GETTING THE COURTYARD SEEN: MIMI'S, JOE'S AND DELTA ROADHOUSE

From Joe, to the Mimi's and Delta Roadhouse teams. 2 November 2026. **A draft for discussion: nothing is decided, and every suggestion is welcome.** Both shops are open and the food is landing, but people driving by can't tell. This is the plan to fix that, quickest fixes first.

THE PLAN IN ONE MINUTE

The problem. Both shops are open and the food is landing, but people driving by can't tell. The fence sign reads "closed," nothing on US 50 shows we're here, and Mimi's has been quiet since it reopened.

THREE MOVES

1. **Be seen.** OPEN flags, a fence banner, a topper by the Fri/Sat sign, and the two LED boards.
2. **Say what's open.** One weekly calendar for all three businesses, and the Roadhouse shows posted for the next 8 weeks.
3. **Go get customers.** Office lunches, college team meals, coupons, and December events.

WHAT WE DECIDE IN THE MEETING

- A go-live date for the US 50 LED board.
- The fence banner and the topper by the Fri/Sat sign.
- Ace Hardware lot test days for the trailer.
- The Roadhouse calendar: shows posted, and Mimi's on the hours block.
- Team meals: after-hours and short-notice stops, invoiced by Delta Roadhouse.

HOW TO USE THIS PAGE

- On a phone, swipe or tap a tab to change section. On a computer, use the list on the left.
- Search the whole page from the box at the top.
- Tap **Notes & chat** to add ideas, questions or concerns as we go.
- The **Print center** tab has every PDF with a link to open, print or copy.

MEETING AGENDA (62 MINUTES)

Wednesday 4 November, 9:30 AM, Roadhouse courtyard. Plan on about 75 minutes. This is a discussion. Nothing is locked in, and suggestions, concerns and better ideas are very welcome.

Goal: leave with ideas we agree on, and a name and date next to each one we decide to do.

[Print the follow-along handout (4 pages, PDF)]



Bar width is minutes. The gold block is the open floor.

#	TOPIC	MIN	WHAT WE COVER	WE DECIDE
1	**Where we are**	5	Both open, people can't see us, the fence sign reads "closed," Mimi's is quiet.	Agree on the problem
2	**LED boards**	10	The US 50 board (electrical, programming) and our own marquee.	Owners and dates
3	**Signs**	10	Fence banner, topper by the Fri/Sat sign, flags, A-frame.	What goes where, who approves
4	**Ace lot test**	5	Trailer off the courtyard on a Monday or Tuesday.	Which days, if any
5	**Coupons and outreach**	5	Coupons, bag cards and local outreach.	OK to start
6	**Menu test**	5	Soup, sandwiches, call-ahead dinners, and adding items in Clover.	OK to test two weeks
7	**Events**	3	December parades and markets.	Which to chase
8	**Roadhouse days and events**	7	Shows posted for the next 8 weeks, Mimi's on the hours block, slow-night tests, holiday parties.	What goes on the calendar, and who posts it
9	**Open floor**	10	Ideas, suggestions, grievances. Everyone.	Notes become owners and dates
10	**Next steps**	2	Read back names and dates.	Next meeting date

The handout has space to write answers beside each LED question, a timeline to fill in, yes/no boxes for each sign and menu decision, and an owner-and-date list for next steps.

OPEN FLOOR: IDEAS, SUGGESTIONS, GRIEVANCES

Communication is the point. Roadhouse, Mimi's and JOE'S all get the floor. Say what's working, what isn't, and what you need from each other.

Ground rules

- One voice at a time. Everything goes on the table, and there are no wrong answers.
- Say it plainly, including grievances. Nobody is blamed for raising something.
- We write every note down so nothing is lost.
- Each note becomes an owner and a date, or we say why it doesn't.

WHAT THE NOTES ARE

The **Notes & chat** button (bottom of the page: right on a computer, left on a phone) opens a shared notebook for the meeting. It follows you as you scroll, so you can write a thought the moment you have it, without losing your place.

- **Everyone sees everyone's notes.** Each note shows who wrote it, when, and which section of the report it was about.
- **Five types:** idea, suggestion, concern, question, action. Pick one, write the note, press Add.
- **Ask questions and answer them.** A question stays **Open** until someone answers it, then shows **Answered**. Anyone can mark it **Resolved** when it's settled, and reopen it if not. The filters show open questions, answered, resolved, or just yours.
- **Use your name.** It's stamped on your notes and answers.
- **Copy all, Email or Print** gives us one list at the end, grouped by type, with answers and statuses.

To join: open Notes & chat, enter the meeting code Joe gives you, and add your name. No code, no account. If you skip the code, notes stay on your own device only. Don't post private information, since everyone with the code can read it.

Open the notes now

TO GET US STARTED

- What is working right now?
- What are customers telling you about us?
- What gets in your way day to day?
- What would you start, stop or change?
- What do you need from me, and from each other?
- Is there anything we haven't said?

QUICK FIXES FIRST

Ordered by how much visibility each one buys for the least time and money. Do the red ones in the next three days.

#	FIX	WHEN	COST	WHO
1	**Ask Miles about his wife's printer** for a fence banner (message in the Signs section).	3 days	Free to cost	Joe
2	**Put out what we have today:** the 209 Ute banner, plus an A-frame with OPEN, both names and "right on Ute."	3 days	Low	Joe
3	**Hold the LED meeting** with Roadhouse (this meeting).	3 days	Free	Joe
4	**Pin a "Mimi's is back at 209 Ute" post** on Mimi's Facebook, our biggest megaphone. Fix the old 320 Main St listings.	3 days	Free	Joe

#	FIX	WHEN	COST	WHO
5	**Test an online order on a phone** and put the QR code at the window.	3 days	Free	Joe
6	**Print the bag coupons and the office-lunch sheet** (ready in the Print section). The $2 and $1 offers are proposed; I'll confirm before printing.	3 days	Printing only	Joe
7	**Order 2 feather flags plus spares,** one design per brand.	1–2 weeks	About $190–$760	Joe
8	**Place and wire our LED marquee** on the fence in front of Mimi's or the roof.	1–2 weeks	Electrician	Joe
9	**Lunch and catering outreach,** first 10 businesses with the offer sheet. 10 a week after that.	1–2 weeks	Time	Joe
10	**Ask 3 nearby businesses to put coupons in their bags.**	1–2 weeks	Coupon cost	Joe
11	**Call the Delta Chamber** about a food spot at the Parade of Lights. The 2026 date is not posted (last year: Fri 5 Dec), so ask for it.	1–2 weeks	Free	Joe
12	**Weekly "this week" graphic,** every Sunday night, all open days and hours.	1–2 weeks	Free	Joe
13	**Two-week soup and sandwich lunch test** (Menu section).	1–2 weeks	Food cost	Joe
14	**Roadhouse LED board live.** Date set at the meeting.	30–90 days	Roadhouse	Roadhouse
15	**Ace Hardware lot test** on a Monday or Tuesday.	30 days	Time	Joe
16	**Book December events, then spring and summer applications.**	30–90 days	Fees	Joe
17	**Friday scoreboard,** same numbers every week.	ongoing	Free	Joe
18	**Athletic team catering:** Miles leads the introductions. Compare notes with him and Kristi, pick the first 5 programs, then send the one-pager.	1–2 weeks	Time	Joe, Miles, Kristi
19	**Roadhouse: post the next 8 weeks of shows** and add Mimi's to the hours block on the Roadhouse website.	3 days	Free	Roadhouse, Joe

SHARED CALENDAR: HOLIDAYS, EVENTS AND OPEN DAYS

Everything we know is on one calendar: holidays, Broncos Sundays, community events, our plan milestones and Roadhouse shows. Nothing after 31 Oct is posted on the Roadhouse website yet, so the Roadhouse rows are empty until we add them.

