

To Whom It May Concern;  
BOS, City Council, Assemblyman, Congressman, & Governor ;

My name is Shirley Matilton. I am a Native American female minority small business owner / entrepreneur in Mendocino County. I own multiple businesses in Ukiah. I am a Certified International Educator in the field of Cosmetology, a working stylist, distributor, mother, and wife. I am also a member of our beautiful community.

I have witnessed first hand the devastation of this pandemic in our community. From a mother's stand point, with 3 small children and newly remote learning. As a consumer in a small town with closed small businesses everywhere and worse yet permanently closed small businesses. I have felt the fear at night over health, the mental wellness of community- watching crime rates and domestic violence rise, to financial fears... how are we going to pay these bills? Having multiple startups myself, with overheads and a family to support, I see & feel the direct ramifications of a unstable economy and unprecedented challenges.

Being optimistic and positive isn't going to pay the bills, that's a reality. Closing every small business - primarily salons will not make covid go away, as you can see. We've been close again, over a month now and there are still cases. But it will cause underground activities and more businesses to close permanently.

In other states it seems they have found a way to navigate in the pandemic, masks, sanitation, temps, etc... why can't Mendocino County be a leader in these challenging times as well? Why can't we find a balance to allow people to make a living and push forward? To close a county prior to being on the watchlist is in one way responsible, but on the other hand detrimental to a small business, actually crippling.

I am asking you to consider, to negotiate, to fight for the underdogs in this situation, find a way to do one client at a time, with social distancing- in doors. If you aren't sure, ask us, we are licensed, many of us are certified as well in proper protocol and patron protection. We are trained to navigate with efficiency.

Thank you for your time ,

Shirley Matilton

Feathers Hair Artistry LLC