

Dear Board of Supervisors,

Our Point Arena community was in economic peril, prior to the COVID-19 pandemic. Imagining our future local economy, once the pandemic recedes and the new normal emerges, is quite disconcerting.

As a business owner and member of the Point Arena Merchants Association, I am writing to you to voice my strong support for Point Arena's inclusion into BID.

The inclusion in BID promotion and the resulting economic boost from visitors are absolutely vital for Point Arena's fragile economy and our future economic wellbeing!

Thank you for your kind consideration,

Sincerely,

Lisa Joakimides

Lisa's Luscious Kitchen