Add events. Anyone with the meeting code can add a show, event or date, with their name. Everyone sees it. Enter the code in **Notes** first, then come back here.

Upcoming | Month

All | Roadhouse | Holidays | Sports | Community | Our plan | Added by us

Holiday · Sports · Community · Roadhouse · Our plan · JOE'S · Mimi's · Team stop

‹ **NOVEMBER 2026** ›

SUN	MON	TUE	WED	THU	FRI	SAT
1 J M	**2** J M	**3** J M	**4** J M	**5**	**6** T M	**7** T M
8 J M	**9** J M	**10** J M	**11** J M	**12**	**13** T M	**14** T M
15 J M	**16** J M	**17** J M	**18** J M	**19**	**20** T M	**21** T M
22 J M	**23** J M	**24** J M	**25** J M	**26**	**27** T M	**28** T M
29 J M	**30** J M	1 J M	2 J M	3	4 T M	5 T M

T = tavern, J = JOE'S, M = Mimi's open that day.

Add an event

Adding shared events works on the partner page (visibility-plan-7k2q.pages.dev).

WEEKLY RHYTHM

WHEN	WHAT
Sunday night	The "this week" graphic goes out with every open day and hour.
Thursday	"This week at the Roadhouse": email and post, with shows and specials for Fri to Wed.
Friday	The scoreboard: orders, online share, reach, coupons.

HOLIDAY HOURS TO DECIDE

Our normal pattern is Tavern Fri and Sat, JOE'S Sun to Wed, Mimi's every day except Thursday. These dates fall inside it, so each needs an answer. Once decided, we post Google special hours and a site notice.

DATE	DAY	NORMAL PATTERN	DECISION
Wed 25 Nov	Day before Thanksgiving	JOE'S and Mimi's open	Open, close early, or closed
Fri 27 Nov	Black Friday	Mimi's and tavern open; JOE'S closed	Any special hours or menu

DATE	DAY	NORMAL PATTERN	DECISION
Sat 28 Nov	Small Business Saturday	Mimi's and tavern open	Any special offer
Fri 25 Dec	Christmas Day	Mimi's and tavern open	Open, special hours, or closed
Sun 27 Dec to Wed 30 Dec	Between the holidays	JOE'S and Mimi's open	Normal or reduced hours
Thu 31 Dec	New Year's Eve	Everyone closed (Thursday)	An event night?
Fri 1 Jan	New Year's Day	Mimi's and tavern open	Open, special hours, or closed

SIGNS, FLAGS AND BANNER

WHAT WE HAVE

SIGN	WHERE	STATUS
Roadhouse LED board on a post marquee	Facing US 50	Built and up. Waiting on electrical and programming. Owned by Delta Roadhouse.
Our own LED marquee	Not placed	Ready. Needs placing and wiring (fence in front of Mimi's, or the roof).
Mimi's banner	209 Ute St	Up. The only sign saying Mimi's is there.
Roadhouse fence sign	Tavern fence, Ute St cul-de-sac	Says open Fri and Sat, 11 AM to 9 or 10 PM. Right for the tavern, read as the whole property.
JOE'S sign, street side	Courtyard	None.

FLAG OPTIONS

OPTION	GOOD FOR	WATCH OUT FOR
Feather flag, one per brand, ground stake or weighted base	Catching a moving eye. Put out and bring in daily.	Wind. Buy a spare. Ground stakes need soil, so ask about a weighted base for pavement.
Fence banner, "MIMI'S · JOE'S · OPEN"	Biggest face for the money, beside the tavern sign.	Roadhouse's OK for the fence. Grommets every 2 ft, optional wind slits.
A-frame at the corner	Directions: "right on Ute."	Private property only.
Lit window sign	Dusk and evening	Seen only up close.

PRICING FOUND ONLINE (NOT QUOTES)

ITEM	VENDOR	PRICE SEEN	NOTES
12 ft feather flag with ground stake	Feather Flag Nation	$99.99 (sale)	Single sided, fiberglass pole, spike

ITEM	VENDOR	PRICE SEEN	NOTES
12 ft feather flag, flag only	Canterbury Gifts	$134 for 1, $101 at 50	No base. Base is extra.
Feather flags	4over4	$109 for 1, $489 for 5	Height not stated
12 ft with ground stake	Garden-center listing	$151 with stake, $94 flag only	Single or double side unclear
13 oz vinyl banner	4over4	from $43.92	Starting price, small size. A 3x10 or 4x10 needs the configurator.

Budget range for flags: 2 flags with stakes about $190–$380. With 2 spares about $380–$760. Bases for pavement extra. Banner: get a quote at 3x10 or 4x10, 13 oz, hemmed, grommets every 2 ft. If Miles's wife prints it, the cost may be materials only.

BANNER PRINTING

Miles, could your wife's printer make the fence banner? About 3x10, 13 oz vinyl, hemmed, grommets every 2 ft, maybe a few wind slits. It would say MIMI'S, JOE'S, OPEN with a turn arrow. I'll send the art and pay cost. And are you OK with it on the tavern fence next to the Roadhouse sign?

TO ROADHOUSE

I'm not asking to take the fence sign down. The Fri/Sat hours are right for the tavern. I'd like a topper or a banner beside it that says Mimi's and JOE'S are open today, so a driver sees both messages.

DELTA ROADHOUSE: OPEN DAYS AND EVENTS

Everything we do for JOE'S and Mimi's works better if the Roadhouse itself is easy to understand and always has something on. Right now the fence sign says Fri and Sat, and the Roadhouse website's Music & Events page lists nothing after Saturday 31 Oct. A visitor sees no reason to come on most days.

Proof it works: our busiest JOE'S week was the Fri and Sat show nights, 16 and 17 Oct. When there's a show, the whole campus fills. The goal is a show or a reason on every open day.

