

Message from Alamo Resident Celeste Ornellas

We have lived in Alamo for 28 years and have watched businesses struggle to stay in Alamo Plaza. We have a vibrant, active community here so we have never understood the reason for this. Alamo residents LOVE to shop locally and because of this we feel we deserve great shops, restaurants and services. Being a small community, we get to know the business owners and those they employ as our friends. This is the joy of living in Alamo, a smaller, still somewhat semi-rural, community with a friendly atmosphere.

That said, we don't understand why 'old favorites,' such as Furbelows and now Yellow Wood are leaving us. Our understanding is that they are compelled to leave because financially they can't afford their location anymore. Is their rent being increased during a recession? Do the landlords prefer empty buildings with no rent? If great businesses as these can't be profitable, who can? Is this fair to the next optimistic business person who will come in only to fail?

Is anyone looking out for this 'heart and soul' of Alamo? Is this all about turning a dollar with no concern for bringing our residents together in a community atmosphere?

We hope you will share these concerns with whoever is driving our best businesses out of Alamo Plaza. Our business owners work hard and they deserve better.

Thank you.

Celeste Ornellas

PS I just read Carole Brown's letter. She's right, we're all beginning to wonder why we don't live in Danville!