

Hannah Elliott



From: Melissa Butterfield <melbend77@gmail.com>
Sent: Friday, May 3, 2024 2:55 PM
To: Plan
Subject: Dollar General/Juniper Canyon

CROOK COUNTY
MAY 03 2024
PLANNING DEPT

Good afternoon,

As a full time resident of Juniper Canyon I would like to voice my opposition for the building of the Dollar General in this area. My reasons for this may not be what most others are as I believe in autonomy in being a property owner and selling or buying as you see fit. I also actually want access to a store for some goods in those moments when I don't want to drive all the way into town (I live near the reservoir so it is a jaunt).

My reasons for opposition are for this business in particular. Dollar General's business model runs entirely on taking advantage of the limited means of the communities they place themselves in and in no way serves their neighbors. First they identify what they deem as an impoverished area with limited resources (they feel they have found this in Juniper Canyon). Then once built, knowing they are the only choice for many people they knowingly deceive customers through fraudulent price gouging, low staffing and zero commitment to improve the areas they are located. Dollar General LLC is currently being sued in 5+ states over their fraudulent pricing - they knowingly put one price on the shelf and ring it up a different price that is higher. First the customer has to catch the discrepancy and staff are not able to adjust it. You either agree to pay the price it's ringing up at or don't buy it. In some cases people are able to provide proof of the "mixup" with receipts and pictures of isle advertised prices and instead of refunds they are offered gift cards, which in turn almost guarantees another visit by the customer. In current lawsuits, corporate lawyers have said it is cheaper for the business to pay some of the complaints directly than to change their model (because it is making millions in profits to the executives).

I do not agree with Dollar General being built not only in Juniper Canyon but Prineville as a whole. If we have information that a business is actively taking advantage of their customer base with zero fear of retribution because "they're rich enough not to care" we then become responsible for the choice. This isn't about not adding a business. It is about being informed on what kind of businesses we support.

Thank you for your time and consideration, Mel Butterfield [CAUTION:This email originated from outside of the organization. DO NOT CLICK LINKS or open attachments unless you recognize the sender and know the content is safe]