Shows list to fill in (PDF) **Shows list (spreadsheet)**

WHAT THE ROADHOUSE SAYS TODAY (ITS WEBSITE, 2 NOV)

ITEM	WHAT IT SHOWS	GAP
Tavern hours	Fri and Sat, 11 AM to 9 PM	Closed Sun to Thu.
JOE'S hours	Sun 11 to 7. Mon to Wed 11:30 to 7.	Closed Thu to Sat.

ITEM	WHAT IT SHOWS	GAP
Mimi's hours	Not on the hours block.	Add Mimi's (Sun 11:30 to 7, Mon to Wed 12 to 7, Fri and Sat 12 to 10, closed Thu) and a link.
Music and events page	Last listing: Sat 31 Oct (Hair Band Halloween with Rokkula).	Nothing posted for November or December.
Private events page	Weddings, quinceañeras, corporate events, birthday parties, with a contact form.	No holiday party or team-event package listed.
Email sign-up	"What's coming up and when to be here."	Use it every week.
Arcade, food and drink pages	Live.	Link Mimi's desserts with the arcade.

OPEN DAYS AND WHO'S OPEN

DAY	TAVERN	JOE'S	MIMI'S	IDEA FOR THE DAY
Sunday	Closed	11 to 7	11:30 to 7	Broncos watch party; arcade and ice cream afternoon.
Monday	Closed	11:30 to 7	12 to 7	Trivia or a family night.
Tuesday	Closed	11:30 to 7	12 to 7	Trivia; lunch groups and team stops.
Wednesday	Closed	11:30 to 7	12 to 7	Open mic or trivia.
Thursday	Closed	Closed	Closed	Nobody is open. A test night for a locals night, if Roadhouse wants.
Friday	11 to 9	By arrangement	12 to 10	Live music. "Dinner before the show."
Saturday	11 to 9	By arrangement	12 to 10	Live music, private events.

IDEAS TO PUT MORE REASONS ON THE CALENDAR

IDEA	WHY AND HOW	NEEDS
Post the next 8 weeks of shows now	The biggest quick fix. Tentative dates are fine. People plan around what they can see.	Roadhouse sends dates; update the Music & Events page.
Add Mimi's to the hours block and footer	Visitors see all three businesses and when each is open.	A site edit by Roadhouse.
A weekly "This week at the Roadhouse" email and post, every Thursday	Uses the email list that already exists. Lists every open day, every show, and every special across all three.	Roadhouse list; I make the graphic.
Broncos Sunday watch parties	Verified dates (re-check each game about 12 days out): Sun 8 Nov at Carolina, 11:00. Sun 22 Nov vs Las Vegas, 2:25. Sun 6 Dec vs Miami, 2:05. Sun 13 Dec at the Jets, 11:00. Sun 20 Dec at Las Vegas, 2:25. JOE'S is already open Sundays.	Roadhouse decides whether to open the tavern on game Sundays.

IDEA	WHY AND HOW	NEEDS
Weeknight trivia	I can run trivia from my own question bank. It fills slow nights and sends people to JOE'S and Mimi's, with gift cards as prizes.	Roadhouse OK, a night, a prize budget.
Open mic or a locals night	Thursday is the one day nobody is open. A test night shows whether locals will come.	Roadhouse's call.
Holiday party packages (Nov and Dec)	Businesses and clubs book the space, JOE'S meals, Mimi's desserts and the arcade. Fits the private events page and our lunch outreach. Details and a one-pager are in the Events section.	A one-page package and a line on the private events page.
Team events and after-game stops	The athletic team plan uses the same space, after hours.	See the Athletic team catering section.
Kids and family afternoons	Arcade plus Mimi's ice cream, and birthday packages.	Mimi's and arcade pricing.
"Dinner before the show"	On every Fri and Sat show post, add that JOE'S is serving. Show nights are when the campus is fullest.	Decide the Fri and Sat kitchen hours per show.
Make every show a Facebook and Google event	Bands share events to their own fans. Ask each band to tag Roadhouse.	Roadhouse or I post; bands share.
Put tonight's shows on the LED board	The board can carry tonight's show next to "open now."	The LED meeting.
River launch teaser	The website says Roadhouse will be a launch point for river adventures. Collect emails for summer updates now.	A line on the site and the email sign-up.

WHAT I'D DO FIRST

1. This week: Roadhouse posts the next 8 weeks of shows, and Mimi's goes on the hours block.
2. Next Thursday: the first "This week at the Roadhouse" email and post.
3. Before the holidays: a holiday party and team event package on the private events page.
4. Pick one slow-night test (trivia or open mic) and run it for 4 weeks.

COUPONS, OFFER SHEET AND MAILERS

Three print-ready pieces are built. Each has a QR code that carries a tracking tag, so we can see in the web stats which piece brought the order. Coupons also have the code word BAG for the window.

Office lunch sheet (1 page) Bag coupons (JOE'S sheet, Mimi's sheet) Mailbox postcard 9x6 (2 pages)

PIECE	WHAT IT SAYS	WHERE IT GOES
Office lunch sheet	"Office lunch, handled." Crew of 8, $96. Crew of 12, $144. Family of 4, $42. Single $12, Double $15, Kids Slider $9. QR, hours, both phone numbers.	Hand-delivered to offices, banks, clinics, shops; emailed as a PDF.

PIECE	WHAT IT SAYS	WHERE IT GOES
Bag coupons	JOE'S: $2 off any Smash Meal. Mimi's: $1 off any treat. Good through 31 Dec 2026. 10 per sheet.	In the bags at partner businesses, in our own bags, on counters.
Mailbox postcard	"Dinner's handled. Dessert, too." Both hours, "North on Main, right on Ute," both coupons, blank address panel.	Direct mail to nearby homes (ask The UPS Store or the post office about postal-route mailing and the printer's address panel).

RULES TO KEEP

- **Each coupon works only at the business named on it.** JOE'S and Mimi's are separate businesses. A card that points next door is fine; a shared discount is not.
- The $2 and $1 amounts are proposed and may change before printing. Prices on the office sheet are the posted menu prices, and the crew prices are 8 and 12 times $12.
- A partner business that carries coupons gets a thank-you, not a cut. Ask what they are comfortable with first.
- We count the BAG codes weekly so we know what's working.

ASKING A BUSINESS TO HAND OUT COUPONS

> Hi, I'm Joe with JOE'S smash burgers and Mimi's Sweet Treats on Ute St. We're trying to get more locals to find us. Would you be open to dropping a small coupon in your customers' bags? It's free for you, and we'll happily do the same for you at our window. I can drop off a stack this week.

ATHLETIC TEAM CATERING

The idea: college teams traveling through Delta stop at the Roadhouse courtyard for lunch or dinner, in one place with room for the whole group. We sell to the athletic department (travel and operations), with a special team menu and a pre-order. A few stops a week fills slow nights.

