track, eliminate or change any local governmental processes that are barriers to me recovering (within reason)

But, the people that know best what they need to survive or recover are the businesses themselves. Find some way for them to better engage, in a less formal setting , in a workshop like brainstorming session.

My 2 cents..

Liam

On May 18, 2020, at 9:02 AM, Edith Ramirez <[Edith.Ramirez@morganhill.ca.gov](mailto:Edith.Ramirez@morganhill.ca.gov)> wrote:

**Dear Planning Commission**

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)

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| <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> |
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| <b>CITY POLICIES REVIEW</b>  |  |  |
| <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>  | <b>COMPREHENSIVE PRELIM REVIEW</b>   | <b>APPLY FOR EDA FEDERAL GRANT</b>   |
| <p>Work with partners to execute a buy local campaign, creating awareness of local retailers and goods to encourage local spending.</p>  | <p>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>Apply to EDA for funding associated with enhancing telecommunications capacity to expand infrastructure to residential and commercial areas in Morgan Hill.</p> |

Thank you for engaging. Please forward this email and we look forward to hearing from you.

Edith