

Erika Herrera

[REDACTED]

Sent: Friday, July 10, 2020 6:46 AM
To: Erika Herrera
Subject: Fwd: Plaza market letter to city members
Attachments: new doc 2020-07-09 18.23.27.pdf

****EXTERNAL SENDER - READ CAREFULLY****

----- Forwarded message -----

[REDACTED]

Date: Thu, Jul 9, 2020, 6:27 PM
Subject: Plaza market letter to city members
To: Lynn Edmonds <lynn@myonestep.org>

Hello Lynn
This is Jose Romero from plaza market Attached is my letter for the hearing July 14 2020
Thanks again

Sent from my iPhone



Carniceria La Plaza

1055 W. Ventura Street · Fillmore, CA 93015

Phone (805)524-9626 · Fax (805)524-1507

July 1, 2020

Esteemed City Council Members,

My name is Jose Romero and my family has owned Carniceria La Plaza for the past fifteen years. Throughout those years, we have struggled to stay in business and therefore sought ideas that would set us apart from all other local grocery stores. We are a struggling "mom and pop" store trying to keep our heads above water. Allowing another grocery store to open across the street will lead to financial hardship for our business. Instead of approving businesses that compete with pre-existing businesses, the city should focus on bringing more diversity to the local economy to keep people shopping locally.

Before you decide to approve this new development, I ask you to consider the financial impact this will have on all of the local grocery stores. Thank you for your time and consideration on this matter.

Sincerely,

Jose A. Romero

Erika Herrera

S.D.

Sent: Saturday, July 11, 2020 11:33 AM
To: Erika Herrera
Subject: Fwd:

****EXTERNAL SENDER - READ CAREFULLY****

Mr. Singh asked that this be included in the Public Comment.

Date: Fri, Jul 10, 2020 at 7:54 PM
Subject:
To: lynn@myonestep.org <lynn@myonestep.org>

Hello,

My name is Balwinder Singh, and I am the owner of the 7-Eleven in Fillmore. I am writing this email to explain why, as a businessman, I oppose the construction of a retail grocery store in The Stop shopping center. There are many reasons why I think this store should not be made, as I will explain in this email. First off, there are already more than 30 grocery/convenience stores in Fillmore, which, in my opinion, is more than enough. Second of all, in the area around The Stop, there is already a Von's, Rite Aid, Super A Foods, Dollar General, my 7-Eleven, and the Balden Towne Plaza, which includes many other businesses in it as well. I believe that the building of this new store would increase competition and make it even harder for the other stores, including mine, around it to stay afloat, as they are already competing with each other. Also, this new store may not even run because of all of the existing and similar stores that are in that area. I, along with the many owners of the businesses around The Stop, would greatly appreciate it if you would reconsider making this store.

Thank you,

Balwinder Singh

—
Lynn R. Edmonds
lynn@myonestep.org
805-907-6576

Making changes poco a poco!



Erika Herrera

From: Lynn Edmonds <lynn@myonestep.org>
Sent: Thursday, July 9, 2020 10:40 PM
To: Erika Herrera
Subject: Fwd: I urge you to consider new proposed grocery store

****EXTERNAL SENDER - READ CAREFULLY****


Date: Thu, Jul 9, 2020, 5:56 PM
Subject: I urge you to consider new proposed grocery store
To: <lynn@myonestep.org>

July 9, 2020

To whom it may concern,

It was brought to my attention that a proposed new retail grocery store at the "The Stop" shopping center will be discussed at your next meeting. I want the members of the council to take into consideration what this would mean to the small business that are located in Fillmore. For reference, Fillmore currently has 10 stores that are considered "grocery" and 6 gas stations with a small market that provides groceries as well. Fillmore is not a big town where we would benefit from another grocery store. I believe that bringing in this new grocery store will greatly impact the small "mom and pop" grocery stores that work so hard to stay afloat. I would hate to see these stores close, lose their business, and go bankrupt because our city council members decided it was a good idea to bring in ANOTHER grocery store.

