

**From:** [Linda Asbury](#)  
**To:** [Marilyn Ezzy Ashcraft](#); [John Knox White](#); [Jim Oddie](#); [Malia Vella](#); [Tony Daysog](#); [City Clerk](#); [Eric Levitt](#)  
**Subject:** [EXTERNAL] Referral for Grants to BIA's  
**Date:** Monday, August 31, 2020 2:14:09 PM

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## West Alameda Business Association

August 30, 2020

Mayor Ashcraft, Vice Mayor Knox White, Councilmembers Oddie, Vella and Daysog

Re: Referral Oddie/Ezzy Ashcraft – Grant Program BIA's

On behalf of the Board of Directors of the West Alameda Business Association please accept our overwhelming support for the proposed grant program for the Downtown and West Alameda Business Associations and a recommendation that the Encroachment Permit sunset date be moved through October 2021.

Now that Webster Street has been reconfigured for more outdoor business, it is necessary we continue to help our merchants from barely surviving to thriving. City support will give our merchants the strong boost of encouragement needed during this pandemic that has no end in sight.

We have created a gathering place for community in our al fresco dining and healing garden in the empty lot at Webster and Taylor. Our community is invited to purchase food to go from any of our great restaurants and enjoy the outdoor dining. We have a DJ providing music to enhance the experience. Artwork is on display created from plywood remnants that were used when our district was threatened by looters. This is just a start of the many possibilities for our district.

We monitor our guests for safe social distancing. The use of masks and sanitization protocol required by the Alameda County Health Department is strictly enforced. Reminder posters are within eye view within the entire lot as well as the entire district.

On a personal note, I have represented and advocated for business well over 30 years. I have never seen devastation and uncertainty that I see now. Thank you in advance for your consideration on this grant proposal.

Linda Asbury

Executive Director

West Alameda Business Association

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