



DISCUSSION ITEMS

Agenda Item # 3

AGENDA REPORT SUMMARY

Meeting Date: April 28, 2020

Subject: COVID-19 Emergency: Preliminary Fiscal Impact and Financial Relief Programs

- A. Update on COVID-19 Financial Impact on the City of Los Altos
- B. Resolution No. 2020-10 ratifying grants to WomenSV and Counseling and Mental Health Services of Mountain View (CHAC)
- C. Resolution No. 2020-11 authorizing a grant of \$75,000 to Community Services Agency of Mountain View and Los Altos (CSA)
- D. Resolution No. 2020-12 creating the Small Business Relief Program and authorizing \$250,000 for this program
- E. Los Altos Community Foundation community relief fund
- F. Update on City emergency measures for addressing COVID-19

Prepared by: Sharif Etman, Administrative Services Director

Approved by: Chris Jordan, City Manager

Attachment(s):

1. Resolution No. 2020-10
2. Resolution No. 2020-11
3. Resolution No. 2020-12
4. Public correspondence received as of April 22, 2020

Initiated by:

Staff and City Council

Previous Council Consideration:

April 14, 2020

Fiscal Impact:

The proposed budget amendments could range from 135K to over 385K to the FY 2019/20 Operating Budget for Relief Programs to business and residents of Los Altos depending on Council direction.

Environmental Review:

Not applicable

Policy Question(s) for Council Consideration:

- Does the Council wish to make budget adjustments due to the COVID-19 Pandemic and provide various relief programs to business and residents within Los Altos?



Subject: COVID-19 Emergency: Preliminary Fiscal Impact and Relief Programs

Summary:

- Revenue in many areas will decrease significantly and not reach its budgeted target due to the shelter in place orders and the COVID-19 pandemic. In total, revenue losses in FY 2019/20 due to COVID-19 could equal approximately \$3.0 million or 7% across all General Fund revenue categories.
- The current economy will continue to struggle and fluctuate dramatically depending on how long the current health crisis and economic crisis lasts.
- Our largest revenue source – property tax will not be immediately be affected. However, notable decreases to our other funding streams are expected.
- Relief programs have been discussed and a Los Altos Community Relief Fund is being proposed for the benefit of Los Altos businesses and residents most in need during the COVID-19 emergency.
- Further discussion with Council, Staff and Financial Commission will occur in May in June to address the fiscal challenges and strategies to mitigate revenue losses due to this pandemic.

Staff Recommendation:

- A. Receive an update on COVID-19 Financial Impact on the City of Los Altos – Status report of reduction in revenues caused by COVID-19 Shelter-in-Place
- B. Adopt Resolution No. 2020-10 ratifying grants to WomenSV (\$40,000) and to Counseling and Mental Health Services of Mountain View (CHAC) (\$20,000) for assistance during the COVID-19 emergency
- C. Adopt Resolution No. 2020-11 authorizing a grant of \$75,000 to Community Services Agency of Mountain View and Los Altos (CSA) for assistance during the COVID-19 emergency
- D. Adopt Resolution No. 2020-12 creating the Small Business Relief Program and authorizing \$250,000 for this program
- E. Discuss working with the Los Altos Community Foundation to create a community relief fund for soliciting contributions for the benefit of Los Altos businesses and residents most in need during the COVID-19 emergency
- F. Receive an update from the City Manager on City emergency measures for addressing COVID-19 and provide direction as needed



Subject: COVID-19 Emergency: Preliminary Fiscal Impact and Relief Programs

Purpose

To review and discuss the preliminary fiscal impact of the current COVID-19 Pandemic and discuss possible relief programs and provide direction as needed.

Background

The County of Santa Clara Public Health Department issued its first public health order on March 9, 2020 related to the COVID-19 Pandemic; imposing a countywide moratorium on mass gatherings of 1,000 or more persons. The City Manager, serving as the Director of Emergency Services, then proclaimed a local emergency in the City of Los Altos in March and it was ratified by Council resolution. A second County public health order followed this resolution on March 13, imposing a countywide moratorium on mass gatherings of more than 100 persons and a conditional moratorium on gatherings between 35 and 100 persons. A third public health order was issued on March 16 for all residents in the County to shelter in place and for all businesses and governmental agencies to cease non-essential operations at physical locations through April 7, 2020. A fourth public health order was issued on March 31, extending the terms of the third order through May 3, 2020, and clarifying the definition of essential and non-essential services.

Social distancing guidance and shelter in place orders have started to have their intended effect in slowing down the spread of COVID-19 cases nationwide, and more specifically in California. The effects have resulted in significant portions of the local, state, and national economy being shut down partially or completely. For Los Altos, this has meant a direct and immediate fiscal impact on City revenue sources such as Sales Tax, Transient Occupancy Tax (TOT), Licenses and Permits, and Charges for Services.

Staff will continue to provide the Council with the best information available and informed recommendations to ensure fiscal stability given a number of possible economic outcomes. Due to the unique nature of this crisis, the magnitude and duration of COVID-19's economic impacts cannot be predicted with absolute certainty.

Discussion/Analysis

FY 2019-20 Initial Estimated Revenue Impacts Due to COVID-19

As previously discussed, Santa Clara County and Los Altos are under shelter in place orders through at least May 3, 2020, a period equaling approximately 1.5 months the original shelter in place order went into effect on March 16. It is also possible given the closure of many Bay Area school districts for the remainder of the school year, that shelter in place orders could be extended through the end of June 2020. That would equal approximately 3.5 months since the original shelter in place order went into effect. As a result of shelter in place orders, local retail businesses and restaurants have either closed temporarily or been reduced to limited service; local hotels have seen occupancy rates



Subject: COVID-19 Emergency: Preliminary Fiscal Impact and Relief Programs

and room rates drop significantly. The City recreation programs, and events have been canceled, and City building permitting, and other revenue-generating services have been temporarily halted, which has again had a direct and immediate fiscal impact on City revenue sources such as Sales Tax, Transient Occupancy Tax (TOT), Licenses and Permits, and Charges for Service.

Before the shelter in place orders and the full extent of COVID-19's spread were known, staff prepared for the City Council a mid-year financial status update that showed improving General Fund revenues and expenditures trending below the approved budget.

General Fund Revenue Impact

Property Tax accounts for over 50% of the City's General Fund Revenue. The tax roll for FY 2019/20 has already been completed and there is expected to be little or no immediate impact because of COVID-19. Revenues from property tax could be felt in late FY 2020/21 and FY 2021/22 as a greater recession and slow down is expected.

- Projected Budget: \$25,639,810
- Estimated Decrease – **N/A**

Utility Users Tax (UUT) is set by agreement and is not expected to change. UUT is collected for electric, gas, cable television, garage and telephone franchise agreements.

- Current Fiscal Year Budget: \$2,781,000
- Estimate Decrease – **N/A**

Sales Tax revenue is expected to decrease dramatically due to the shelter in place orders from March to June 2020. Governor Newsom also approved Executive Order N-40-20, which allows small businesses with less than \$5 million in annual sales to defer up to \$50,000 of their Quarter 1 (Q1) 2020 sales tax payments until FY 2020-21. It is unknown how many businesses in Los Altos would qualify or be approved for this deferment.

- Current Fiscal Year Budget – \$3,301,400
- Estimated Decrease - **\$700K**

Transient Occupancy Tax is also expected to significantly decrease due to the shelter in place. Los Altos has three hotels which are currently running at very low occupancy levels.

- Current Fiscal Year Budget – \$3,360,000
- Estimated Decrease - **\$800K**



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Charges for Service

Recreation Fees are expected to dramatically decrease as cancelation of all rentals and major events through spring and summer have been canceled. Some savings will be achieved by the release of temporary personnel within the department.

- Current Fiscal Year Budget – \$1,477,000
- Estimated Decrease - **\$400K**

Community Development Fees was a strong source of revenue before the shelter in place orders. Most if not all construction, inspections and reviews have now been halted within the City. Significant reductions in revenue are anticipated from March through June of 2020.

- Current Fiscal Year Budget - \$3,623,000
- Estimated Decrease - **\$800K**

Other Revenue including Business Licenses, Police Fees and other Admin Fees are expected to decrease during this crisis.

- Estimated decrease - **\$300K**

Other impacts to revenues such as the Gas Tax, SB1 (state road repair dollars) and Federal and State Grants are unknown currently. The receipt of these revenues could decrease or be delayed by this pandemic.

In total, revenue losses in FY 2019-20 due to COVID-19 could equal approximately \$3.0 million or 7% across all General Fund revenue categories after factoring in associated savings discussed previously. If these numbers should change up or down, staff will provide City Council with an update. These are estimates and will change depending how long shelter in place orders are in effect.

General Fund Expenditures

Overall, the City is spending less due to the shelter in place.

- Limited staff working in City facilities leading to less gas, maintenance, electricity and water costs.
- The City has canceled all travel and conference and meetings well into the summer months.
- Multiple City Events have been canceled



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FY 2019-20 Recommended Strategies to Address Fiscal Impacts of COVID-19

Personnel Costs

- 11 full-time positions currently vacant and being held vacant unless deemed necessary
- Release of certain temporary part time employees within the Department of Recreation
- Ongoing discussions and active negotiations with two labor groups

Newly Announced Federal Loan Programs

- Application to the Federal Emergency Management Agency (FEMA) Community Disaster Loan (CDL) Program. This Federal Program allows financial assistance for demonstrated need by government agencies. Details of this program have not been released. It is a loan payable over 5 fiscal years. This would increase the City's debt capacity and it is unknown if the City would qualify at this time.
- The Federal Reserve Municipal Liquidity Facility Program offers \$500B in loans to local governments as well. More details are forthcoming.

FEMA Reimbursement under the Public Assistance Program (PAP) – This program can provide for reimbursement of certain direct eligible expenses as they relate to the City's response to COVID-19. These reimbursements may take several years. The City is tracking all eligible expenses related to COVID-19. Eligible expenses may include:

- Any costs necessary to operate or equip our Emergency Operations Center (EOC) to respond to COVID-19
- Disinfection of City facilities and disinfection of equipment and vehicles due to COVID-19
- Contractual assistance on emergency management and control of immediate threats to public health and safety in response to COVID-19
- Purchase and distribution of food, water, ice, medicine, and other consumable supplies, to include personal protective equipment (PPE) and hazardous material suits due to COVID-19
- Transportation of supplies and persons to respond to COVID-19
- Communications of general health and safety information to the public for COVID-19

Use of Emergency Operating Reserve

- Currently \$8.25M is available within our Emergency Operating Reserve. Use of this reserve is not recommended at this time, unless for various relief fund if Council so chooses.

Scaling back / Prioritization of Capital Improvement Plan Projects

- Multiple discussions over time will be needed to preserve general fund dollars as needed for various operating and CIP Budget projects.



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Community Center / General Fund Loan

- A \$10M or more loan is needed to complete the Community Center. This loan most likely would be paid over 20 years. The City may be able to borrow more depending on need and cash flow given favorable interest rate available to the City. Staff and the Financial Commission will present to Council their recommendation for a loan to Council in May or June of 2020.

Community Assistance / Relief Programs

Section B: Resolution 2020-10: Ratification of Grants to WomenSV and Counseling and Mental Health Services of Mountain View (CHAC) for Assistance During the COVID-19 Emergency

At the April 14, 2020 City Council meeting, the Council directed the City Manager to provide emergency grant to WomenSV (\$40,000) and to CHAC (\$20,000) and to place ratification of these grants on the April 28 agenda. Resolution 2020-10 ratifies the earlier direction of the City Council.