Who leads: Miles leads the introductions. He was an athletic director for years, so he knows how to reach the right person at most schools, including Western Colorado football. Joe and the rest of us back him up with the materials. Miles and Kristi are already working on emails and one-pagers, so we merge ours with theirs into one message.

WHY THIS COULD WORK

- **Delta sits on US 50** between Montrose and Grand Junction. Teams from Gunnison, Durango and Alamosa heading to Colorado Mesa (and Colorado Mesa teams heading to those schools) likely pass through. This is my reading of the map; each school's travel office can confirm.
- **A group needs one stop that handles everyone:** parking, hot food in minutes, and room to sit together.

- **One order from one contact** (the department's travel or operations person), invoiced to the department.
- **It fits our empty nights.** Teams on return trips Sunday and midweek game trips Monday to Wednesday land on the days we want more traffic.

WHO TO CONTACT, IN PRIORITY ORDER

TIER	PROGRAM	WHY DELTA	WHO TO FIND
1	**Colorado Mesa University** (Grand Junction)	The nearest program. Its teams travel US 50 through Delta for road games at Gunnison, Durango and Alamosa. Its home schedules also show who is coming to town.	Director of Athletics, operations or travel contact, head coaches. Staff directory at cmumavericks.com.
1	**Western Colorado University** (Gunnison)	US 50 route to Grand Junction. On Colorado Mesa's football slate (Sept 19, 2026).	Athletic director, operations, head coaches.
1	**Fort Lewis College** (Durango)	Reaches Grand Junction via US 550 and US 50 through Delta.	Same roles.
1	**Adams State University** (Alamosa)	US 50 over Monarch Pass, then through Delta. Conference status not confirmed in my search.	Same roles.
2	**CSU Pueblo, Colorado Christian, Colorado School of Mines, Westminster (Utah), South Dakota Mines**	Named with Colorado Mesa in the 2026-27 conference preseason poll. Most come by I-70, but some trips may use US 50. Ask.	Operations or travel contact. Ask if they ever route via US 50.
2	**Other conference members**	Check the official conference site for the current member list.	Same roles.
3	**Charter bus companies and school transportation offices**	They often choose the meal stop for the team. One call can reach several programs.	Dispatch or sales manager.
3	**Club, rodeo, ski and cross-country teams; junior college and tournament hosts**	Smaller groups, flexible schedules.	Team manager or coach.

Tier 1 and 2 contact names are pulled (in my private copy). Tier 1 first. Miles leads the introductions and can find the right contact at most places, so he decides who gets contacted first. As a backup, I've pulled the operations, business and director contacts for the four Tier 1 schools from each school's public staff directory, and Joe can hand that list to Miles and Kristi so nobody emails the same person twice.

Contact tracking sheet (CSV, opens in Excel or Sheets) **Team meals one-pager (PDF)**

WHEN TEAMS ACTUALLY STOP

DAY	TEAM STOP FIT
Sunday	Best fit. Return trips after Saturday games. We're open 11 to 7.

DAY	TEAM STOP FIT
Mon to Wed	Our slow nights. Midweek games and travel days. We're open 11:30 to 7.
Thursday	Travel day before Friday games. We're closed; open by arrangement.
Friday, Saturday	Game days. Roadhouse is open; JOE'S only by arrangement.

Opening on our closed days for a team is a decision for Joe and Roadhouse.

THE PITCH, IN FIVE LINES

1. On US 50, easy to find, with room for the whole travel party.
2. Order ahead and your team eats hot in minutes. No waiting on a menu.
3. One contact and one invoice for the department, from Delta Roadhouse.
4. Meal packs built for athletes, from post-game burgers to pasta and rice bowls, boxed and ready on time.
5. Local, family-run, and we work around your bus schedule: any day, any hour by arrangement, even late night.

WHAT IT COULD ADD: A WHAT-IF

Hypothetical only. Revenue before food, labor and fees. A kitchen that did about 124 plates on its biggest night should take one large team per service until we see how fast we can serve. Fried items cap out first.

GROUP SIZE	$12 A PERSON	$15 A PERSON	$18 A PERSON
30 people	$360	$450	$540
45 people	$540	$675	$810
60 people	$720	$900	$1,080

At 45 people and $15 each, one team a week is $675, two a week is $1,350, three a week is $2,025.

THE SPACE AND THE EXTRAS

Teams get more than a meal stop. Delta Roadhouse offers the whole campus, even after hours:

- **Seating and gathering space:** the courtyard, the back patio and indoor seating for the group.
- **Parking** for the bus and cars, and **restrooms**.
- **Mimi's Sweet Treats:** ice cream and desserts for the team, and the arcade.
- **Meals from JOE'S (Chef Joe) and Mimi's** on the team menu.
- **After-hours and other days:** late-night arrivals and days we're normally closed, by arrangement.

Notice: we hope for 3 days ahead, but we're ready to adapt on short notice. Contact us and we'll tell you whether we can help. **Invoicing:** Delta Roadhouse invoices the department for the space and for events that use the Chef Joe and Mimi's menus.

TEAM MEAL PACKS

MEAL PACKS: BUILT AROUND THE FRYER LIMIT

Past about 25 people the fryer is the bottleneck (fries, Bang Bang Chicken, Bang Bang Shrimp). So team meals are **packs** that run on the flat top, the stove and the cold station, with chips instead of fries. Fried items stay as an add-on for smaller groups. Chef Joe approves every pack so quality holds at scale.

PACK	WHAT'S IN IT	FRYER LOAD	STATUS
Smash Pack	Single or Double Smash Burger from the flat top, chips, drink.	None	Burger is on the menu. Chips and drink to add.
Sandwich Pack	BLT or grilled chicken sandwich, chips, drink.	None	New. A crispy chicken sandwich would use the fryer, so grill it for teams.
Bowl Pack	Rice bowl with grilled chicken or Gochujang chicken and vegetables, drink.	None	New. Rice batches well and holds hot.
Pasta Pack	Pasta bowl with chicken or meat sauce, side salad, drink. The pre-game choice.	None	New. Needs the health department check and gear to keep food hot.
Salad Pack	Gochujang Chicken Salad, chips, drink.	None	Salad is on the menu.
Kids Pack	Kids Slider, chips, drink, for younger groups.	None	Slider is on the menu.
Add-ons, groups of 25 or fewer	Tallow fries, Bang Bang Chicken, Bang Bang Shrimp, nuggets.	Heavy	On the menu. Capped by the fryer.

I set pack prices after costing each one. None are set yet. Count the box, utensils, napkins and drink in the cost.

