

Re: Sign letter to planning and zoning

Andi Martin <willowstreetcottages@gmail.com>

Tue 12/19/2023 7:23 AM

To: gordodog1@gmail.com <gordodog1@gmail.com>; Amanda Podmore <AmandaPZ@townofbluff.org>

Morning Jen, I did not attend the meetings but have read the BOB letter and some of P and Zs meeting minutes.

I support the town of bluff's sign ordinance with the exception that they should permit signage perpendicular to the highway. In Vermont, signage is restricted to even smaller signs, and yet tourism does not struggle and the residents keep a home-town feel in the community.

Digital methods...Google searches...are how the majority of tourists move around these days and locate services. Just put the word "cafe" into a good search and everything near you pops up. It's the business owners responsibility to ensure they are up to date on their Google search criteria. International visitors often have everything mapped out months in advance....where they will stay and eat. Lodging should also bear some responsibility pointing visitors to other services...as well as the county town brochure...which really should be translated in other languages.

Feather flags are desperate....at least they appear that way in a psychological sense. They suggest a struggling community. That is not a good look for the businesses in Bluff...or the residents.

Why not apply for that rural grant as an organization so we can all get help with our SEOs and digital presence in multiple languages? Why not work with the Bluff Fort...our makeshift chamber of Commerce...to distribute more information.

The letter was very well written. The writer deserves a lot of credit :) fantastic.

I respectfully disagree with it though :(

-andi martin, Willow Street Cottages

Sent from my iPad

> On Dec 18, 2023, at 9:24 PM, Jennifer Davila <gordodog1@gmail.com> wrote:

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> Hello everyone, here is the letter that we are going to send to planning and zoning in regards to the sign ordinance as discussed in our last meeting.

> <BOB letter to Planning & Zoning_Sign Ordinance Comments_12 15 23 DRAFT.pdf>