Staff recommends the Council move to approve Resolution 2020-10.

Section C: Resolution 2020-11: Grant to the Community Services Agency (CSA)

During the COVID-19 emergency, many in the Los Altos-Mountain View community have relied on assistance from CSA for food distribution and rent assistance. Recognizing this, at its April 14 meeting, the Los Altos City Council directed that the City provide a grant of \$75,000 to CSA. However, there was discussion regarding limitations/restrictions on the use of these funds that was not concluded during that meeting.

The attached resolution authorizes the grant of \$75,000 without restrictions. If the Council would like to either change the amount of the grant, or place restrictions on the use of the funds, or earmark some for a specific purpose, the Council should amend the resolution accordingly.

This grant to CSA is in addition to the assistance City staff is currently providing with both distribution of the senior lunch program and with providing bilingual assistance for those seeking rent assistance through CSA.



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Section D: Resolution 2020-12: Creating the Los Altos Small Business Relief Grant Program

Purpose

The City Council is asked to consider creating a Small Business Relief Grant Program to provide financial assistance in the form of grants to businesses located in Los Altos.

Background

The Los Altos business license database indicates that there are approximately 882 businesses in Los Altos (excluding home-based businesses), 91% of which have fewer than 25 employees. Many of these businesses are suffering tremendous financial losses during the COVID-19 pandemic. This includes both essential businesses which are allowed to stay open during the pandemic but may be suffering losses due to a change in the current business environment, as well as those businesses deemed non-essential under the Order from the Santa Clara County Public Health Officer.

During this crisis, many government agencies, from federal to state to local, are attempting to assist small businesses through loan and grant programs. Working with the Los Altos Chamber of Commerce, the Los Altos Community Foundation, Mayor Pepper and Vice Mayor Fligor, staff explored both loan and grant programs that other cities have initiated. This information was discussed at the Council's April 14 meeting where the Council directed staff to return on April 28 with more information about grant programs.

Using the City of Santa Clara's Small Business Assistance Grant Program as a model, the Los Altos program would be initiated with the City utilizing an amount of City funds designated by the City Council. The attached resolution proposes \$250,000.

The City would also partner with the Los Altos Community Foundation (LACF) for the LACF to collect donations from interested parties to expand this fund beyond the \$250,000 the City will designate.

Discussion

This program would be administered by City staff; schedule and forms will be developed. To be eligible, a small business must:

- 1) Operate out of a physical storefront or office location in Los Altos
- 2) Must verify the business has experienced loss of income due to COVID-19
- 3) On March 16, 2020 must have had between 1 and 25 employees
- 4) Must have an active Los Altos business license and be in good standing with the City
- 5) For a grant of up to \$10,000, must be deemed non-essential under the County Order
- 6) For a grant of up to \$5,000, must be deemed essential under the County Order



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- 7) Must have been in operation in Los Altos for at least 1 year prior to March 16, 2020

Grant funds from the City's Small Business Relief Program can only be used for payroll expenses first, and lease payments second¹, for the business premises. Grants would be awarded on a first-come, first-serve basis until the grant funds are exhausted. The City also plans to partner with the Los Altos Community Foundation to create a Community Small Business Relief Fund for donations from private individuals and entities that would also be awarded using the grant application process.

Policy Questions for the Council

- 1) Does the Council wish to create such a program?
- 2) Is the program, as outlined above, to the Council's satisfaction, including the eligibility requirements?
- 3) Is \$250,000 of City funds the amount the City Council wants to dedicate to this program?

Action

The City Council should move to approve the attached resolution which was drafted based on the outline discussed above. Any changes to the proposed program will require changes to the attached resolution before approval.

Section E: Community Relief Program

There have been initial discussions regarding the creation of a Los Altos Community Relief Fund. Such a fund, which would be administered by the Los Altos Community Foundation, would accept contributions from private sources and the funds could be used for a variety of emergency needs for community members and businesses.

Policy Questions for the Council:

- 1) Does the Council want to work with the Community Foundation to establish such a fund?
- 2) Does the Council wish to contribute funding from the City's General Fund to a Community Relief Program?
- 3) Does the Council wish to provide direction on how such funds could be utilized?

Because this is an initial Council discussion of this topic, staff is seeking direction. If the Council directs that such a fund be established, and City funds are to be allocated to assist with this effort, staff will return with a resolution for Council consideration.

¹ Governor Newsom has issued an executive order banning the enforcement of eviction orders for renters affected by COVID-19 through May 31, 2020.



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Conclusion

The full magnitude and duration of the economic impacts due to COVID-19 cannot be known at this time with absolute certainty. Thus, staff believes that it is too soon to recommend significant budget reductions, which could severely impact City service levels to the public, until such time that the ongoing impacts of COVID-19 can be better understood. Staff will return to Council with additional budget strategies and an updated / proposed FY 2020-21 Operating Budget and 2021-2025 Capital Improvement Plan (CIP) over the next several months and recommended corrective actions if necessary once the economic impacts of COVID-19 are more fully known.

Options

- 1) Adopt Resolutions Numbers 2020-10-12, approving the COVID-19 report and proposed budget adjustments for various Relief Programs

Advantages: Funds will be made available to assist businesses and residents in need during the COVID-19 emergency.

Disadvantages: None identified

- 2) Do not adopt Resolution Numbers 2020-10-12 approving the COVID-19 report and proposed budget adjustments for various Relief Programs

Advantages: None identified

Disadvantages: Funds will not be made available to assist businesses and residents in need during the COVID-19 emergency.

Recommendation

The staff recommends Option 1.

RESOLUTION NO. 2020-10

**A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF LOS ALTOS
RATIFYING GRANTS TO WOMENSV AND THE COUNSELING AND
MENTAL HEALTH SERVICES OF MOUNTAIN VIEW (CHAC) AS DIRECTED
BY THE CITY CONCIL AT ITS APRIL 14, 2020 MEETING**

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, WomenSV and CHAC provide necessary services to the Los Altos community during this emergency; and

WHEREAS, at its April 14, 2020 meeting, the Los Altos City Council directed the City Manager to provide grants to WomenSV for \$40,000 and to CHAC for \$20,000 and directed that a resolution be placed on the April 28, 2020 agenda for the City Council to ratify these grants;

NOW THEREFORE, BE IT RESOLVED, that the City Council of the City of Los Altos hereby ratifies the grants to WomenSV for \$40,000 and to CHAC for \$20,000.

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 ____ day of ____, 2020 by the following vote:

AYES:
NOES:
ABSENT:
ABSTAIN:

Jan Pepper, MAYOR

Attest:

Jon Maginot, CMC, CITY CLERK

RESOLUTION NO. 2020-11

**A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF LOS ALTOS
PROVIDING AN EMERGENCY GRANT OF \$75,000 TO THE COMMUNITY
SERVICES AGENCY OF MOUNTAN VIEW AND LOS ALTOS (CSA)**

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, CSA provides necessary services to the Los Altos community during this emergency in the form of food distribution and rent relief to those in need; and

WHEREAS, at its April 14, 2020 meeting, the Los Altos City Council discussed providing a grant of \$75,000 to CSA to assist CSA in continuing its critical operation,

NOW THEREFORE, BE IT RESOLVED, that the City Council of the City of Los Altos hereby authorizes a grant of \$75,000 to CSA.

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 ____ day of ____, 2020 by the following vote:

AYES:

NOES:

ABSENT:

ABSTAIN:

Jan Pepper, MAYOR

Attest:

Jon Maginot, CMC, CITY CLERK

RESOLUTION NO. 2020-13

**A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF LOS ALTOS
CREATING 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 businesses 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 revenues to the City,

NOW THEREFORE, BE IT RESOLVED, that the City Council of the City of Los Altos hereby creates the Los Altos Small Business Relief Assistance Program in the form described at Attachment A and authorizes \$250,000 from the City's General Fund to be used for this purpose.

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 ____ day of ____, 2020 by the following vote:

AYES:

NOES:

ABSENT:

ABSTAIN:

Jan Pepper, MAYOR

Attest:

Jon Maginot, CMC, CITY CLERK



Resolution 2020-12, Attachment A Small Business Relief Program

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 objective of this program is to offer immediate financial assistance to nonprofits and 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.
1. Grant funds from the City's Small Business Relief Program can only be used [for payroll expenses first, and lease payments second – to be discussed] for the business premises.
2. Grants will be awarded on a first-come, first-serve basis for qualified applicants who have submitted a complete application in a form to be determined by the City. 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 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 or office space within 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



Resolution 2020-12, Attachment A Small Business Relief Program

- Applicants must have been in operation in the City of Los Altos for at least one year as of March 1, 2020.
- **PLEASE NOTE:** Chains (national or local with 3 or more locations) will not be eligible for award.

Application and Funding Process:

1. Grant applications can be accessed and filled out online but must be emailed directly to XXX
 - a. Businesses will be required to complete the “Estimated Disaster Economic Injury Worksheet” that documents current or forecasted estimates of economic impact.
 - b. Businesses will be required to provide a current copy of a W-9.
 - c. Non-profits will be required to submit proof of non-profit status.
2. If application is found complete, application will be reviewed for eligibility and applicants will receive a notice of award within a target of one to two weeks following submission.
 - a. In all cases, the City reserves the right to reject any and all applications in the event the City identifies a potential conflict of interest or the appearance of a conflict of interest.
 - b. Submission of an application in no way obligates the City to award a grant and the City reserves the right to reject any or all applications, wholly or in part, at any time, without penalty.
3. Awards will be made on a first come, first served basis.
4. If awarded, the application becomes a binding contract between the applicant and the City of Los Altos.
5. If awarded, funds may only be used for applicant’s payroll expenses or lease payments.
6. Businesses receiving funding are required to:
 - a. Certify via a written statement how many jobs were retained or how many months of lease payments for the business premises were paid allowing the business to continue operations.
 - b. Submit evidence that the grant funds have been spent in the manner and for the purposes stated in the application within thirty (30) days of the payment date. Evidence provided must be to the satisfaction of the City.
 - c. The City reserves the right to audit the applicant’s books and records for compliance with terms in the agreement.



Resolution 2020-12, Attachment A Small Business Relief Program

7. Businesses receiving funding are encouraged to:
 - a. If applicable, adopt Federal and State guidance for operating their businesses (social distancing, clean down procedures, limiting in-store occupancy, etc.).
 - b. If applicable, prioritize delivery of food and services to seniors and economically vulnerable populations.
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.

From: [Chris Jordan](#)
To: [Jon Maginot](#)
Subject: FW: [External Sender]
Date: Wednesday, April 22, 2020 10:49:07 AM

From: Barbara Baill [REDACTED]
Sent: Wednesday, April 22, 2020 10:39 AM
To: City Council <council@losaltosca.gov>
Subject: [External Sender]

As 40 year residents of Los Altos, we support the a **Los Altos Small Business Relief Fund**.

Our small businesses make Los Altos a special place to live, shop, eat and thrive!