GROUP SIZE PLAYBOOK (THRESHOLDS TO TEST)

GROUP	SERVICE PLAN	FRYER
Up to 25	Full menu, fries and fried items included.	Normal
26 to 45	Packs only. Fries are a capped add-on, or swapped for chips.	Limited
46 to 70	Boxed packs ready at a set time. Nothing from the fryer. 5 days' notice.	None
70 or more	Two waves 20 to 30 minutes apart, or split across two stops or nights. Written plan agreed first.	None

WAYS TO ADD CAPACITY WITHOUT LOSING QUALITY

- **Move the load off the fryer.** Chips, grilled sandwiches, bowls and pasta use other stations.
- **Batch what holds well.** Rice, pasta, sauces and salads can be made ahead. Fries and smash burgers can't, so they stay made to order.
- **Try partly cooking fries ahead and finishing them fresh** on a staff meal. Keep it only if the fries still pass your standard.
- **Box the order.** Labeled boxes hand off fast and travel on the bus. Offer a courtyard sit-down for groups that want it.
- **Set a pickup time and a cutoff.** A large group orders by a fixed day and gives a final count.
- **Ask about a second fryer.** Whether Roadhouse's kitchen fryers can be used, or one more fryer on the trailer, is a decision for Roadhouse and me. Roadhouse, what's available?

QUALITY STANDARD FOR TEAM PACKS (CHEF JOE)

- Burgers are smashed to order. No pre-cooked patties.
- Fries are fresh and never held or re-fried. If the fryer can't keep up, the pack gets chips.
- Pasta and rice are kept hot at a safe temperature and served within a time limit Joe sets.
- Bowls and sandwiches are built close to pickup, within a window Joe sets.
- Chef Joe approves every recipe, portion and price before it goes on a one-pager.
- Test each pack on a staff meal first, then a 20-person group, then 30.

FRYER CAPACITY CHECK

Enter your real numbers. The starting values are placeholders, not measurements.

Fryers 2 Minutes per batch 6 Portions per batch, per fryer 4 Group size 40

Share who want fried items, % 100

Fryer output: about 80 portions an hour. **Fried portions needed:** 40. **Time on the fryer:** about 30 minutes. That needs staggered pickup or a capped add-on.

TEAM BOOKINGS AND EMAILS

HOW A BOOKING WORKS

1. **Find the trips.** Use Colorado Mesa's home and away schedules and each school's schedule page to see who travels US 50 and when.
2. **Reach the department** (operations or travel first, not individual athletes) with the one-pager and a short email.
3. **Agree the stop:** date, arrival time, headcount, menu, invoice details.
4. **3 days out if possible:** final count and menu. Short notice is fine; call to check we can do it.
5. **Day of:** they text an ETA. We have food ready, a table area, and bus parking.

6. **After:** thank-you note, invoice, and an offer for the return trip and the next season.

EMAILS YOU CAN SEND (EDIT BEFORE SENDING)

1. First contact: operations or travel at the department

> Subject: Team meal stop in Delta, on US 50
>
> Hi [Name],
>
> I'm [Name] with JOE'S at Delta Roadhouse in Delta, Colorado, right on US 50. Teams traveling between [school] and Grand Junction come through town, and we'd like to be your meal stop.
>
> We have a courtyard with room for a full travel party, bus parking, and team meal packs: burgers, sandwiches, bowls, pasta and salads, with chips and a drink, boxed and ready when the bus arrives. We invoice the department.
>
> I've attached a one-page overview. Could I call for 10 minutes this week, or send the date and headcount of your next trip through? We'll build the order around your bus schedule.
>
> Thank you,
> [Name]
> JOE'S at Delta Roadhouse, 215 Ute St, Delta
> (970) 462-2817

2. Follow-up, 5 to 7 days later

> Subject: Re: Team meal stop in Delta, on US 50
>
> Hi [Name],
>
> Following up on my note about a meal stop in Delta. If you can send your next trip's date, arrival time and rough headcount, I'll reply with a menu and a price. We can have food ready when the bus pulls in.
>
> Thanks,
> [Name]

3. After a visit

> Subject: Thank you from JOE'S at Delta Roadhouse
>
> Hi [Name],
>
> Thanks for stopping with us. We hope the team enjoyed it. What worked and what should we change? If you're passing through again this season (the return trip, or the next road game), we can hold the same plan.
>
> If another coach or team travels this way, I'd be glad to talk to them too.
>
> [Name]

4. Charter bus company or transportation office

> Subject: Meal stop for team trips through Delta, CO
>
> Hi [Name],
>
> We run JOE'S at Delta Roadhouse on US 50 in Delta. Groups traveling between Gunnison, Montrose and Grand Junction pass right by us. We can feed a full team fast with an order placed ahead, and there's room for the group to sit together and for a bus to park.
>
> If you plan meal stops for college teams, I'd like to be on your list. I can send a one-page overview and a team menu.
>
> Thank you,
> [Name]
> (970) 462-2817

5. Phone or voicemail script

> "Hi, this is [Name] with JOE'S at Delta Roadhouse, on US 50 in Delta. I'm calling the person who handles team travel and meals. We'd like to be a meal stop for teams passing through Delta. I'll email a one-page overview today. My number is (970) 462-2817."

CHARTER BUS COMPANIES TO APPROACH

I did not find a Western Slope charter company that advertises team travel. The names below are leads to call, not endorsements. The most reliable route is to ask each school's travel or operations contact which carrier they use, and ask Miles who he knows.

COMPANY	WHAT I FOUND	NEXT STEP
Village Travel (govillagetravel.com)	Colorado charter for schools, sports teams and groups; motorcoaches.	Ask whether they run Gunnison, Durango, Alamosa and Grand Junction trips.

COMPANY	WHAT I FOUND	NEXT STEP
BusBank (busbank.com)	Broker with a network of operators. Lists Grand Junction among its Colorado cities. Strong on Front Range athletics.	Ask for their team-travel contact.
Bighorn Transport (Grand Junction)	Listed at Grand Junction Regional Airport with motorcoaches and group transport.	Confirm it takes athletic teams.
First Charter Bus Rental, Montrose listing	A listing at 1002 S. Colorado Ave, Montrose; appears to be a booking service.	Ask which operator actually drives.
Mountain Star Transportation	Locally owned Colorado charter and car service. Service area not stated.	Ask where they operate.
Denver Charter Bus Co	Owner-operated, with athletic team shuttles and Western Slope routes.	Ask about Delta stops on I-70 and US 50 trips.
Fort Collins Charter Service	Locally owned, lists athletic trips. Front Range.	Lower priority.
Krapf Coaches (krapfbus.com)	Says it is an approved NCAA carrier. Base outside Colorado.	Lower priority.

Unlimited Charters has many templated Montrose pages with unverified reviews. I left it off.

IMAGES FOR THE ONE-PAGER AND EMAILS

All photos are our own, from the site: the trailer and courtyard, the Double Smash Meal, the Gochujang Chicken Salad, and the burger and trailer hero. The one-pager uses the courtyard, the double smash and the salad. The tavern photos stay out because teams include players under 21.

