



# City of Yachats

441 Hwy 101 N.  
P O Box 345  
Yachats, OR 97498

November 13, 2014

Dear Bank of the West:

Last week I received one of your ads in the mail. In it you invited me to create new accounts based on your corporate belief that relationships are the most important assets. I would agree. The City of Yachats and many of its citizens have had a long-standing relationship with the Yachats Branch of the Bank of the West. As the only banking facility in our small city you have been THE Yachats bank. Your employees have provided both professional services and helped create important relationships.

Your decision to close the Yachats facility will have a negative impact on our village and on your business. Your next nearest branch office is two cities away. It is unlikely that many of your customers will continue their relationship with BOW. The many businesses in our City will have need to make cash deposits and will not invest an hour + of travel time to make a round trip bank visit. Additionally, Yachats is home to a growing number of retirees with respectable affluence. Without a home-town relationship, electronic banking notwithstanding, significant deposits in your care will be withdrawn and relocated.

Obviously, our request is that you reconsider. Recognizing, however, that you have already determined that Yachats and its assets are not crucial to achieving your business model we would request that you, in deference to those relationships we both value, consider expanding your time commitment in order to assure a smooth transition to a replacement banking institution in our city.

Sincerely,

Ronald L. Brean, Mayor

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Greg Scott, Council President

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Sandy Dunn, Councilor

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Barbara Frye, Councilor

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Claudia Price, Councilor