Barbara Baill and Lee Rhodes

Sent from [Mail](#) for Windows 10

From: [Chris Jordan](#)
To: [Jon Maginot](#)
Subject: FW: [External Sender]Chamber Call to Action Request Grant-Essential Business need
Date: Wednesday, April 22, 2020 4:24:43 PM

From: Amanda Aberg [REDACTED]
Sent: Wednesday, April 22, 2020 4:05 PM
To: City Council <council@losaltosca.gov>
Subject: [External Sender]Chamber Call to Action Request Grant-Essential Business need

Hello

We are an essential business here in Los Altos. Allied Auto Works has been owned by Brian and myself (Amanda) for over 34 years serving this wonderful community. On March 16, shelter in place happened, everything stopped including our business but we were deemed to stay open by the government to service vehicles for the public including all front line workers who need to drive every day. Our business dropped 80% on March 16. With 9 employees who are married and have had recent babies or kids, this was shocking for us to figure out how we were going to take care of our family here at Allied Auto Works. Most of their spouses were laid off due to not being essential. We have applied for the work share program since guys are working at 50% and it has taken 5 weeks for it to be approved but we are still waiting for the forms so they get supplemental unemployment for missed hours (no online for this, mail only). We applied for the PPP on April 3rd at 5 am to Bank of America, which we have been a customer both personal and business for over 30 years with a relationship of business with them. A lot of money flows through that bank. Guess what we are one of those businesses that got jerked around because we were not I guess essential enough with payroll. I guess \$60,000 in payroll a month is peanuts to some. We are trying for the second round this week or next with a different lender. In the meantime, we have implemented safety and health procedures for both the customer and our staff. Trying to find gloves that our techs have always worn due to the nature of the job is becoming more scarce every day since our auto suppliers are not getting supply in. Even trying to get a disinfectant next story at Lucky is a mission every morning at 6 am. I make sure my employees get paid first and if there is anything left after vendors and such we get paid, but that has not happened. Well, I guess I could go on and on. But how would \$5K help us? It would pay the Kaiser and Dental insurance we pay for employees for one month as we pay 100% of that for them or take care of paying vendors instead of asking if we can pay partial or putting it on credit cards which now are racking up. This is not how we run our business, it is scary. We made it through the downturn in 2009 and that was a challenge but this is something else. The economy was just told to stop. I understand why as I am almost 60 and have grandmom living in our house with my boys who is 88. So you can imagine every day Brian comes home the steps he takes be he even comes in the house to be safe.

Well, that is part of our story. We are one of the few auto repairs in the south bay that the community trusts and we have generations of families still coming in, I hope we can continue.

Staying Safe,

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From: [Chris Jordan](#)
To: [Jon Maginot](#)
Subject: FW: [External Sender]Chamber Call To Action
Date: Thursday, April 23, 2020 11:49:02 AM

From: Guo Feng [REDACTED]
Sent: Thursday, April 23, 2020 10:55 AM
To: City Council <council@losaltosca.gov>
Cc: Guo Feng [REDACTED]; Xianghai Yu [REDACTED]
Subject: [External Sender]Chamber Call To Action

Dear City Council Members,

My name is Guo Feng, the owner of 3 Potato, the fashion store at 358 State Street, Los Altos, which has been running for almost two years since 2018. With the mission of women's drapes with an artist's touch, the store has attracted many costumers in bay areas and around the country.

However, the COVID-19 pandemic has changed everything dramatically, especially for a small business like us. Stay-At-Home orders in local and national wide paused all business operations of retail and whole sales. The broken cash flow made us almost impossible to survive on our own. Because, we still have to cover the cost to sustain.

Rents
Utilities
Internet and Telecommunication cost
Prepaid of Show and registration fee
Monthly loan payment to the bank

We believe the pandemic will be over. The business will come back after the return of the normal life. But it will take times to restore to the previous level in sales. From what we have learned in the news, as a small business, it is very difficult to compete for the relief funds from any federal and state governments . Any help would be appreciated, if Chamber of Commerce of Los Altos would offer at this critical time.

Thank You all,

Guo Feng

From: [Chris Jordan](#)
To: [Jon Maginot](#)
Subject: FW: [External Sender]Downtown Merchants need help!
Date: Tuesday, April 21, 2020 12:13:39 PM

From: Nancy Schneider [REDACTED]
Sent: Tuesday, April 21, 2020 10:58 AM
To: City Council <council@losaltosca.gov>
Subject: [External Sender]Downtown Merchants need help!

Dear Council Members

Mike and I have lived in Los Altos since 1981. We love it here and have been active volunteers to make sure our town stays and is a great place to live.

The heart of our city is the downtown. The merchants, the restaurants, the services. It's where the big events happen. Pet Parade, Art and Wine, and my favorite the Festival of Lights Parade. The merchants downtown have for years donated to our local High Schools, Bands, Museum, Parades etc. They have supported many causes by donations and money. We need to give back. Now they need help!

We have bought gift certificates and helped a Go Fund Me page for our favorite merchants downtown. We are retired so can only do so much. We need our town, our taxes to be spent helping our merchants stay in business during these trying times. Other cities are doing it. I just got a notice from Half Moon Bay that they are helping their merchants. I hope and expect our City Council to do the the same. PLEASE keep our small businesses in town viable. We need them to keep Los Altos the wonderful place it is to live in.

Thanks you.

Mike and Nancy Schneider
[REDACTED]

From: [Chris Jordan](#)
To: [Jon Maginot](#)
Subject: FW: [External Sender]Los Altos Small Business Relief Fund
Date: Tuesday, April 21, 2020 12:17:11 PM

From: Nina Nesmith [REDACTED]
Sent: Tuesday, April 21, 2020 12:08 PM
To: City Council <council@losaltosca.gov>
Subject: [External Sender]Los Altos Small Business Relief Fund

Good Morning Council,

First I want to thank you all for doing a wonderful job and being here to serve our community. We appreciate you!

While Los Altos Hardware is fortunate enough to be an essential business we understand that the majority of the community is not. We are able to be up and running enough to pay our bills and staff. We do not need to partake in the fund, but support the effort for the other businesses. During this time of uncertainty the amount of encouragement from other business and restaurants has been such a positive light! I love seeing all the community support floating around social media and the hard work LAVA and the Chamber has done with What's Open Los Altos. The support local campaign is truly keeping Los Altos together!

We want to keep downtown Los Altos thriving for years to come and believe it would be extremely beneficial to create a relief fund.

Thank you for your time and dedication!

Regards,
Nina Nesmith
Operations/HR Manager
[REDACTED]

Los Altos Hardware Inc.
441 First St
Los Altos, CA 94022
650-941-8207
Follow us on instagram! [@losaltoshardwareinc](#)

From: [Chris Jordan](#)
To: [Jon Maginot](#)
Subject: FW: [External Sender]Los Altos Small Business Relief Fund
Date: Tuesday, April 21, 2020 12:16:31 PM

From: Judith Wolken [REDACTED]
Sent: Tuesday, April 21, 2020 11:59 AM
To: City Council <council@losaltosca.gov>
Subject: [External Sender]Los Altos Small Business Relief Fund

I am very much in favor of this fund.

Please provide grants to our independent merchants who are the heart and soul of our community.

Shopping in a small town, where business owners have a personal relationship with their clientele is truly a gift. Let's support them in this time of need, they have generously given so much to our town. Always willing to donate their time to various local organizations, making Los Altos one of the BEST small towns in California and the US.

I'm proud to be a Los Altan and have shared our village with many from all over the world, who always want to return, shop, have a meal, enjoy a beauty treatment, grab a coffee, buy a book and stroll the streets.

Let's not lose the spirit of Los Altos, thanks to merchants that enrich our lives and our community.

A loyal, loving fan!

Judith Wolken

From: [Chris Jordan](#)
To: [Jon Maginot](#)
Subject: FW: [External Sender]LOS ALTOS SMALL BUSINESS RELIEF FUND
Date: Wednesday, April 22, 2020 9:50:14 AM

From: Conner, Terrence P. [REDACTED]
Sent: Wednesday, April 22, 2020 9:46 AM
To: City Council <council@losaltosca.gov>
Subject: [External Sender]LOS ALTOS SMALL BUSINESS RELIEF FUND

Dear Los Altos City Council Members,

As a 30+-year resident of Los Altos, as a Los Altos business owner, and as a LACOC member, I urge you to put in place a Los Altos Small Business Relief Fund to the extent the City's budget (including tapping into the City's reserve funds), will allow.

And, please consider modeling it after the City of Santa Clara's relief for small businesses program.

In these unprecedented challenging times, Federal and State relief efforts will not be enough. Local efforts are also needed.

Thank you.

Terry Conner

Terrence P. Conner

Thoits Law | 400 Main St, #250, Los Altos, CA 94022

[650.327.4200](tel:650.327.4200) | www.thoits.com | tconner@thoits.com

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From: [Chris Jordan](#)
To: [Jon Maginot](#)
Subject: FW: [External Sender]Los Altos Small Business Relief Fund
Date: Monday, April 20, 2020 12:25:52 PM

From: Nancy Bush [REDACTED]
Sent: Monday, April 20, 2020 12:17 PM
To: City Council <council@losaltosca.gov>
Subject: [External Sender]Los Altos Small Business Relief Fund

Hello,

I am writing to you to express my support of the creation of a small business relief fund which supports Los Altos retailers.

I am the Business Operations Manager for Opa Management Group. We own and operate seven Opa! Authentic Greek Cuisine restaurants in the Bay Area, one of the earliest of which is on Main St in Los Altos.

We, like most retailers, are doing everything we can to keep the doors open for all of our restaurants, but we are having to do so with a skeleton crew, as our revenues have dropped so dramatically. A small business fund grant would help defray our payroll costs and would benefit us greatly.

We love our location in downtown Los Altos and continue to be very appreciative of the efforts the Los Altos Chamber of Commerce has put forth to help all of the businesses remain viable.

Thank you,
Nancy

--

Nancy Bush
Business Operations Manager
Opa! Management & Hero Adams Restaurant Groups

From: [Chris Jordan](#)
To: [Jon Maginot](#)
Subject: FW: [External Sender]need for a relief fund
Date: Tuesday, April 21, 2020 1:06:09 PM

From: Erika Ameri [REDACTED]
Sent: Tuesday, April 21, 2020 1:05 PM
To: City Council <council@losaltosca.gov>
Subject: [External Sender]need for a relief fund

All,

I am in favor of support for a downtown relief fund for our shop keepers. A vital downtown is crucial to our overall well being and quality of life. I miss all of my downtown shopkeepers and am very concerned about their welfare.

Thank you!

Erika

From: [Chris Jordan](#)
To: [Jon Maginot](#)
Subject: FW: [External Sender]Possible Small Business Relief Fund For Los Altos
Date: Tuesday, April 21, 2020 7:22:13 AM

From: Sherry Scott [REDACTED]
Sent: Tuesday, April 21, 2020 2:17 AM
To: City Council <council@losaltosca.gov>
Subject: [External Sender]Possible Small Business Relief Fund For Los Altos

Dear Los Altos City Council,

I'm writing to tell you of my experience as a newer small retail business on Main Street, required by the County Health Department to be closed now into week six. I'm concerned for the long term viability of my business, and others in Los Altos, and ultimately the commercial face of Los Altos as the required closures continue on to fight the spread of Covid-19.

You may be aware the average annual profit for a small business is 7%, which equals to about 26 days of sales per year. The rest of the year's revenue goes towards paying all overhead. I'll venture a guess that a lot of our small business may pay the owner a salary or income, and may not get to that additional 7% of net business profit for the year. Either way, we are now *way past* those 26 days for 2020.

This loss of revenue has started to eat into revenue to provide for owner income, rent, utilities, payroll, etc. In this case, a business loan will only exacerbate the problem - creating debt where there won't be commensurate revenue to support that additional burden, when sales are not occurring, or have dropped precipitously. This is what has happened in my retail business.

The requirement for non-essential businesses to close for an unknown period of time, in effect causing their revenue to cease, while *not mandating their overhead be abated for the same period of time*, creates an onerous situation for the retail store owner/operator. Only a grant (versus a loan), can be crucial to keeping a business afloat when they have been forced to temporarily shut their doors.