THINGS TO SETTLE BEFORE THE FIRST SEND

- **Roadhouse:** how the tavern is kept separate when a team includes players under 21, especially after hours. This ties to the liquor license boundary between the businesses.
- **Other days and late hours:** settled: yes, by arrangement. Still to set: a minimum order for days and hours we're normally closed.
- **Pricing:** cost and price each pack, set the group minimum, and decide what the drink is.
- **Invoicing:** settled: Delta Roadhouse invoices for the space and events using the Chef Joe and Mimi's menus. Still to do: W-9 and tax-exempt paperwork for schools. Colleges usually have their own forms; ask each department.
- **Rules:** we sell to the department. Don't offer extras or discounts to individual athletes, and don't message athletes directly. NCAA and NAIA rules apply to the school, so ask each school's compliance office if unsure.
- **Health department:** ask about catering for groups from the trailer and any pre-game pasta or soup, before we put them on the menu.
- **Capacity:** the fryer sets the limit past 25 people, so large groups get packs (see the playbook). Start with one large team per service.

MENU IDEAS: MORE LUNCH, MORE DINNER

Goal: give a working person a reason to come on a weekday, and a family a reason to order ahead. The test is small, pre-order only, and reuses what the kitchen already makes.

LUNCH

IDEA	WHY IT FITS	WATCH OUT FOR
Soup of the day (cheddar broccoli, then rotating: chicken noodle, potato, tomato, chili)	Easy to batch. Sells in cold weather. Pairs with anything.	Rules for keeping soup hot and cooling it safely. Ask the county health department what a trailer needs (a licensed shared kitchen or an approved supplier may be required).
Soup + half sandwich combo	A reason for lunch groups to order together.	Keep the sandwich list short to protect speed.
Grilled cheese + soup	3 Cheese Grilled Cheese is already on the JOE'S menu.	Nothing new to stock. (Mimi's site rules ban that phrase; this is JOE'S only.)
Crispy chicken sandwich	Chicken is already on the menu (nuggets, Bang Bang).	Shared fryer and allergens. Fries are in beef tallow.
BLT	Bacon is already in house. Fast to build.	Winter tomato quality. Offer it as a short run.
Salad (the Gochujang Chicken Salad exists; add a side or simple house salad)	Reaches people who skip burgers.	Cold holding space.
Boxed office lunch, 6 or 10 sandwiches with chips, ordered by 10 AM	Matches the outreach offer.	Packaging cost; lead time.

DINNER

IDEA	WHY IT FITS	WATCH OUT FOR
Family platters, an extension of the Family of 4 at $42	Already tested in posts. Add a Family of 6.	Capacity at the window.
Pasta call-ahead nights, one set night a week, order by noon the day before	Pre-orders mean no waste and no guessing. Matches the Dinner Night idea already planned.	Pasta needs a way to stay hot and the right pans. The dish list is still yours to choose.
Quart sides and soup by the quart	Easy add-on to a family order.	Labeling and packaging rules for packaged food.
Take-and-bake trays	Strong with busy families.	Check labeling rules with the health department first.

HOW TO TEST IT WITHOUT RISK

1. Pick 2 soups, 2 sandwiches, 1 salad. I cost every plate before pricing it. No prices are set yet.
2. Run it 2 weeks, Mon–Wed, pre-order by 10 AM, with a daily cap so lunch speed holds.
3. Add the items in Clover (the JOE'S MENU category). That is Delta Roadhouse's Clover account, so tell them first.
4. Judge it on orders per day, groups of 3 or more, and what's left over. Keep what sells; drop the rest.
5. Check with Delta County Public Health before launch: soup, hot holding, cooling logs, and packaged food.

FOOD TRAILER EVENTS: CALENDAR, COST, FORECAST

Most 2026 listings are not posted yet. Where I only found last year's date, I say so. Attendance numbers are my planning estimates (low confidence); organizers rarely publish them, so ask. JOE'S is closed Thu to Sat, so Friday and Saturday events cost no regular days. Sunday to Wednesday events do.

HOLIDAY PARTIES AT DELTA ROADHOUSE

Companies, clubs, churches, families and teams are planning holiday parties right now. Delta Roadhouse already hosts private events (weddings, quinceañeras, corporate events, birthday parties). A holiday party package adds food from JOE'S, desserts from Mimi's, the arcade, and live music if the group wants it. Delta Roadhouse invoices for the space and the event.

Holiday party one-pager (PDF)

PACKAGE	WHAT'S INCLUDED	BEST FOR
Lunch party	Space, JOE'S meal packs, Mimi's dessert.	Offices, school staff and clubs. Mon to Wed, around 11 to 3.
Dinner party	Space, JOE'S meals, Mimi's desserts, the arcade.	Companies and families. Sun to Wed evenings, or Fri and Sat.
Evening party	Dinner party plus live music or a DJ and the tavern bar.	Larger groups on Fri and Sat.
Group social	After-game or end-of-season party. Any day, any hour by arrangement.	Teams, clubs and families.

Space fee and per-person food prices are set after costing. None are set yet.

TO SETTLE WITH ROADHOUSE FOR HOLIDAY PARTIES

- Capacity for the tavern, courtyard and back patio, and tables and chairs.
- The space fee, deposit and cancellation terms.
- Bar options and how the license boundary works for a private party.
- Live music or DJ costs and which December dates are open.
- Which JOE'S packs and Mimi's desserts go in each package, and their prices.

HOW A HOLIDAY PARTY BOOKING WORKS

1. The group calls or uses the private events form with a date, headcount and ideas.
2. Delta Roadhouse sends a quote and holds the date.
3. The group picks packs and desserts. Final count 3 days ahead if possible.
4. Party night. JOE'S and Mimi's serve, and Delta Roadhouse invoices once.

WHO TO PITCH, AND WHEN

- Pitch now through the week of 16 Nov. December fills first on Fridays and Saturdays.
- Start with the lunch outreach list: offices, banks, clinics, schools, city and county, plus clubs, churches, leagues and athletic teams.
- Lines to use: "A party with food, dessert and an arcade, in one place along the river." "One call and one invoice." "We work around your date."

Pitch email (edit before sending):

> Subject: Host your holiday party at Delta Roadhouse
>
> Hi [Name],
>
> Planning a holiday party for your team or group? Delta Roadhouse in Delta can host it: room to gather, food from JOE'S, desserts from Mimi's Sweet Treats, the arcade, and live music if you want it. Delta Roadhouse sends one invoice for the space and the event.
>
> I've attached a one-page overview. If you tell me the date and roughly how many people, I'll send a quote. December dates are filling, so please call early. Short notice is fine too; call and we'll tell you if we can help.
>
> [Name]
> Delta Roadhouse, 215 Ute St, Delta
> (970) 500-1640

CALENDAR TIMELINE

DATE	EVENT	WHERE	DATE STATUS	VENDOR COST	CROWD (ESTIMATE)	FIT	NEXT STEP
Nov 30 to Dec 23	**Holiday parties at Delta Roadhouse** (we host)	Delta Roadhouse, 215 Ute St	**We host**	Space fee set by Roadhouse	20 to 150 per party (estimate; capacity to confirm)	5/5	Build the packages and pitch businesses and clubs now.

