# UTE ST VISIBILITY PLAN

Meeting follow-along · Joe Sutliff, Mimi's Sweet Treats and JOE'S at Delta Roadhouse

Plan online: visibility-plan-7k2q.pages.dev

Date: Attendees:

**A discussion, nothing locked in.** Wed 4 Nov, 9:30 AM, Roadhouse courtyard. Goal: leave with ideas we agree on and a name and date next to each one we decide to do. Both shops are open and the food is landing, but people driving by can't tell.

## AGENDA (62 MINUTES)

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

## 1. WHERE WE ARE

- Customers have told us the fence sign (open Fri and Sat) makes the whole property look closed.
- From US 50 you can't see the trailer or Mimi's, and access is one direction (no left onto Ute from southbound 50).
- Mimi's has only a banner at 209 Ute. It reopened Friday and has been quiet.
- Social posting is steady; the gap is people who don't already follow us.

### NOTES

## 2. LED BOARDS

| ASK | ANSWER |
|---|---|
| Electrical on the US 50 board: 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 and Roadhouse (suggest equal rotation plus an "open today" slide) | |
| Artwork size and file type (we make it) | |
| Can it show open/closed automatically? | |
| Where can our own marquee mount and be powered? | |

### TIMELINE TO FILL IN

| MILESTONE | OWNER | DATE |
|---|---|---|
| Electrical finished | | |
| Programming set up | | |
| Permit / inspection (if needed) | | |
| Our artwork delivered | Joe | |
| Test day on the sign | | |
| Go-live | | |
| Two-week review | Joe | go-live + 14 days |

## 3. SIGNS AND FLAGS

| OPTION | WHAT IT DOES | YES / NO | WHERE / WHO |
|---|---|---|---|
| **Fence banner** "MIMI'S · JOE'S · OPEN" (vinyl, grommets every 2 ft) | Biggest face for the money | | |
| **Topper or banner** beside the Fri/Sat sign: "Mimi's and JOE'S open today" | Driver sees both messages | | |
| **Feather flags**, one per brand | Catches a moving eye | | |
| **A-frame** at the corner: "right on Ute" | Directions; private property only | | |
| **Mimi's banner** at 209 Ute (up now) | Keep | | |

## 4. ACE LOT TEST

The trailer sits in the Ace Hardware lot Monday and/or Tuesday for a trial, with better access and a sight line from the road.

☐ Mon ☐ Tue ☐ Other: _____
Start date: _____

Concerns for Roadhouse:

## 5. COUPONS, BAG CARDS AND OUTREACH

- Bag coupons: JOE'S and Mimi's each only good at its own shop. Each QR carries a tag so we can see what works.
- Office-lunch sheet and a mailbox postcard are ready to print.
- We ask a few nearby businesses to put coupons in their bags, and do the same for them.

☐ OK to start ☐ Change: _____

## 6. MENU TEST

- Soup of the day, soup and half sandwich, grilled cheese and soup, crispy chicken sandwich, BLT, salad.
- Dinner: family platters, a call-ahead pasta night.
- Two-week test, Mon–Wed, pre-order only, daily cap. Check Delta County Public Health first.
- New items go into the JOE'S MENU category in Clover.

☐ OK to add items in Clover ☐ Not yet

## 7. EVENTS (DATES ARE LAST YEAR'S UNLESS NOTED)

| EVENT | WHEN | CHASE? |
|---|---|---|
| Delta Parade of Lights and Holiday Shopping Guide | 2025: Fri 5 Dec. 2026 date not posted; call the Chamber | |
| Christmas in Montrose / Montrose Parade of Lights | Fri 4–Sun 6 Dec (listing); parade 2025: Sat 6 Dec | |
| Cedaredge and Grand Junction Parades of Lights | 2025: Sat 6 Dec (same evening) | |
| Garden of Lights, Montrose Botanic Gardens | Sat 19 Dec 2026 (listing) | |
| Hotchkiss Second Friday Art Walks | Fri 11 Dec, 4–8 PM, then 2nd Fridays | |

## 8. ROADHOUSE DAYS AND EVENTS

| IDEA | YES / NO | OWNER / DATE |
|---|---|---|
| Post the next 8 weeks of shows on the Music & Events page | | |
| Add Mimi's hours and link to the Roadhouse hours block | | |
| Weekly "This week at the Roadhouse" email and post (Thursdays) | | |
| Broncos Sunday watch parties (tavern open?) | | |
| Slow-night test: trivia, open mic or locals night | | |
| Holiday party and team event package | | |

## 9. OPEN FLOOR: IDEAS, SUGGESTIONS, GRIEVANCES

## 10. NEXT STEPS: READ BACK NAMES AND DATES

| ACTION | OWNER | DUE |
|---|---|---|
| US 50 LED board: electrical and programming dates | | |
| Fence banner and topper: approval and placement | | |
| Our own marquee: location, power, permit check | | |
| Flags ordered | | |
| Ace lot test day | | |
| Coupons printed and handed out | | |
| Menu test: Clover items and health department call | | |
| Delta Chamber call (parade date and vendor rules) | | |

**Next meeting:** _____ (suggest 2 weeks after the first sign goes up)

### NOTES

**Prepared by:** Joe Sutliff · Vivere Web · sutliffjoe@gmail.com · (970) 462-2817 · vivereweb.com · Delta, Colorado