In the case of my business, in the first month of the closure, I had one sale for a \$27.00 item, which I delivered to the customer (at a distance). Since becoming a store owner in the summer of 2019, we have generated reasonable sales every month - even when there was paper covering the windows during the time of moving in new store fixtures, painting, etc. To try to generate sales now, I'm participating in What's Open Los Altos, the Gift Card Program, offering a gift with purchase, revising our website and adding keywords, and posting on Instagram daily. None of that has made any impact yet. It seems like most people have just stopped spending - except for essential items.

To date, I have applied for two Federal Loans, the PPP and the EIDL programs. On the PPP, it seems banks have been overwhelmed. Although I applied through my business bank for the PPP, with

assistance from bank management, and believe the application was submitted to process at least 3 days before we were told the funds ran out, my application did not make it through. To date, I have not heard back about the EIDL.

I understand California will open an application for an unemployment fund for small businesses starting on April 28th, however, that will be only \$167.00 per week. My landlord wants to hear from me this week about my intentions to pay the May rent. He has offered to move the due date back for the May rent or to accept spread out payment.

To me, after dipping into savings to pay the overhead for two months, debt without sales to support it is just not prudent, It is also possible that customers will not come back for months even after we are permitted to re-open, out of fears of catching Covid-19, only adding to the losses.

To try to navigate through this uncertainty with the burden that only some of us have to bear, a grant type of fund, provided by the City of Los Altos, could be a lifeline.

My intention has been, and still is at this time, to remain as a store operator for the four-plus years left on my business lease. The longer this shut-down continues, it will be less likely that I, and many other businesses, will be able to continue to shoulder this burden. The idea of that is pure sadness, because I am involved in four not-for-profit organizations in Los Altos, believing so strongly in the community-at-large.

Please consider allocating enough resources to help keep the commercial businesses of Los Altos from having to close, if they are facing these circumstances I've outlined here.

Should a fund be made available, I am willing to share my financial information, if held in strict confidence, to show my business revenue history and expenses, should it help towards both determining allocations of such a fund, and also to apply as a candidate for this financial support.

Thank you in advance for your consideration. I am available to provide clarification or additional information either by reply email, or via the mobile number below.

Sherry Scott 

From: [Chris Jordan](#)
To: [Jon Maginot](#)
Subject: FW: [External Sender]Responding to the Los Altos Small Business Relief Fund
Date: Tuesday, April 21, 2020 12:16:59 PM
Attachments: [Ann Sullivan application to Los Altos City Council.pdf](#)

From: Ann Sullivan [REDACTED]
Sent: Tuesday, April 21, 2020 11:44 AM
To: City Council <council@losaltosca.gov>
Subject: [External Sender]Responding to the Los Altos Small Business Relief Fund

Enclosed is my information about my company Dial A Maid and hoping you will consider me for the Relief Fund.

Sincerely;

Ann Sullivan

Dial A Maid



**Complete Cleaning
Service Since 1982**

To: The Los Altos City Council

Applying for a grant from the Small Business Relief Fund.

My name is Ann Sullivan, I'm the owner of a local house cleaning business and a member of the Los Altos Chamber of Commerce. My understanding is Santa Clara County has listed cleaning services as an essential business.

BUT

With the Shelter in Place Order, Dial A Maid has been greatly impacted.

For the past 4 weeks, 90% of my clients have canceled their cleaning.

Clients say they worry about having the cleaners return during Shelter in Place, because it would allow too much close contact. They prefer to wait for the Government to lift the restrictions.

We understand their concerns and want them to be safe. However, this is devastating for my business. This has meant a great loss in our income.

So, I have reached out to my clients for financial help, asking if they cancel, would they consider paying 50% of the usual fee to help our cleaners and our business. Only a few clients are willing. This small amount only helps a tiny bit, meaning we are not getting the revenue we need to pay for our rent, food, utilities etc. Some of the cleaners are single parents and this job is the only income they have.

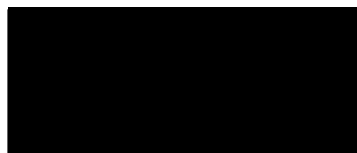
I'm reaching out to you, the Los Altos City Council, hoping Dial A Maid might qualify for assistance, so I can help my 9 cleaners, though this difficult time of COVID 19.

Thank you;

Ann Sullivan

Date: 4/20/20

Ann Sullivan
Owner of Dial A Maid License #012975



From: [Chris Jordan](#)
To: [Jon Maginot](#)
Subject: FW: [External Sender]Setting up a fund
Date: Wednesday, April 22, 2020 10:48:36 AM

From: Sally Prout [REDACTED]
Sent: Wednesday, April 22, 2020 10:20 AM
To: City Council <council@losaltosca.gov>
Subject: [External Sender]Setting up a fund

Hi,
I think it's a great idea.

--

Sally Prout
Assistant, Judy Bogard-Tanigami
167 S. San Antonio Road
Los Altos, CA 94022

From: [Chris Jordan](#)
To: [Jon Maginot](#)
Subject: FW: [External Sender]Small Business in need
Date: Wednesday, April 22, 2020 8:38:11 AM
Importance: High

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

From: Susan Bacchi [REDACTED]
Sent: Wednesday, April 22, 2020 12:59 AM
To: City Council <council@losaltosca.gov>
Cc: Couture, Terri [REDACTED]; Ryan Gowdy [REDACTED]
Subject: [External Sender]Small Business in need
Importance: High

Dear Council Members:

It is with great hope that I write you to be able to become a recipient of your potential Small Business Relief program to be modeled after the City of Santa Clara program. I received your announcement letter from my customer, Terri Couture, a Los Altos resident and long time customer of mine. My business service: Interior Design House Prep (fixing up the curb appeal and homes of Los Altos) in collaboration with Terri Couture and many other Real Estate agents and residents of Los Altos. I am a former resident of Los Altos and started my small business there in 2005. I have been the recipient for 3 years in a row, Best of Los Altos award for Home Stagers. I patronize many Los Altos small businesses all my life. But, most important is how much I actually work in the City of Los Altos. So much so that I have a mailbox there at Village Mail center.

I am a single mom. I do not receive child support or alimony. I have build my business for 15 years and it supports us. It also supports my colleague, employee and her children and family. We are scared. We both work hard for this business and have made ends meet. I am proud to be able to do that. It is not always easy but this COVID-19 is like an avalanche of one disaster after another. My customers are calling me trying to help me. Some from Los Altos have donated to my GoFundMe fundraiser, such as Ryan Gowdy, cc'd hereto and others who chose to remain confidential.

We are using those fundraiser proceeds of \$1,890. for this weeks payroll and bills that must be paid. We have another payroll coming up soon. And, many bills plus rents to pay. I have been working for free around the clock to save my business. Trying to find every possible opportunity available to my business for financial relief. I even sold some of my furniture to a neighbor trying to help me, and a friend of a friend. It is practically impossible to really sell right now. People like to see used furniture in person in advance. Then what will I do if I sell all my inventory anyway?

Due to my business being categorized as non-essential, we lost over \$75K in contracts for the month of March, April, and May that were scheduled to be staged and our customers regretfully postponed our staging and even didn't go on the market because they wanted me to stage first.

It got worse earlier this evening because my sublessee at one of my leased buildings (I lease 2) gave me 30 day notice. The income from them mostly covered my rent of \$18,000 per month. They had to layoff many of their staff and no longer need the space from me after 3 years! That was a shock. I am now facing an extremely difficult uphill battle to pay my rent due in 10 days.

Yesterday in the morning I received the \$2000 grant from the government for the \$1000 for each employee. I thought oh great we can make it now. We will be able to pay the bills and payroll for sure another month. Now with the disastrous loss of my sublessee \$16,000 per month income this will definitely impact my business, employees and my loyal customers in the worst way. I am not going to be able to earn that money to pay rent. Even if my landlord would give me a month "grace", I will need to come up with the money to pay eventually. I am

already delayed on so many bills. How can I recover?

I did call my business consultant today to ask him if he can help me find a new tenant. He said it will not be easy now because of the COVID-19 people will not want to rent new space. If I do not pay the rent or get a new sub-lessee I will soon be facing, having to remove my things out of the one building because I am going to not be able to pay that rent and the other as well most likely. We are talking about 10,000 square feet of staging inventory valued at over \$500,000 initial investment. What will I do with all my stuff?

Your financial support will help me and my employees so much. It will as well benefit my favorite community of Los Altos. I currently have the majority of my design clients and realtor clients, and home owner clients located in Los Altos or Los Altos Hills. It will benefit my daughter as well as she will not see her mother fail.

I am hereby cc'ing Terri Couture and Ryan Gowdy my customers and friends in hopes they will respond to this email to you. I have never been one to beg others for money or take advantage of people for money. I have always counted on myself to work and earn money. It is a humbling experience to see your business you spent your life becoming just crumbling under your feet. I am desperate at this point. I do not want to lose it.

Please let me know if you have any questions or comments. I am trying and scrambling to be savvy in coming up with ways to make business virtually. I could possibly do it but I need more time to get off the ground. My business is really a service to help people. Thank you for taking the time to read my letter. Thank you for considering me. Time is of the essence for my business survival. Thank you.

All the best,

Susan

Susan Bacchi, ASID
Susan Bacchi Design, LLC



Website: <http://www.susanbacchi.com>

Facebook: Susan Bacchi Design

Instagram: #susanbacchidesign

Mailing Address:

4546 El Camino Real

Suite: B10-191

Los Altos, CA 94022

Your business is appreciated! Thank you!

From: [Chris Jordan](#)
To: [Jon Maginot](#)
Subject: FW: [External Sender]Small business loans
Date: Thursday, April 23, 2020 8:34:42 AM

From: Dana Clohan [REDACTED]
Sent: Wednesday, April 22, 2020 6:25 PM
To: City Council <council@losaltosca.gov>
Subject: [External Sender]Small business loans

I am in support of creating a LOS ALTOS SMALL BUSINESS RELIEF FUND, There are so many small businesses downtown that will not survive if they don't get help immediately. Having been a business owner downtown in the 80's I personally know how hard it is to keep afloat. Several of the businesses I use on a regular basis are not getting a break on their rent. There are so many greedy landlords. I was very fortunate to have a good one and Uncommon Threads is now on its third owner. Our town is known for our lovely village of small, personally owned shops. Please help them!!! Dana Clohan

From: [Chris Jordan](#)
To: [Jon Maginot](#)
Subject: FW: [External Sender]Small Business Relief Fund
Date: Monday, April 20, 2020 5:14:00 PM

From: Kevin Sawyer [REDACTED]
Sent: Monday, April 20, 2020 4:16 PM
To: City Council <council@losaltosca.gov>
Subject: [External Sender]Small Business Relief Fund

Please consider creating a SMALL BUSINESS RELIEF FUND for those businesses in Los Altos that have been affected by Covid-19. Thank you. Kevin Sawyer

From: [Chris Jordan](#)
To: [Jon Maginot](#)
Subject: FW: [External Sender]Small Business Relief Fund
Date: Thursday, April 23, 2020 8:40:53 AM

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

From: Pat Ferguson [REDACTED]
Sent: Thursday, April 23, 2020 7:48 AM
To: City Council <council@losaltosca.gov>
Subject: [External Sender]Small Business Relief Fund

Los Altos should take immediate action in creating the LOS ALTOS SMALL BUSINESS RELIEF FUND. Downtown businesses need action now. I live in Monte Sereno but worked at Uncommon Threads for twenty five years and do most of my shopping in Los Altos. Uncommon Threads, Cranberry Scoop, Yum Yum Tree, Casa Lupe, Julie's Coffee Shop, Baskin Robbins are the flavor of a small town and need help. They need action now, not in the future. Pat Ferguson

Sent from my iPad

From: [Chris Jordan](#)
To: [Jon Maginot](#)
Subject: FW: [External Sender]Support for a LOS ALTOS SMALL BUSINESS RELIEF FUND
Date: Monday, April 20, 2020 11:43:58 AM

FYI – small business relief program

From: Anna Sheklow [REDACTED]
Sent: Monday, April 20, 2020 10:32 AM
To: City Council <council@losaltosca.gov>; Robin Sulic [REDACTED]
Subject: [External Sender]Support for a LOS ALTOS SMALL BUSINESS RELIEF FUND

Good morning,

I am emailing in support for a Los Altos small business relief fund. Our business has been open since 2004 and we have had to close our doors as of March 16th. We have 19 employees out of work. We applied for the Paycheck Protection Program, as well as a few other grant programs, but have not received money from any of them. Any money would help pay our employees and get them off of unemployment and hopefully pay some necessary bills, such as medical insurance, rent, and utilities.