DATE	EVENT	WHERE	DATE STATUS	VENDOR COST	CROWD (ESTIMATE)	FIT	NEXT STEP
Fri 4 Dec 2026 (likely)	Delta Parade of Lights and Holiday Shopping Guide	Delta, Main St	**2025: Fri 5 Dec. 2026 not posted yet**	Ask Chamber and City	1,000–2,500	5/5	Call the Delta Chamber this week and ask for the 2026 date and food vendor rules. Home turf, and Mimi's too.
Fri 4 Dec 2026	Community events at Fort Uncompahgre (carols and holiday lineup)	Delta, 440 N Palmer	**Tourism listing, 8 AM to 5 PM**	Ask	Unknown	3/5	Ask the Fort whether vendors are used and what the evening looks like.
Fri 11 Dec 2026, then 2nd Fridays	Hotchkiss Second Friday Art Walks	Hotchkiss, about 27 mi	**Tourism listing, 4 to 8 PM**	Ask	100–400	3/5	Friday is an off day for JOE'S. Small, repeating, low risk.
Fri 4 to Sun 6 Dec	Christmas in Montrose	Montrose, about 20 mi	**Third-party listing** verify with the City	Ask	3,000–6,000	4/5	Check the City of Montrose holiday page and the Downtown group.
Sat 5 Dec (likely)	Montrose Parade of Lights	Montrose Main St	**2025: Sat 6 Dec, 5:30 PM**	Ask	3,000–6,000	4/5	Same evening as Cedaredge and Grand Junction: pick one.
Sat 5 Dec (likely)	Cedaredge Parade of Lights	Cedaredge, about 20 mi	**2025: Sat 6 Dec, 6 PM**	Ask	500–1,500	3/5	Hot cider and treats on the listing: ask about a food spot.

DATE	EVENT	WHERE	DATE STATUS	VENDOR COST	CROWD (ESTIMATE)	FIT	NEXT STEP
Sat 5 Dec (likely)	Grand Junction Parade of Lights	Downtown GJ, about 42 mi	2025: Sat 6 Dec, 5 PM; returns in 2026	Ask City or Downtown GJ	5,000+ ("thousands" per Visit GJ)	4/5	Food trucks were on Main in 2023. Biggest crowd, most competition.
Sun 6 Dec (likely)	Breakfast with Santa	Delta County	2025: Sat 6 Dec	Ask	200–600	2/5	Breakfast crowd; low fit.
Early Dec	Paonia Holiday Festival (33rd in 2025)	Paonia, about 29 mi	Date not found	Ask	1,000–3,000 over 3 days	3/5	Ask the Paonia Chamber.
Sat 12 Dec (likely)	Fruita Parade of Lights	Fruita, about 52 mi	2025: Sat 13 Dec	Ask	1,000–3,000	2/5	Far; only if the others fall through.
Dec, TBD	Grand Valley Christmas Market	Palisade, about 45 mi	Date not found	Ask	500–2,000	3/5	Lists a food truck already.
Sat 19 Dec 2026	Garden of Lights	Montrose Botanic Gardens	Calendar listing	Ask	500–1,500 per night	4/5	Ask whether food vendors are invited and which nights.
Fridays, weekly	Food Truck Fridays	Downtown Grand Junction	Ongoing, holiday lights this season	Ask	300–1,000	3/5	Fridays are free days for JOE'S. Ask about the application.
14–17 Jan 2027	Community events at Fort Uncompahgre	Delta	Tourism listing	Ask	Unknown	3/5	Find out what it is and whether vendors are used.
Early May 2027	Cinco de Mayo	Delta	City vendor form on file	$50 for food trucks on the city form	500–1,500	4/5	Watch for the 2027 form in spring.

DATE	EVENT	WHERE	DATE STATUS	VENDOR COST	CROWD (ESTIMATE)	FIT	NEXT STEP
June 2027 (typical)	Paonia Cherry Days	Paonia	**2026 food vendor form exists**	Application plus a county health form	3,000–6,000	4/5	Forms posted about April.
Sun 4 Jul 2027	Deltarado Days parade	Delta	**2026: moved to July 4**	Ask Chamber	2,000–4,000	5/5	Ask the Chamber about 2027.
Early Aug 2027	Delta County Fair	Hotchkiss fairgrounds	**2026: Aug 4–9**	Ask	8,000–15,000 over the week	4/5	Long event; staffing is the question.
TBA 2027	Montrose Arts and Crafts Festival	Montrose	**Date TBA**	$300 food truck application (listing)	2,000–5,000	3/5	Check the fee against expected sales.

WHAT IT COSTS TO ATTEND

- **Health paperwork, Delta County:** a 2025 vendor form listed $50 per vendor per event; the county page says licensed food trucks still file a vendor survey for each event but pay no added fee. Confirm with Delta County Public Health, (970) 874-2168. Mesa County runs its own process for Grand Junction events.
- **Event fee:** $50 on Delta's Cinco de Mayo form; $300 on a Montrose festival listing. Others unknown.
- **Your own costs per event:** food, labor, fuel or generator, ice, packaging, and a possible insurance certificate (ask each organizer).
- **Capacity:** the kitchen did about 124 plates on the biggest show night. Plan around 120 orders per event.

ACE HARDWARE LOT TEST

The lot is available on Mondays and Tuesdays, or any mix of your open weekdays. Better access and a sight line from the road. Treat it as a test.

STEP	DETAIL
Before	Get the lot approval in writing. Ask Delta County Public Health what a second location needs. Tell Roadhouse which days and why.
Announce	"This week" graphic, Google hours, a sign at the courtyard, QR for pre-order.
Run	One Monday or Tuesday. Same hours as the courtyard day.

STEP	DETAIL
Measure	Orders and sales compared with a normal courtyard Monday or Tuesday.
Decide	If orders at least double, add a second week; if not, return to the courtyard and use the lot for events.

LED BOARDS AND THE MEETING

Delta Roadhouse owns the large LED board on the post marquee facing US 50. It's up and waiting on electrical and programming. Our own marquee is ready and needs a spot, power and mounting. The meeting sets dates for both.

The ask: 30 minutes this week to set dates for finishing the LED sign on US 50. It is up and waiting on electrical and programming. Once it is running, it lets people on the highway see that Roadhouse, Mimi's and the trailer are open. I want to leave with who is doing each step and a go-live date, and I will bring a plan for what we would show on it.

ASK	ANSWER
Electrical: who, when?	
Programming: who, what software, when?	
City permit or inspection needed?	
Who changes a message, and how fast? (same-day closures)	
Slots for Mimi's, JOE'S, Roadhouse. Suggestion: equal rotation plus an "open today" slide.	
Artwork size and file type	
Can it show open or closed automatically?	
Test day and go-live date	
Fence sign topper: yes, where?	
Our marquee: where can it mount and be powered?	