Kind regards,

Silvia Carrillo

Erika Herrera

From: Lynn Edmonds <lynn@myonestep.org>
Sent: Thursday, July 9, 2020 10:40 PM
To: Erika Herrera
Subject: Fwd: Concerned citizen

****EXTERNAL SENDER - READ CAREFULLY****

An another

[REDACTED]
Date: Thu, Jul 9, 2020, 5:55 PM
Subject: Concerned citizen
To: <lynn@myonestep.org>

July 9, 2020

Dear city council members,

My name is Eloisa Romero, and I am writing to you in reference to the new proposed grocery store at The Stop. I have lived in Fillmore my whole life and I absolutely love it. The reason, it is a small town despite the number of new houses being built. Let me clarify that I am not against the town growing, it has grown throughout the years but it has maintained its title as written on Fillmore's website "the last best small town in Southern California". However, when driving on the 126 one thing sticks out to me, all the empty buildings. We have had new construction of buildings with proposed plans of business opening up. If you look at The Stop, there are about 3 empty storefronts. If you drive further down the road we see the Fillmore Grove shopping center, an entire center that had one business there since it was built. That business is no longer there, leaving the Fillmore Grove shopping center empty. As you continue to drive further down we see a big building that sits empty, this used to be Family Dollar. This was also a building that is fairly new to Fillmore. We also have the Balden Town Plaza with empty storefronts. When we continue to drive down the 126 we run into yet another empty lot, the previous location of Fillmore Rentals. As a Fillmore resident I take pride in living here and I hate that more and more plans are being created for new proposed buildings and business without taking into consideration what it can look like in the long run. We have had new buildings sitting there empty. We have had new business come in and leave. As city council members I ask that before you decide on a new grocery store to take a look at our town. Ask yourself what will be the impact of this on the town and on the residents. And more importantly what impact will it have on the already existing grocery stores. Will this new grocery store close like other business or will it cause the closure of other grocery stores that have been here for years and have contributed to the town.

Thank you for your time,

Eloisa Romero

Erika Herrera

From: Lynn Edmonds <lynn@myonestep.org>
Sent: Thursday, July 9, 2020 10:32 PM
To: Erika Herrera
Subject: Fwd: Think about us before making a decision on a new grocery store

****EXTERNAL SENDER - READ CAREFULLY****

Another public comment.

Date: Thu, Jul 9, 2020, 6:08 PM
Subject: Think about us before making a decision on a new grocery store
To: <lynn@myonestep.org>

July 9, 2020

Dear city council members,

I am writing to you as a concerned citizen of this town and to speak on behalf of the small grocery stores that are found in Fillmore. If you do not happen to know the stores I am referring to you here is a list: Green Valley Market, Tispy Fox Grocery and Deli, Central Market, Estrella Market, Victor Market, Carniceria y Mercado La Plaza, and La Unica. That is a total of 7 mom and pop shops. That is 7 stores that are family operated. 7 stores that work hard to keep up with the big corporations stores like Vons and Super A Foods to keep their doors open. 7 stores that employ Fillmore residents. 7 stores that will be impacted if another grocery store opens its doors. I urge the members to consider the impact that it will have on these independently family owned business. I urge you to stroll through these stores on any given day. You will see that these stores do not have the amount of customers that Vons and Super A's has. You will see that you will be greeted by the owner. You will see that customer service is a priority to them to keep the customers happy and coming back in. I urge the city council members to consider what this will mean to those hard working families. I urge you to consider what it will mean to the small town Fillmore. I urge you to consider what it will mean to the citizens of Fillmore bringing in a new grocery store when we already have plenty to choose from. If you want to open up a business and bring in money to the town why not bring something that we are in need of, that will not destroy someone's livelihood.

Thank you for your time,

Erica Romero