Please let me know if there is additional information you need from us.

Best,
Anna Sheklow and Robin Sulic
Drawn2Art-Los Altos

From: [Chris Jordan](#)
To: [City Council](#)
Cc: [Jon Maginot](#)
Subject: FW: attached letter from Los Altos Property Owners Downtown (LAPOD)
Date: Tuesday, April 21, 2020 5:29:10 PM
Attachments: [4.21.2020 LAPOD Letter to Mayor Pepper.pdf](#)

Council –

In case you did not receive this directly.

Chris

From: Anthony Carnesecca <aCarnesecca@losaltosca.gov>
Sent: Tuesday, April 21, 2020 3:17 PM
To: Chris Jordan <cjordan@losaltosca.gov>; Jon Biggs <jbiggs@losaltosca.gov>
Subject: Fwd: attached letter from Los Altos Property Owners Downtown (LAPOD)

FYI

Sincerely,
Anthony Carnesecca
Economic Development Coordinator
City of Los Altos

From: Kim Cranston [REDACTED]
Sent: Tuesday, April 21, 2020 3:06 PM
To: Jan Pepper
Cc: Bruce Barton; Anthony Carnesecca; Dennis Young
Subject: attached letter from Los Altos Property Owners Downtown (LAPOD)

Hi Jan,

I hope you are well and safe.

Following up on the LAPOD meeting last week, please find attached the letter we discussed.

Best,

Kim

--

Kim Cranston
[REDACTED]



April 21, 2020

Dear Mayor Pepper,

Thank you very much for joining the Los Altos Property Owners Downtown (LAPOD) Zoom meeting on Wednesday, April 15.

We deeply share your concerns about the impact the coronavirus disease is having on commercial tenants in Los Altos and residents of the community and beyond. While we can't speak for all commercial property owners in Los Altos, all LAPOD members with whom we have communicated have proactively reached out to their tenants to support them and find ways to do all they can to help them through this crisis, including relief from rent.

LAPOD is an organization comprised of owners of nonresidential property in the downtown triangle and on the east side of South San Antonio Road. Many of our members both own property and run one or more businesses in downtown, but every one of our members is dedicated to the success of downtown Los Altos and its ability to continue serving as a center of commerce and community for the city of Los Altos and neighboring towns.

During this crisis, LAPOD is supporting the City of Los Altos, Los Altos Chamber of Commerce, and Los Altos Village Association collaboration to support local restaurants, merchants and services - <https://whatsopenlosaltos.org/> - and participating with <https://www.losaltosstrong.org/> to support local restaurants.

LAPOD has been providing information about these two programs to property owners to forward to their tenants, as well as information about the following:

- Small Business Administration (SBA) Paycheck Protection Program
- SBA Economic Injury Disaster Loans
- Santa Clara County Social Distancing Protocols
- Los Altos City Resources: <https://www.losaltosca.gov/citymanager/page/covid-19-resource-page>
- The National Restaurant Association Coronavirus Information and Resources: <https://restaurant.org/covid19>
- Frontline Foods: <https://www.frontlinefoods.org/>

We were glad during our meeting to hear from the City of Los Altos Economic Development Coordinator Anthony Carnesecca that the City is considering providing economic support to businesses and, once the program is finalized, we will certainly provide information about that program to property owners to provide to their tenants.

We look forward to continuing to collaborate with the City of Los Altos, the Los Altos Chamber of Commerce, the Los Altos Village Association and many others to help our community get through this crisis as best we can.

Thank you very much for all you are doing to guide the community through this crisis, and for all of your good deeds.

Sincerely,

Kim Cranston
Chair



<http://www.losaltospropertyownersdowntown.org>

cc: Anthony Carnesecca, The Los Altos Town Crier

From: [Chris Jordan](#)
To: [Jon Maginot](#)
Subject: FW: Attention Jan Pepper: Supporting Simon Tregon/Cambric
Date: Tuesday, April 21, 2020 7:22:40 AM

From: Sharon Nash [REDACTED]
Sent: Monday, April 20, 2020 7:04 PM
To: City Council <council@losaltosca.gov>
Subject: Attention Jan Pepper: Supporting Simon Tregon/Cambric

Dear Jan,

I am a businesswoman in downtown Los Altos. As a psychologist, I have been very fortunate to be able to continue practicing from home via FaceTime and Zoom.

However, I realize that many of the shops and restaurants I support are struggling because their businesses were forced to close suddenly because of this unanticipated pandemic. Closing their doors is a sacrifice they have made to keep us all safe.

I am a strong advocate of "Buy Los Altos" — when I shop or dine I **always** prioritize our local businesses.

Simone Tregon's shop, Cambric, is one of my favorite places. It is vibrant, stylish and a wonderful place to shop with and for friends who live in (and outside) of Los Altos.

My great hope is that when restrictions lift, our town will not look like a fighter who has lost some critical teeth.

I would be heartbroken if Cambric does not survive this forced closure.

Government funding (not to anyone's surprise) is slow to come (if at all). If there is anything Los Altos can do to bridge the gap to keep Cambric alive and well, I would be most grateful to you.

Thank you for any support and consideration you can give,
Sharon

Sharon Nash, Ph.D.
350 Second Street, Suite 1
Los Altos, CA 94022

Office 650-949-1615

■ ■
Fax 650-941-4326

<http://www.linkedin.com/in/sharonnash>

From: [Chris Jordan](#)
To: [Jon Maginot](#)
Subject: FW: Cetrella Letter to Request Assistance
Date: Tuesday, April 21, 2020 7:21:43 AM
Attachments: [Cetrella to Los Altos City Council COVID-19.docx](#)

From: MHAMED BAHET [REDACTED]
Sent: Monday, April 20, 2020 9:59 PM
To: City Council <council@losaltosca.gov>
Subject: Cetrella Letter to Request Assistance

Dear Los Altos City Council,

As I think you will be aware, Los Altos restaurateurs and bar owners have been working together on initiatives to cope with the adversity we face due to the COVID-19 pandemic.

Kindly please read the attached request that joins those sent by peer restaurants and bars in Los Altos.

Best,

M'hamed Bahet
Managing Partner
Cetrella
400 Main Street
Suite 100
Los Altos, CA 94022
www.cetrella.com

Cetrella

LOS ALTOS

April 20, 2020

Dear Los Altos City Council,

I write to join the Los Altos restaurants and bars who have let you know that the impacts of the COVID-19 pandemic and resultant Santa Clara County closure of restaurants and bars for on-site service has caused a precipitous downturn in Cetrella's income. Since investing in Los Altos as a business by building Cetrella from scratch in the 400 Main Street Class A business complex, and opening publicly on August 11, 2015, we have served over 180,000 guests and developed strong private dining across the spectrum of corporate, non-profit and academic entities in Silicon Valley. In addition, for more than a year we have built a live jazz dinner series that has attracted an audience from around the Bay Area and received critical attention.

Since the County closed restaurants and bars, all on-site dining income is lost, and we implemented takeout, investing in an online ordering service and adding grocery items to support our supply line, offering local residents the opportunity to enjoy premium products purchased through contactless curbside takeout, while avoiding exposure to the virus in crowded conditions at supermarkets.

Cetrella faces Class A rent and NNN costs, the need to pay vendors and a skeleton staff and overhead. We have applied for the PPP and EIDL and to date have not been approved. We hope to be able to re-employ our full staff, many of whom have been with Cetrella for nearly two decades. We join other peer businesses in the City to ask that the City Council seriously consider offering grants to each to support our efforts to keep our businesses open, in the hope that after this crisis passes, we may be able to rebuild them to ensure Los Altos does not lose the many businesses that support its residents and attract business from the region. Every restaurant and business that remains open is on the front lines to provide essential business.

Thank you for considering this request and please let me know if you have questions or need information.

Best,

M'hamed Bahet
Managing Partner
Cetrella
400 Main Street
Suite 100
Los Altos, CA 94022

From: [Chris Jordan](#)
To: [Jon Maginot](#)
Subject: FW: donation Pictures
Date: Wednesday, April 22, 2020 10:56:16 AM
Attachments: [IMG_0206.jpg](#)
[IMG_0176.jpg](#)
[IMG_0185.jpg](#)
[IMG_0178.jpg](#)
[IMG_0207.jpg](#)
[IMG_0191.jpg](#)
[IMG_0186.jpg](#)
[IMG_0192.jpg](#)

From: Summer MENG [REDACTED]
Sent: Wednesday, April 22, 2020 10:46 AM
To: City Council <council@losaltosca.gov>
Subject: Fwd: donation Pictures

Dear Council,

This is Summer Meng. Owner of Noodle talk restaurant. Our address is: 4546 El camino real, Ste A6, Los Altos.

I am glad to hear there will be some help from city of Los Altos. I would like to share my story with you.

We are specializing in Authentic HuNan style Chinese food. We have total three locations and all of them were running very well before this COVID-19 happened.

Sadly, we have to temporarily close 2 of our restaurants due to the "shelter in place and stay at home" order. Although we still doing some taking out orders, but those are not enough to let us survival. Since most delivery company are charging us 20% to 30% commission.

My elder sister and sister in law and her husband are doctors in China and they are all work for COVID-19 Team when it first happened in China in Jan.

They been told me how hard and stressful when they are lack of PPE. I bought some masks though Amazon and shipped to them at end of Jan. and it really helped them a lot. They told me wearing masks are good way to protect them and others.

On March, when the COVID-19 spread in the US and I ordered 20000 face masks from China and ship them to Sunnyvale by FEDEX and

DHL immediately which cost me lots of money.

I gave some of face masks to my employees and clients. And then lots of my friends told me that hospitals in the US are in urgent demand of PPE. So, I donated the rest of the face masks.

Earlier this month, my business, Noodle Talk joined lots of donation organizations to give the Bento-Box to our frontline workers like hospitals and police dept for free.

We have been donated over 230 Bento-Box. Pls see my attached pictures.

I am very glad to help people especially the situation like this.

I love my country China, as well as my homeland here America.

United, we can stronger.

COVID-19 is our invisible enemy for the world-wild.

I am very glad that I have chance to share my love for this community.

My clients give me lots of help when I first opened my restaurant 5 years ago in Sunnyvale. Now it is time for me to do something return.