MILESTONES

MILESTONES

WHEN	MILESTONE	HOW WE KNOW
By Fri 6 Nov	OPEN signal at the cul-de-sac. Coupons and offer sheet printed. LED meeting requested. Welcome-back post pinned.	Photos of each; meeting on the calendar
By Sun 15 Nov	Flags ordered. First 10 outreach contacts. 3 businesses carrying coupons. Delta Chamber called. Soup lunch test started.	Contact log; BAG codes counted

WHEN	MILESTONE	HOW WE KNOW
By Sun 29 Nov	Marquee placed and wired. Banner on the fence. Thanksgiving week plan (Thanksgiving Thu 26 Nov, Small Business Saturday 28 Nov). December events chosen and applied.	Sign photos; applications sent
By Fri 4 Dec	Delta Parade of Lights food spot decided. Roadhouse LED has a go-live date.	Confirmation from Chamber and Roadhouse
Dec 2026	Ace lot test run. Roadhouse LED live (target). One or two December events worked.	Test day orders vs normal day
Jan to Mar 2027	Menu additions kept or dropped. Weekly outreach habit holds. Spring and summer event applications filed (Cinco de Mayo, Cherry Days, Deltarado Days, County Fair).	Scoreboard trend

PRINT CENTER

Every printable piece is here as a PDF. Tap **Open**, then print from your browser or phone (Share, then Print). Tap **Copy link** to paste a link into an email or text.

▼ **Show all 10 printables, tips and links**

ITEM	PAGES	OPEN OR COPY LINK
The whole plan (partner copy) Read or print the full plan to keep.	about 24 pages	Open https://visibility-plan-7k2q.pages.dev/print/Ute-St-Visibility-Plan-partner-copy.pdf
Meeting handout Follow along in the meeting and write answers.	4 pages	Open https://visibility-plan-7k2q.pages.dev/print/meeting-followalong.pdf
Team meals one-pager Send to athletic departments and charter bus companies.	1 page	Open https://visibility-plan-7k2q.pages.dev/print/team-meals-onepager.pdf
Office lunch sheet Hand to local businesses for lunch orders.	1 page	Open https://visibility-plan-7k2q.pages.dev/print/offer-sheet.pdf
Bag coupons Cut on the dashed lines. One sheet for JOE'S, one for Mimi's.	2 pages	Open https://visibility-plan-7k2q.pages.dev/print/bag-coupons.pdf
Mailbox postcard Direct mail, 9 by 6 inches, front and back.	2 pages	Open https://visibility-plan-7k2q.pages.dev/print/mailbox-postcard.pdf
Holiday party one-pager Hand to businesses, clubs and families planning a party.	1 page	Open https://visibility-plan-7k2q.pages.dev/print/holiday-party-onepager.pdf

ITEM	PAGES	OPEN OR COPY LINK
Roadhouse shows list Fill in the next 8 weeks of shows and events.	3 pages	Open https://visibility-plan-7k2q.pages.dev/print/roadhouse-shows-list.pdf
Roadhouse shows list (spreadsheet) The same list for Excel or Google Sheets.	Spreadsheet	Open https://visibility-plan-7k2q.pages.dev/print/roadhouse-shows-list.csv
School contact tracking sheet (blank) A blank tracking sheet for school outreach.	Spreadsheet	Open https://visibility-plan-7k2q.pages.dev/print/athletics-contact-sheet.csv

PRINTING TIPS

- Use letter size, color if you can. Print the handout double-sided.
- The one-pager, office lunch sheet and coupons look best in color.
- Coupons: 10 to a sheet. Cut along the dashed lines.
- The postcard is 9 by 6 inches. Ask the printer to add the address and postage. The UPS Store in Delta prints up to 11 by 17.
- On a computer: open the PDF, then Ctrl+P (Command+P on a Mac).

ALL LINKS IN ONE BLOCK

The whole plan (partner copy)
https://visibility-plan-7k2q.pages.dev/print/Ute-St-Visibility-Plan-partner-copy.pdf

Meeting handout
https://visibility-plan-7k2q.pages.dev/print/meeting-followalong.pdf

Team meals one-pager
https://visibility-plan-7k2q.pages.dev/print/team-meals-onepager.pdf

Office lunch sheet
https://visibility-plan-7k2q.pages.dev/print/offer-sheet.pdf

Bag coupons
https://visibility-plan-7k2q.pages.dev/print/bag-coupons.pdf

Mailbox postcard
https://visibility-plan-7k2q.pages.dev/print/mailbox-postcard.pdf

Holiday party one-pager
https://visibility-plan-7k2q.pages.dev/print/holiday-party-onepager.pdf

Roadhouse shows list
https://visibility-plan-7k2q.pages.dev/print/roadhouse-shows-list.pdf

Roadhouse shows list (spreadsheet)
https://visibility-plan-7k2q.pages.dev/print/roadhouse-shows-list.csv

School contact tracking sheet (blank)
https://visibility-plan-7k2q.pages.dev/print/athletics-contact-sheet.csv

WHAT I NEED FROM YOU

DELTA ROADHOUSE

1. A 30-minute meeting this week to set dates for the US 50 LED board: electrical, programming, permit, go-live.
2. OK to hang a banner on the tavern fence, and a topper or banner beside the Fri/Sat sign saying Mimi's and JOE'S are open today.
3. Where our second LED marquee can be mounted and powered (fence in front of Mimi's, or the roof).
4. Your thoughts on the Ace Hardware test days (Mondays or Tuesdays), since the trailer would be off the courtyard those days.
5. OK to add any new JOE'S menu items in Clover before the soup and sandwich test starts.

6. The next 8 weeks of shows and events, posted on the Music & Events page, plus Mimi's added to the hours block.
7. Your view on a slow-night test (trivia, open mic or a locals night) and on opening the tavern for Broncos Sundays.
8. A holiday party and team event package on the private events page.

MIMI'S TEAM

1. Share the "Mimi's is back at 209 Ute St" post and ask regulars to share it.
2. Put the bag cards and coupons in every bag, and watch for BAG codes at the counter.
3. Offer a counter sign-up (name and phone or email) so we can reach people next time.

Reply with what works and what doesn't. I'll update the plan each week.

SOURCES AND HOW SURE WE ARE

- Events: Delta Area Chamber (checked 2 Nov: still shows the 2025 parade date), Delta County Tourism, December 2026,Visit Grand Junction, KJCT on the 2023 parade, Delta County temporary food vendors, Paonia Cherry Days vendor form.
- Dates marked "2025" are last year's and unconfirmed for 2026. Crowd sizes are my estimates. Flag and banner prices are advertised prices, not quotes.

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