

Erin Nelson

From: Jared Berrett <jared@bluffdwellings.com>
Sent: Wednesday, March 20, 2024 7:47 PM
To: Planning; Marcia Hadenfeldt; Amanda Podmore; Ann Leppanen; Luanne Hook; Linda Sosa; Britt Hornsby; Jennifer Davila
Cc: Amer Tumeh; Erin Nelson; Kerri Harris; Nancy; Steve Simpson; Office; Gary Lichtenstein; mxpowell@frontiernet.net; dianad4440@yahoo.com; Rick Reeb; Melanie Kranz; Susan DeLorme; Dan Meyers; Mike/Pamela Yearous; Bluff Fort; Frances Van Der Stappen; Liza; Vance; Cody Little; Chris Giangreco; gordodog1@gmail.com; Edward Dobson; Brian Whitney; Malia Collins; Brant & Anna Hart; Anne Brown
Subject: Re: Sign Ordinance Discussion

Dear Planning and Zoning committee and Bluff Town Council,

This is a very informal letter with a few of those associated with BOB included written in hopes that we can come together rather than hurt one another. I hope it is read with the good intent that I am trying to express.

I understand the town of Bluff is close to voting on the draft sign ordinance. I am appreciative of the time an energy and listening that the planning and zoning commission has undertaken to try to hear the business voice as they have re-visited as they have created this latest draft ordinance. I see some good changes since the first version. However, I am still struck at how much time and energy has gone into something that is so punitive against the Businesses of Bluff.

For me specifically, this ordinance will significantly have negative impact to our Cafe. So much so, that I feel I will need to pursue legal action for the first time in my life to protect my perceived rights. This week I drove by another restaurant in town and saw 15 cars in the parking lot. That same night as I pulled into our resort, we had two guests at our cafe. If you outlaw my little flag signs on the highway frontage as is written in the current draft ordinance posted on your website, and don't give me an avenue to advertise my cafe, *(which I cannot increase my signage to include the cafe due to size limitations)* you are absolutely causing harm to my business. It's already hard enough trying to make ends meet. I am new to being a business owner and one of the newest business owners in Bluff. I am absolutely humbled at what it takes to try to make a business become successful here. The seasonality of tourism is absolutely crushing. The federal, state, and local taxes are overwhelming. The time it takes to try to be successful is never ending. The opposition to my business is disheartening. The debt I continue to accrue is mind blowing and the inability to pay myself is depressing. I have earned less than half of my salary as a high school teacher at San Juan High School as the owner of Bluff Dwellings resort and worked 10x harder.

I urge the town of Bluff to back off policing of the Businesses of Bluff through Ordinances and Policies which are hurting our businesses. Instead, please spend your time and energy trying to find ways to support us.

Jared Berrett, Owner
Bluff Dwellings Resort