Just Hopefully, this COVID-19 will pass quickly and let our residents return to normal life. I will keep trying my best to do something for our frontline workers. They stay work for us, and they been using their lives to protect our lives. They are the real heroes.

Currently I didn't receive the PPP loan from SBA, but I believe I will receive it soon, to help me running my business

Thanks

Summer

Noodle talk






Noodle Talk-Los Altos
 Phone: 550-935-2357
WE WOK TOGETHER
 Meds of LOVE
 Prep Date: 04/21/2020
 Dish Name:
 KungPao Chicken(Bento)
 Chicken Breast, Red Pepper,
 Peanut Cabbage Stir-Fry
 Rice
 Mapo Tofu (Bento)
 Dry Cooked Green Bean
 Mapo Tofu
 Rice

WE WOK TOGETHER
 Meds of LOVE
 Prep Date: 04/21/2020
 Dish Name:
 KungPao Chicken(Bento)
 Chicken Breast, Red Pepper,
 Peanut Cabbage Stir-Fry
 Rice
 Mapo Tofu (Bento)
 Dry Cooked Green Bean
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Noodle Talk-Los Altos
 Phone: 550-935-2357
WE WOK TOGETHER
 Meds of LOVE
 Prep Date: 04/21/2020
 Dish Name:
 KungPao Chicken(Bento)
 Chicken Breast, Red Pepper,
 Peanut Cabbage Stir-Fry
 Rice
 Mapo Tofu (Bento)
 Dry Cooked Green Bean
 Mapo Tofu
 Rice



福牛堂
Noodle Talk-Los Altos

Phone: 650-935-2357

Dish Name:
KungPao Chicken(Bento)
Chicken Breast, Red Pepper,
Peanut Cabbage Stir-Fry
Rice

Mapo Tofu (Bento)
Mapo Tofu
Dry Cooked Green Bean
Rice

Prep Date: 04 21 2:20

WE WOK TOGETHER
Meals of **LOVE** for Frontline Heroes
4/15 4/30

中餐廳基金會
Community Food Charity Program Initiated by
ChineseRestaurantFoundation.org

**THANKS
COVID-19**

FOR

FIGHTING

同风雨 共抗疫

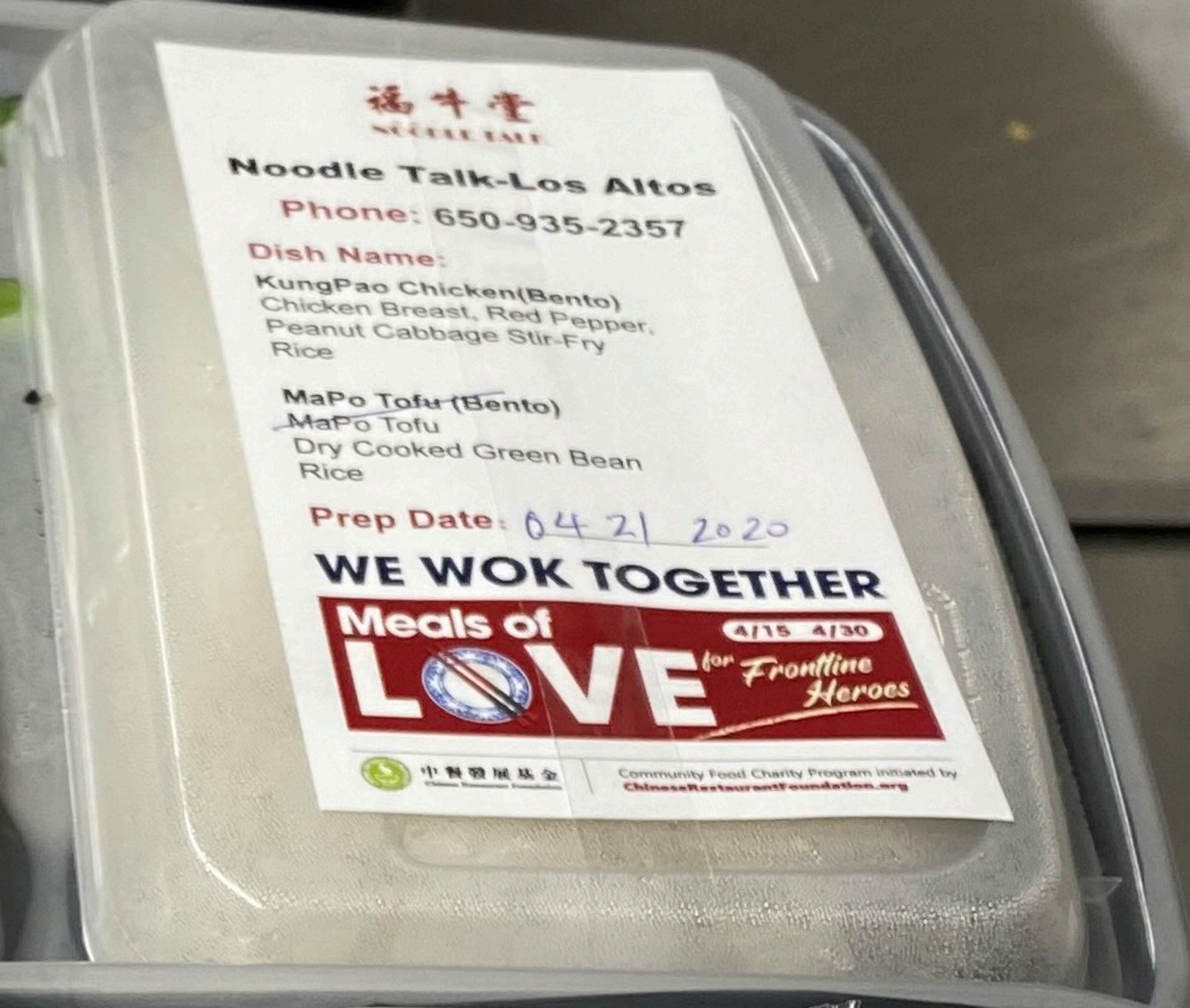
Donated by

Noodle Talk Chinese Restaurant





福牛堂
Noodle Talk-Los Altos
Phone: 650-935-2357
Dish Name:
KungPao Chicken(Bento)
Chicken Breast, Red Pepper,
Peanut Cabbage Stir-Fry
Rice
MaPo Tofu(Bento)
MaPo Tofu
Dry Cooked Green Bean
Rice
Prep Date: 04/21/2020
WE WOK TOGETHER
Meals of LOVE for Frontline Heroes
中興發展基金
Community Food Charity Program Initiated by
ChineseRestaurantFoundation.org



福牛堂
Noodle Talk-Los Altos
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Dish Name:
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Homestead West Lobby

KAISER PERMANENTE
FREE
VALET
PARKING
HOURS OF OPERATION
Mon-Fri 9am to 5:30pm
NO TIPPING
ALLOWED

COMPLIMENTARY
PARKING SERVICE
TIPS ARE NOT
ACCEPTED

YH

Clear

EP-

YOJF-339
150 Sets

240 C

Pack



39 or
19 Container
18 1/2" x 11 1/2" x 11 1/2"
Made in China

stead West Lobby



FREE VALET PARKING

FOOD DONATION DELIVERIES

Patient Off Only

24oz. Clear
EP.
240 Co
150 SETS





From: [Chris Jordan](#)
To: [Jon Maginot](#)
Subject: FW: downtown retail
Date: Tuesday, April 21, 2020 7:22:30 AM

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

From: Mary Jane Finch [REDACTED]
Sent: Monday, April 20, 2020 7:41 PM
To: City Council <council@losaltosca.gov>
Subject: downtown retail

It is so sad to see what is happening to downtown Los Altos as a result of the pandemic.

I would like to recommend a government grant that assists small retailers, such as Cambric, a clothing store that has been established in our downtown for 30 years and other retailers that have been anchors to our downtown.

Hopefully the city can assist in this endeavor.

Mary Jane Finch
Los Altos Hills

From: [Chris Jordan](#)
To: [Jon Maginot](#)
Subject: FW: Grants to small businesses in Los Altos
Date: Tuesday, April 21, 2020 9:04:02 AM

From: Sari Levine [REDACTED]
Sent: Tuesday, April 21, 2020 8:17 AM
To: City Council <council@losaltosca.gov>
Subject: Grants to small businesses in Los Altos

Dear Council:

I respectfully request you consider granting a small business loan to Ms. Simonne Tregon, owner of Cambric women's clothing store in downtown Los Altos.

Having lived in Los Altos for over 20 years I appreciate its unique qualities, and Ms. Tregon and her forward-thinking and accessible fashion sense enhances the sophistication of the town. Cambric draws people away from the larger malls, making Los Altos a shopping destination! I genuinely hope Ms. Tregon and Cambric can survive this pandemic, and hope the council can help ensure that by granting her a loan to ease the challenges.

Please feel free to contact me with any questions or concerns, and thanks so much for your attention.

Sincerely,

Sari R Levine, MD
[REDACTED]
[REDACTED]

From: [Chris Jordan](#)
To: [Jon Maginot](#)
Subject: FW: Please support Los Altos businesses
Date: Wednesday, April 22, 2020 11:00:13 AM

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

From: Laura Bailey [REDACTED]
Sent: Wednesday, April 22, 2020 10:55 AM
To: City Council <council@losaltosca.gov>
Subject: Please support Los Altos businesses

Dear City Council,

I am writing to give my full support toward the proposed measure to provide grant funds to our local small businesses, to help see them through this difficult time.

Los Altos is a gem and it's merchants and shop owners and employees are part of what make this community special. Please support them!

Respectfully,
Laura Bailey

Sent from my iPhone

From: [Chris Jordan](#)
To: [Jon Maginot](#)
Subject: FW: Sm Bus Support
Date: Tuesday, April 21, 2020 5:59:09 PM

From: shoffmeister [REDACTED]
Sent: Tuesday, April 21, 2020 5:58 PM
To: City Council <council@losaltosca.gov>
Subject: Sm Bus Support

Just wanted, as a long time resident of Palo Alto and Los Altos, to lend my support of offering local Grant's to our local/neighborhood small businesses. I understand the Federal money ran out before our neighborhood businesses received any help.
Susan Hoffmeister

Sent from my Verizon, Samsung Galaxy Tablet

From: [Chris Jordan](#)
To: [Jon Maginot](#)
Subject: FW: Small Business Grant Recommendation, Cambric, Ltd
Date: Tuesday, April 21, 2020 5:31:38 PM
Attachments: [Recommendationletter.docx](#)

From: Sharon Beckham [REDACTED]
Sent: Tuesday, April 21, 2020 4:16 PM
To: City Council <council@losaltosca.gov>
Subject: Small Business Grant Recommendation, Cambric, Ltd

To: Los Altos City Council Members

Re: Small Business Grants Recommendation
Cambric, Ltd

It is my understanding that Los Altos is providing grants to small businesses. I highly recommend that Cambric Ltd be considered as a grant recipient. It is undoubtedly one of the best women's clothing stores in Los Altos. I have been shopping at this small boutique store since it first opened thirty years ago. A local resident, Simone Tregon, is the owner. It would certainly be a loss to our business community if this store closed during this pandemic. It is one of the few clothing stores that brings me to the Village to shop on a regular basis. Such is the case for many of my friends as well.

Simone excels in providing a selection of fashionable high quality clothing that is reasonably priced. Furthermore, she has clothes that fit everyone...all sizes and ages. Her eclectic collection of jewelry, scarves and other accessories are most often purchased from local artisans.

