



President's Report

Emerging from the Pandemic

Unintended consequences sometimes made us stronger

By Judy B. Lloyd, President & CEO

July 25, 2021

Dear Danville Area Chamber Members,

It has been seven months since I took over as your new President & CEO. I accepted this position at the height of uncertainty during the first pandemic since 1920.

When I took the job, several people asked me if I had my head on straight. Who would take on the challenge of running a business non-profit at a time of such fragility and doubt?

COVID-19 threatened to shatter the financial health of the business community and our local economy. The Chamber also experienced some financial hardship, just like you did. But despite the rough year and a half and our pandemic migraine, we've learned a lot, refreshed and came back stronger.

Who can forget the challenges trying to comply with changing health orders and ambiguous rules that sometimes contradicted each other?

Just when you thought you had it mastered, another set of rules came down. And just when you heard about the latest CDC guidelines, you heard something different from a state bureaucracy.

Nobody could have predicted or prevented a health crisis without precedent. But, no doubt, we are coming out of this more resilient and have discovered how to do things differently and disruptively.

Some things surprised us.

Who could have predicted that temporary expanded outdoor seating would yield a more vibrant downtown Danville as a thriving community meeting place?

Who would have thought that this phenomenon would spark interest in updating the Town of Danville's Downtown Master Plan? This is the plan that provides direction for future



development and improvements in downtown Danville as well as opportunities for activated spaces for community enrichment.

At the Chamber, we took chances and learned to innovate and adapt – virtually as well as in-person.

We turned our traditional Board Installation into a virtual rock & roll party. Our Chamber was the first Tri-Valley Chamber and Contra Costa County Chamber to resume our in-person monthly mixers and ribbon-cuttings – all within the guidelines of health orders.

We are well on our way to planning our annual Fall Fest as well as the Lighting of the Old Oak Tree -- signature events that bring the community together.

In coming months, we will be featuring new businesses in our Business Profile section as well as celebrating businesses that have been going strong for thirty or forty years – from Alamo, Blackhawk and Diablo to Danville.

No doubt, the Danville Area Chamber will be the centerpiece for action. We will continue to advocate for you and serve as the catalyst and convener of events that strengthen our community.

Our refreshed website is an opportunity to showcase businesses that have emerged stronger from the pandemic as well as celebrate those long-time businesses that have kept our community thriving.

It's an exciting time to be your President & CEO and I really want to hear from you. Give me a call or shoot me an email if I can be helpful to you in any way.

Best wishes,

A handwritten signature in black ink that reads "Judy". The signature is fluid and cursive, with a large, looping 'J' and a trailing 'y'.

Judy B. Lloyd