

Leopold Ketel
& PARTNERS

MEMORANDUM

DATE: March 24, 1999
TO: Eric Ostern, Philip Morris
cc: Keith Strubhar, Direct Impact
Glenn Cooney, Direct Impact
FROM: Olga Haley & Darcie Meihoff,
Leopold Ketel & Partners
RE: Salem Potential Makeover Site

We met with the owners of The Pointe restaurant and bar in Salem, Ore., yesterday and came away very pleased with their enthusiasm for our ventilation assessment proposal. This was our second site visit and we are quite certain that the establishment itself is an excellent choice for a potential makeover.

Steve and Kim Mucha are owners of The Pointe, which is housed in a turn-of-the-century brick building located in the heart of Salem. It is about five minutes from the state capitol building and has earned the title "legislators' and lobbyists' central" from local observers. It features traditional American cuisine and a large selection of high-end liquors.

The business has the following traits that make it an ideal candidate for an assessment and potential makeover:

- ◆ It is primarily a restaurant, attracting a full house at lunch and long lines of patrons who wait up to an hour for dinner on weekend evenings.
- ◆ During the day and early evening, an area is designated for smoking, but after 9 p.m., the entire restaurant and bar are open to smoking.
- ◆ The Pointe's bar is one of the most popular in the city, serving up a nightclub-like atmosphere and crowding up to 600 people in for special events.
- ◆ Full food service is offered in the bar as well as the restaurant.
- ◆ The building is old, but the owners are restoring it and acknowledge that the air quality could be improved.
- ◆ Currently the entire establishment seems smoky, a tip-off that the smoke eaters and air conditioners are not taking care of the ventilation issues.

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Most of all, we were impressed with the friendliness and enthusiasm displayed by Kim and Steve. They indicated that they were excited about the prospects of The Pointe serving as a potential model site for the hospitality industry.

The owners noted that they are friends with many other industry people and could get them to rally behind our efforts.

They also welcome publicity and believe the Salem Statesman-Journal would write about their work to improve the atmosphere in the restaurant and bar. The newspaper's editors apparently are big boosters of improvements made by downtown Salem businesses. They further added that the sign companies nearby would announce the improvements at The Pointe. Kim and Steve believe the hospitality industry will welcome any initiative that responds to the anti-smoking advocates who currently are grabbing all of the headlines.

Steve Mucha would like to be present for the assessment and will be available to take a call from the Chelsea Group at 11 a.m. (Pacific Standard Time), Friday, April 2, or anytime the following week.

In closing, we'd like to note that The Pointe also received a thumbs-up from Jim Gardner and from Gene Sayler, who's the owner of two Portland restaurants, a former Oregon state legislator and a former member of the National Restaurant Association Board.

The Pointe

Steve & Kim Mucha, Owners

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