She is a competent businessperson as reflected in the thirty years that Cambric has been successful. She runs a business that provides excellent shopping experiences to her many customers. Other shops continue to come and go in the Village, but Simone has sustained Cambric for thirty years due to her capable management experience and hard work. What makes this business unique is her keen business sense coupled with a talent to please her clientele. She is passionate about providing us with everyday clothing plus some items for special occasions as well. She has dressed me for everyday business attire and many special events! Her clothes are quite easy to mix and match & are always ahead of times in fashion trends.

Simone serves as a "personal shopper" to her customers helping individuals dress in fantastic outfits at reasonable prices. Many of the clothing shops in Los Altos cater to very small sizes and very expensive clothing. It is such a relief to have this special boutique in our Village. With your help, she will be able to survive this financial crisis and continue to provide a much-needed business in our community. When reopened, this business will continue to flourish in her capable hands. Her customers will be grateful that you have contributed to the continuation of Cambric's success. A decision to provide a grant will be a good investment with a positive benefit to our community. & a local business owner.

Best wishes for your safety and good health and special thanks for all your hard work as council members.

Sincerely,

Sharon Beckham

From: [Chris Jordan](#)
To: [Jon Maginot](#)
Subject: FW: Support for Relief for Small Bu rinses in Los Altos
Date: Tuesday, April 21, 2020 1:56:28 PM

From: Claire Pelton [REDACTED]
Sent: Tuesday, April 21, 2020 1:55 PM
To: City Council <council@losaltosca.gov>
Subject: Support for Relief for Small Bu rinses in Los Altos

Please count us in as strong supporters of our small businesses in Los Altos. Let us know how we can contribute to this effort.

Claire L. Pelton, Cathie L. Pelton

[REDACTED]
Los Altos, CA 94022

[REDACTED]

From: [Chris Jordan](#)
To: [Jon Maginot](#)
Subject: FW: Support small business relief and The Nail Bar
Date: Monday, April 20, 2020 12:25:44 PM

From: Jocelyn Goldfein [REDACTED]
Sent: Monday, April 20, 2020 12:08 PM
To: City Council <council@losaltosca.gov>
Cc: Bryan Johnson [REDACTED]
Subject: Support small business relief and The Nail Bar

Dear Los Altos City Council -

I'm writing to emphatically support the creation of a Los Altos small business relief program, and specifically to support Gigi Nguyen and The Nail Bar.

As the Town Crier [reported](#) when The Nail Bar opened, Gigi is a remarkable entrepreneur, who has worked tirelessly to support her family, and by dint of her own grit and the strong relationships she built within the Los Altos community, was able to open her own shop a little over one year ago. You may also know that Gigi is the single breadwinner in her family; her husband is disabled and her eldest daughter is a first generation college student, with a son in high school and an extended family also counting on her.

You can find any number of testimonials from loyal customers who love The Nail Bar for the beautiful and relaxing environment Gigi has created; the thoughtful and sustainable environmental choices, and of course the highest standards of quality and hygiene. But what makes Nail Bar really special is the community Gigi has built with and among her clients.

To me, "village character" is not about streetlights and sidewalks, it's about the small town feeling and how we all look out for each other in Los Altos. Let me tell you a story that exemplifies that spirit. Several months ago, I was at the Nail Bar enjoying a pedicure, when a woman came in with a hysterically crying 6 year old girl. She had been dropped off for art class a block away, but the art school was closed that day. She didn't know her home address or phone number. This neighbor had encountered her on the side walk, and walked her over to Nail Bar - why? A thin hope that maybe mom was there getting her nails done, but mostly because she was a regular at Nail Bar herself, and thought she would find support and help, which she did.

The staff and clients at Nail Bar rallied around the child to cheer her up, and in what felt like a true local miracle, one client recognized her as a classmate of her own daughter. Even though the little girl didn't recognize the grown woman, knowing she was the mom of her friend, being recognized for her school and her teacher, brought the girl from hysteria to a shaky calm and some hope. The classmate's mom emailed the teacher, who was checking her email on Saturday and reached the child's mother - a happy reunion ensued.

It's a perfect Los Altos "it takes a village" story - a neighbor who chose not to be a bystander, a gathering place where community members can rely on each other for care and kindness, a public school teacher accessible to her classroom families on a Saturday, and the serendipity of it all coming together to reunite a lost child and her parents.

By opening her own shop, Gigi has taken a big risk that should have enabled her to secure her family's future, while creating jobs and adding a much needed oasis to the Loyola Corners neighborhood. The timing of the shelter-in-place could not be more of a crisis for businesses like Gigi's.

To me, the village spirit of Los Altos is about how we rally around our neighbors, whether that's funding great local schools, helping a lost child instead of walking by... and doing the exact same thing on a larger scale when a disaster like coronavirus strikes. A local small business disaster relief program would be in keeping with our community commitment to support one another, and I strongly encourage the creation of such a program and the inclusion of Nail Bar as a grant recipient!

Warm regards,
Jocelyn Goldfein



Public Comments on Small Business Relief Program (Received before April 20)

From: gigi nguyen
Sent: Sunday, April 19, 2020 7:27 PM
To: City Council <council@losaltosca.gov>
Subject: The Nail Bar Los Altos - We desperately need help!

The Nail Bar Los Altos - We need help!

Dear City Council & Community,

As you know, many small business owners are financially struggling due to the necessity of closing their doors to slow the spread of the Coronavirus. I Gigi Nguyen, the owner of The Nail Bar am one of the small business owners at high risk of being unable to weather this shutdown long enough to be able to reopen when things return normal.

I opened The Nail Bar just one year ago after 15 years of working as a nail tech and dreamed one day of opening my own salon. Please take a moment to read my journey

<https://www.losaltosonline.com/news/sections/business/183-business-features/59837-tough-as-nails-new-los-altos-salon-owner-triumphs-over-hardship>

With the business' cash flow abruptly cut off, I am left wondering how I will be able to pay for my storefront's rent and other expenses. Especially, How can I bring back all my wonderful

employees? I was desperately trying to apply for SBA loans but with all the overwhelming demand and confusion about how it would all work, it slowed down the approval process.

I truly appreciate any available funds to help The Nail Bar Family to financially survive this crisis and be able to come back to work when this pandemic subsides.

Sincerely,

Gigi Nguyen

The Nail Bar Los Altos

From:

Sent: Sunday, April 19, 2020 3:00 PM

To: City Council <council@losaltosca.gov>

Subject: Small Business Grants

Hi,

My family would like to encourage the city council to present a small business grant to Simonne Tregon, the owner and operator of Cambric Limited in Los Altos. We have been significant customers for over 20 years of the 30 years she has been in business and have enjoyed it the entire time. This is the kind of business the city should encourage and support during the current health shutdown. As longtime residents of Los Altos, we urge you to provide assistance to Simonne during these difficult time.

Thank you,

Jane Ellen and Edward Binkley

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

From: Shashi Murthy

Sent: Sunday, April 19, 2020 1:23 PM

To: City Council <council@losaltosca.gov>

Subject: Gitane Los Altos

Hi Council,

We are Gitane -Los Altos on 334 state street

We have been in business for 7years starting May 13th 2013 We have 1 full time and 3 part time employee

Who are all out of there jobs

Since we are completely shut down

We can't WFH since we are solely a brick and mortar store.

We do not have a online store at this time.

We have loved the downtown vibes and especially our beautiful customers.

We would be very sad and as well as our customers to see their favorite businesses close in downtown. If we can't survive Covid-19 pandemic.

Our rents are very very high !

We would request/plead for any help we can get to pick us up where we fell off on March 16th 2020.

So we can survive 🙏

Thank you

Shashi

Gitane Los Altos

From: Debbie Clark
Sent: Saturday, April 18, 2020 6:20 PM
To: City Council <council@losaltosca.gov>
Cc: Jane Baxter
Subject: [External Sender]Los Altos Small Business Relief Fund

Dear Members of Los Altos City Council,

I was so happy to get the email from the Los Altos Chamber of Commerce telling me the city is considering a small business relief fund.

I am an audiologist and co-owner of Pacific Hearing Service. My business partner, Jane Baxter, grew up in Los Altos and her father, William Baxter, was an ENT physician in Los Altos for many years. We are truly a small business with deep roots in Los Altos.

Pacific Hearing Service has been serving the hearing impaired in the Bay Area for over 40 years. Hearing loss isolates people from their friends and families. We are a relationship business and do everything we can to go above and beyond to help our patients hear. During this time we have heard from patients who have lost their hearing aids when they took their face masks off. We have heard from patients who suddenly have to communicate with family by phone only and are having difficulty hearing the phone. People continue to have hearing aids that break or need maintenance. They are already isolated due to the shelter in place and loss of hearing adds to the isolation. We also continue to serve patients from our nonprofit, Pacific Hearing Connection. We founded the nonprofit in 2016 to help our neighbors who can't afford hearing aids.

We have been hit hard by the shelter-in-place. Although technically we would be considered an "essential business," we felt it would be irresponsible to maintain business as usual because so many of our patients are in the high risk category. Our top priority is to keep our patients and staff safe. We decided to only see people who have urgent needs during this time. The people we have helped tell us how much they appreciate the fact we are here for them. Although we are helping people with urgent needs, we are bringing very little money into the business. Consequently, our income has dropped dramatically. **Our revenue for April alone is down 81% compared to last year.**

We submitted our PPP application to the bank well over a week ago, yet it appears the bank did not get our application to the SBA before the funds ran out. We were heart broken when we learned we will not be getting these funds. We also have heard nothing regarding our EIDL application.

All but 3 of our 23 employees are furloughed. Jane and I are working long days with no pay to try to keep the business alive. We hope to continue to be here for people with hearing impairment for another 40+ years. Any financial help from the city would help us continue to serve our patients.

Thank you for considering this.

Debbie Clark

--

Deborah Wilson Clark, Au.D.

Pacific Hearing Service

Los Altos

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

From: Cynthia Wemyss [REDACTED]

Sent: Saturday, April 18, 2020 3:08 PM

To: City Council <council@losaltosca.gov>

Subject: Cambric

I nominate Cambric for the special covid-19 grant! This store is an asset to our town and has been serving our community since 1990! Thank you for your consideration.

Sent from my iPhone

From: Eleanor Watanabe
Sent: Saturday, April 18, 2020 1:14 PM
To: City Council <council@losaltosca.gov>
Subject: [External Sender]Los Altos Small Business Relief Fund

Dear Los Altos City Council members,

I am writing to support the proposal to create a Los Altos Small Business Relief Fund. Our local small businesses provide vital services and engender the spirit of our Los Altos community. We all look forward to patronizing our local shops again when shelter-in-place ends, and wish them the best in recovering from our current economic disaster.

Thank you for your consideration in supporting a Los Altos Small Business Relief Fund.

Regards,

Eleanor Watanabe

From: Belinda Chung
Sent: Saturday, April 18, 2020 12:00 PM
To: City Council <council@losaltosca.gov>
Subject: [External Sender]Helping Los Altos Small Businesses

Dear Council Members,

It is utmost urgent to create a LOS ALTOS SMALL BUSINESS RELIEF FUND to help 'Main Street' small businesses to survive this unprecedented COVID-19 crisis.

As a store owner on State Street for over 40 years, we experienced national and local economic ups and downs. But NEVER had to close shop for an unknown period. It's been 5 weeks and still no opening date in sight. We lost 100% of our business which will NOT be recuperated. We are still paying rent and other expenses but with NO revenue.

Federal CARES act so far has been helping much larger businesses and government entities. As CARES act funding is dried up, we will not see money trickle down to small stores like ours. All downtown store owners have expressed extreme financial setbacks.

