

## Keri O'Brien

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**From:** Cheri Smith  
**Sent:** Monday, November 18, 2019 11:40 AM  
**To:** Keri O'Brien  
**Subject:** FW: Mall on Duval

Please post on the agenda.

**From:** Amber Shaffer <[amberlgs@aol.com](mailto:amberlgs@aol.com)>  
**Sent:** Monday, November 18, 2019 11:23 AM  
**To:** Cheri Smith <[csmith@cityofkeywest-fl.gov](mailto:csmith@cityofkeywest-fl.gov)>  
**Subject:** Fwd: Mall on Duval

Ocean Blue Galleries  
305-797-6455

-----Original Message-----

From: Amber Shaffer <[amberlgs@aol.com](mailto:amberlgs@aol.com)>  
To: tjohnston <[tjohnston@cityofkeywest-fl.gov](mailto:tjohnston@cityofkeywest-fl.gov)>; jweekley <[jweekley@cityofkeywest-fl.gov](mailto:jweekley@cityofkeywest-fl.gov)>; gdavila <[gdavila@cityofkeywest-fl.gov](mailto:gdavila@cityofkeywest-fl.gov)>; skaufman <[skaufman@cityofkeywest-fl.gov](mailto:skaufman@cityofkeywest-fl.gov)>; clopez <[clopez@cityofkeywest-fl.gov](mailto:clopez@cityofkeywest-fl.gov)>; bwardlow <[bwardlow@cityofkeywest-fl.govmlhoover](mailto:bwardlow@cityofkeywest-fl.govmlhoover)>  
Sent: Mon, Nov 18, 2019 10:29 am  
Subject: Mall on Duval

Dear Commissioners,

Tuesday the Mall on Duval will come up again on your Agenda.  
We are writing this email to summarize what we have been doing up to this point.

After the August vote we continued to attend the weekly Wednesday meetings for Mall on Duval.

My husband and I offered a compromise to closing the street every weekend. We proposed closing off Duval the first weekend of the month and calling it Locals Night Out, and be for the benefit of a charity. It was accepted.

We incorporated a nonprofit aspect, and invited Habitat for Humanity, and the SPCA for October and November. Key West Cares was also a beneficiary. We created a grand prize raffle package from local businesses for them to raffle off, raising \$6200.00 during Locals Night Out, Key West Cares raised over \$20,000

Each month we also had a Live Radio remote on the 600 block and family activities as well, such as a Scavenger Hunt. It was promoted on Face Book, Keys Weekly, The Citizen, Konk Life, [Keysnews.com](http://Keysnews.com), Us1 Radio, 92.7, Whale, and Pirate radio. We distributed posters to the participating businesses and posted them in high traffic areas.

Jay and I paid for all the advertising and sponsored the event with the donation of our Wyland upstairs apartment. The reason we went to these lengths was to regain the regular business we were

losing on the weekends Duval was closed. The time and effort involved were well worth the business traffic we regained in the gallery. We also received comments from many other Duval St businesses that their sales had stabilized to traditional levels or increased on the weekends Duval remained open.

Based on this experience, and feedback from many of the businesses we think having a special weekend once per month could be viable. It makes the experience unique unlike the 52 week model from Phase 1 and 2.

However, with all the repairs needed on the street, it seems like "putting the cart before the horse".

I ask all of you to consider the affects of Mall on Duval to the retail businesses on Duval St. Please vote to suspend the Mall on Duval until the Duval St. project is complete. Please don't hesitate to contact me if you have any questions.

Sincerely,

Amber and Jay Shaffer  
Wyland Galleries  
623 Duval St  
Key West, FL 33040

305-797-6455