In 2008, we witnessed over 25% storefront closed in downtown Los Altos. It took over 3+ years to get most space filled. Downtown and neighborhood communities are vital to Los Altos City. If small businesses cannot survive, there will be NO downtown!

For the good and future success of Los Altos City, I urge you to make this Relief Fund available and inclusive to all small businesses--self employed with part time employees.

Sincerely,

Belinda Chung

BK Collections

342 State Street

Los Altos, CA 94022

From: [REDACTED]
Sent: Saturday, April 18, 2020 11:04 AM
To: City Council <council@losaltosca.gov>
Subject: Relief

Good morning,

Thank you all for your concern and taking the time to try to help all of us with small businesses that are struggling during this time.

We own Preziosi which is the jewelry store at the Rancho Shopping Center. We are obviously closed; however, our bills continue to come. Our landlord has requested that we pay half of our rent and all of our maintenance (CAM fees). We have always been on good terms with our landlord and do not want to compromise our relation by not giving him what he wants. We would like to continue to be on his good side when things eventually go back to normal as our lease needs to be renewed later this year. Our other expenses include the standard expenses such as utilities and alarm fees but we also have the expense of Insuring a jewelry store which is a large expense. so we have reached out to Jewelers Mutual to see if they are offering any relief as all of our inventory is safely locked up. They offered no help.

We believe that we are a great asset to Los Altos. We are only the second owners of a business that goes back to 1952. My husband, Gianluca, started working in this store with his dad when he was only a child. Now him and I work in the store every day and his dad continues to come and help us out, We can trace some of customers back 4 generations and Gianluca can remember most of them as they were growing up. We offer in house service which has become very rare in Los Altos. The high rents have driven a lot of the service jewelers out so most remaining jewelers have to send out their service as far as Los Angeles. With House of Treasurer closed and Harold's on the verge of retiring, we might be the only one's left in town offering these services in house. Our customers continuously thank us for continuing to operate in their community.

We are very community friendly and try to give and help whenever we can. We have and will continuously donate money, time and merchandise to almost every school in Los Altos including the public schools, private schools, Religious schools, and Foothill College.

Our fear will not end with the end of "Shelter in Place." We are concerned that our business will take a long time afterwards to return to its normality which means that we will continuously need to dip into our savings. Our savings are not really extra funds that we have lying around, but rather, money set

aside for our kids future education and expenses. Our three kids are still young and go to school in the Los Altos school district but they will eventually get more expensive as they grow up, need more expensive things, and go to college. How long will we need to dip into these savings and will it be worth it in the end?

Thank you again for hearing us out and we will welcome any relief that is available to us.

Chiara Marchisio

Preziosi Jewelry



Los Altos Ca 94024

From: Jerry Beltramo
Sent: Saturday, April 18, 2020 10:14 AM
To: City Council <council@losaltosca.gov>
Subject: [External Sender]Los Altos Small Businss Relief Fund

My name is Jerry Beltramo, I'm owner of Rustic House Oyster Bar and Grill on Main Street.

Small business owners in Los Altos are in desperate need of support. My business is down 85% from normal. We are trying to run a skeleton staff and take care to go and curbside business. The response from the community is terrific as many have told be personally how they want us to make it and stay in the community.

I was commenting to a friend in January how excited I was about the new restaurants in town and thinking that we were finally becoming a destination location for many new guest from outside the community. Then the shut down!

Unfortunately, I believe a lot of small businesses are not going to make it. A number have applied for the SBA, PPP loan and yet to receive approval. This loan is fine as long as you can meet the qualifications to make it forgivable. i don't think we can. Consequently, additional debt.

Any grants coming forward will be helpful to the business community and help in preserving our vibrant downtown.

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

From: Shelly Potvin

Sent: Saturday, April 18, 2020 7:14 AM

To: City Council <council@losaltosca.gov>

Subject: [External Sender]Los Altos small business relief fund

Hello Council,

I urge you to offer small businesses relief fund money to local businesses of 1-25 employees. Our town and business ownersthe people who have been here to make our town what it is....needs this financial support!

Please make this happen or our sidewalks will roll up even earlier at night. Daytime businesses will be closed, with empty store fronts. No one wants that for us.

Thank you and be safe,

Shelly Potvin

35 yr Los Altos resident/homeowner

Los Altos Realtor

Lover of this town

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

From: Christy Drexel

Sent: Saturday, April 18, 2020 6:32 AM

To: City Council <council@losaltosca.gov>

Subject: [External Sender]Los Altos small business relief fund

Please create a Los Altos Small Business Relief fund in Los Altos. It would help all small businesses to pay their rents and other expenses.

I own Round Robin and Encore in Los Altos. My greedy landlords want all of their rents even though my stores have been forced to close during the shelter in place order since March 17th. The landlords told me to get a loan from the bank in order to pay them their rents. They have no mercy and offer no discount in rent.

I wish everyone on the City Council good health.

All the best to you!

Warm regards,

Christy R Drexel, business owner

Sent from my iPhone

From: Tracy Krackowsky >
Sent: Saturday, April 18, 2020 12:45 AM
To: City Council <council@losaltosca.gov>
Subject: Small Business Grant - Recommendation

FOR LOS ALTO TOWN COUNCIL ONLY

As our country continues to fight an unprecedented public health crisis, the economic ramifications are starting to take a toll as businesses struggle to cope with the mandates that determine how they operate their business, if they are even allowed to remain open.

And nowhere is that more apparent than in our own community, whose downtown prides itself on a collection of small, unique boutiques, restaurants, and personal service businesses whose owners are now struggling to stay afloat while facing the prospect of losing their livelihoods. I am not surprised that the Los Altos Town Council is stepping up to offer assistance to this vital part of our community, and I would respectfully submit that Cambric Ltd and its owner, Simonne Tregon, be seriously considered for a grant.

Simonne and Cambric have been an integral part of the Los Altos downtown, anchoring the corner of Second Street and Central Plaza for thirty years. The store is a reflection of Simonne's style, warmth, and grace. In addition to walking out the door with another great new outfit, you will definitely leave with a smile on your face because Simonne just has a way of brightening everyone's day. Long-time customer-friends often just stop by the shop while running errands in town just to say hi or share something going on in their lives.

Over the years, as a self-employed, small business owner, Simonne has managed to survive through economic downturns by careful management of purchases, inventory, and pricing strategy. But the challenges of trying to remain viable through this crisis could be insurmountable. It would be a big loss for our community if Cambric were to close.

Twenty years ago, on the 10-year anniversary of opening her store in Los Altos, Simonne was quoted in the Town Crier as saying, "When I look back on my 10 years, I feel I was blessed when I chose Los Altos for my venture. I hope to continue a long time to come in this nice village."

I hope that the Los Altos blesses Simonne and Cambric with a small business grant to ensure that both continue to grace our community for a long time to come.

Sincerely,

Tracy Krackowsky

Los Altos, CA

From: Ana Homayoun
Sent: Friday, April 17, 2020 7:42 PM
To: City Council <council@losaltosca.gov>
Subject: [External Sender]Los Altos Small Business Relief Fund

Dear Los Altos Council Members,

I am writing in support of a Los Altos Small Business Relief Fund. I have been working in Los Altos for nearly my entire working life - I worked at various small businesses in downtown Los Altos (all within a block of my current office) since I was fourteen years old (the summer after my freshman year in high school!) and opened my own small business, Green Ivy Educational Consulting in 2001. We've been at our current location since the fall of 2007.

I've written three books, traveled around the world speaking, and maintained an office that has now served over a thousand elementary, middle school and high school families in Los Altos and beyond. We've worked with some of the same Los Altos families for over a decade and seen all two, three or four of their kids. My mom lives on Springer Road, and I still see my junior high principal at least once a quarter. Just yesterday, I got an email from a former student of mine who is now 30 years old and an attorney - she wanted to know if I could do a webinar for the working parents at her firm.

Really and truly, I've called downtown Los Altos my work home for over a quarter century. I employ five wonderful staff members full-time, and families have called our work a godsend. I've never seen anything like this in terms of its potential long-term impact on the small businesses that are the lifeblood of our wonderful community.

Thanks so much for considering.

Warm regards,

Ana Homayoun

From: Kristina Mola
Sent: Friday, April 17, 2020 6:53 PM
To: City Council <council@losaltosca.gov>
Subject: [External Sender]Arete Dance Center

To whom it may concern,

Thank you so much for your work and discussion in regards to the creation of a grant fund to aid small businesses located in the city of Los Altos.

We are a small staff of 13 employees who all teach the art of ballroom dancing to adults in Los Altos. We are located in Loyola Corners and would very much be interested in any assistance as we have kept paying our employees throughout this Covid-19 self-distancing, hoping the Federal grants would assist us and we cannot function indefinitely without some assistance. We moved to Los Altos specifically because it is a beautiful community that we felt could really benefit from a cultured, recreational, activity for adults. Ballroom Dance is steeped in traditional values and is a performing art that enriches the lives of those who participate in it, both passively and actively.

The month we leased our space, The Town Crier had actually just published an article discussing the need for bringing businesses that weren't the typical restaurants, hair and nail care, clothing boutiques, etc... We were so proud to break that mold and offer something new and exciting to the under-represented adult community within the city of Los Altos. We will be here 9 years this August (God willing!).

I will spread the word to garner support from the community for this endeavor.

Thank you for your assistance during these uncertain times, both in terms of helping to announce what businesses are still operating and, in just communication, in general. It has been really reassuring that the community and City Council are helping to rally around the local businesses.

Sincerely,

[Kristina Mola Kuvshynov](#)

[Arete Dance Center](#)

From: Taylor Moore
Sent: Friday, April 17, 2020 5:19 PM
To: City Council <council@losaltosca.gov>
Subject: Los Altos Small Business Relief

Hi!

My name is Dr. Taylor Moore. I am the owner and head chiropractor at Los Altos Family Chiropractic. I purchased the office and took over in July 2019 from Dr. Deborah Mosca. I interned under Dr. Deb in my final quarter of chiropractic school and then became her Associate doctor after graduating in December 2018. Due to health issues, Dr. Deb had to retire and offered for me to buy her practice. I was 3 months out of school when she offered. I decided I had to at least try it and took over three months after that.

I grew up in Springfield, IL and moved to San Jose to go to chiropractic school after undergrad. The rest of my family resides in Colorado and Arizona. So, in taking over the business I was risking being away from my family.

The clients I have in my office are an incredible representation of Los Altos and the Bay Area. I was invited to Thanksgiving, family dinners, and live in the guest house of a patient. They literally took me in as if I was their own.

Dr. Deb owned the office for 31 years. She first took over when she was 26, the same age I was when I bought it in July. I wanted to take a chance on myself and continue to run the office as she had for those many years.

While chiropractic is considered an essential health care option, we closed down for three weeks starting March 17. I felt it was best for the safety of the clients and myself. At that time I was in the age group thought to be the "asymptomatic carrier". I did not want to continue practicing until I knew I was in the clear and we put the proper protective measures in place.

We opened the office last week and will continue to be open two days a week to treat patients for emergency and essential care. It is my hope to extend my services to those on the front line, especially

those in our community. We are currently seeing 30% of our normal patient load, which pretty much covers rent. We remodeled the office at the start of the year hoping to begin the year with a fresh new look and potentially host a chamber event in our new space.

I want to continue to be a source of health, wellness, calm, and hope to my patients. I want to continue to get to know the community and people.

Thank you for all you do for our community!

In health,

Dr. Taylor Moore, DC

Owner