

City Council Hybrid Meeting (Closed Session - 5:00 PM and Open Session - 6:00 PM)

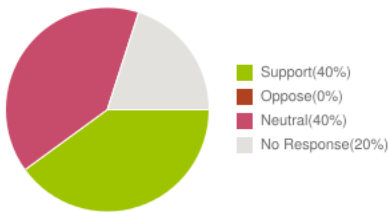
01-24-23 17:00

Agenda Name	Comments	Support	Oppose	Neutral
a) REPORT 23-0040 ECONOMIC DEVELOPMENT STRATEGY PROGRESS REPORT (Interim Community Development Director Corrie Kates)	5	2	0	2

Sentiments for All Agenda Items

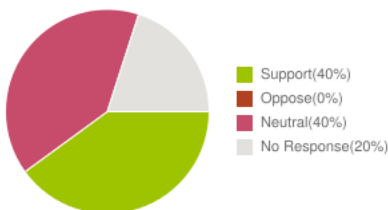
The following graphs display sentiments for comments that have location data. Only locations of users who have commented will be shown.

Overall Sentiment



Agenda Item: eComments for a) REPORT 23-0040 ECONOMIC DEVELOPMENT STRATEGY PROGRESS REPORT (Interim Community Development Director Corrie Kates)

Overall Sentiment



Cammie Herbert

Location:

Submitted At: 1:39pm 01-24-23

The EDAC Strategies is a fantastic document. With the new council members, I would just like to remind all that we hope you will continue to support the items. IN ADDITION, the EDAC would like additional funding (i.e., staff, resources) to be allocated to a FULL TIME position on Economic Development within our city. As there are still quite a few empty business (especially with no pot shop stores going in), someone needs to constantly be on the lookout and talking to potential new businesses. I also think a full time person would talso have time to think more creatively.

Lastly, I hope you will consider the Chamber Economic Development ACTION Committee (EDAC) to become an Advisory Group to the city to ensure enough progress is being made on our strategies but also to be a communication and outreach group to help realize our plan.

Let's really get at it in 2023!

Raymond Dussault

Location: 90254, HERMOSA BEACH

Submitted At: 1:00pm 01-24-23

Economic Development is a challenging and time consuming effort for any city. It's important that plans be consistent, comprehensive and embrace a vision for the entire community. It's fortunate that we have one of the most engaged communities in California and have many volunteers willing to support City Staff in crafting and driving forward such a plan. We absolutely can revitalize our vision for Hermosa Beach, bring more visitors throughout the year, create a more diverse business mix and cement a sense of place but, to do that, we need to be willing to embrace the many motivated people willing to help. I highly encourage the city to engage Chamber Economic Development Action Committee (EDAC) to become an Advisory Group to the city to ensure enough progress is being made on our strategies and to be a conduit for communication with the broader community to realize the vision for a place we all love and want to thrive.

Laura Pena

Location:

Submitted At: 11:50am 01-24-23

Dear Mayor, Council Members, and Staff – I appreciate all the progress on our TOP TEN Economic Development Strategies. As a member of the Advisory Group, I understand the importance and value our Chamber and our business community has towards achieving success. In order to continue to achieve meaningful progress I believe more funding needs to be allocated to Economic Development within our city. In addition, I recommend working with our Chamber Economic Development ACTION Committee (EDAC) as an Advisory Group to help assist with communication and outreach.

I would also encourage our city to support the following ideas that will help our business community thrive:

- I support establishing an Economic Development Division within our city that generates policies resulting in additional commerce, investment, and resources in Hermosa Beach.
- I support creating communication channels (i.e., advisory groups, town halls) with our community stakeholders that will foster timely feedback and guide our Economic Development initiatives.
- I support retaining the outdoor dining decks and single lane configurations permanently.
- I support dancing and live music throughout our pedestrian-oriented Downtown Commercial District without requiring a city permit.
- I support updates to our city code that encourage a lifestyle of working and living in our downtown that increases daily foot traffic without reliance on individual cars.
- I support the majority of parking revenue generated from the pedestrian-oriented Downtown Commercial District should be used for pedestrian and bicycling improvements.
- I support eliminating parking requirements and encouraging other forms of mobility (i.e., walking, biking, ride share, mass transit) for businesses in our pedestrian-oriented Downtown Commercial District.
- I support rooftop dining throughout our pedestrian-oriented Downtown Commercial District.
- I support prioritizing bringing back our Beach Concerts and Community Events that emphasize our surf, volleyball, music, and art culture on a regular basis.
- I support activating our Community Center lawn with year-round activities and placemaking opportunities.
- I support the removal of alcohol quotas and encourage full liquor licenses throughout our pedestrian-oriented Downtown Commercial District.

- I support a streamlined online permitting process that provides timely and reliable communication to facilitate accountability so projects can be completed on time and within budget.
- I support reducing the reliance on Conditions Use Permits (CUP) and support more instances of administrative permit approval.
- I support our individual businesses having 12 Special Events per calendar year to encourage a vibrant and active downtown community.
- I support bringing Hermosa stakeholders together as a strong, diverse community to address our Homeless.
- I support a clean, safe, and beautiful pedestrian-oriented Downtown Commercial District that promotes partnerships with our city and businesses to ensure a vibrant community.

As always, I appreciate your thoughtful consideration.

Laura Pena

Randy Balik

Location:

Submitted At: 5:26pm 01-23-23

No real "oppose" or "support" position on this, just a general comment. I've reviewed the "First-Year Implementation Priorities and Status" table in the latest Staff Report on this matter. Not going to sugar coat this - it's pretty disappointing to see on paper the snail's pace of the bureaucratic process. When I have tasks and other programs that I need to implement, whether they be professional or personal, the prioritization of these tasks then leads to more rapid action. I get that the wheels of City business tend to move more slowly than those of private industry, but c'mon! The appearance that that this update gives is that there is not enough attention being paid to these "priorities."

For example...look no further than priority #1, wayfinding signage. This is as much progress as we've made on the top priority?? And another one of my personal favorites - priority #11, developing an identity/vision for downtown...there is currently NO reportable action for this one? (incidentally, I have a vision for downtown, one I campaigned on, which I'm happy to dispense with for free, so there can actually be some action!).

The update on some of the other priorities on this list feel more like an excuse to defer. For example, why is priority #15 (long term music permitting program) tied to priority #14 (permanent outdoor dining and lane configuration)? Seems like one can get simply kicked down the road to me. These two should not be tied together even though many seem to think they obviously are. We can have one with out the other (although both are nice, to be sure).

I could keep going, but I think you see my point. And I really don't mean to sound sarcastic here - I'm being very serious. So I apologize if the way I'm portraying this is offensive; it's not meant to be. I applaud the idea here, the listing of priorities for a wide variety of local improvements, but the execution is really slow and sorely lacking.

I'm not one that likes to suggest we spend more money without finding that money from somewhere else. And that's what I will do here. I really think we need someone to truly focus on these "priorities" and drive actual, real progress. Maybe that means we need to hire someone new. Yes, that would cost money. So let's find something to cut....like the ridiculously priced bollard program?? I'm not saying safety bollards are not important...they are...but we're spending too much to figure that out, and that's just one example. I know there is wasteful money being spent somewhere (many places, in fact), so let's put that money to better use and actually make this "priority" list an actual priority.

Joey Gomez

Location: 90732, San Pedro

Submitted At: 2:33pm 01-23-23

Hello my name is Joey Gomez and I work for Playa Hermosa Fish & Oyster. Word of potential loss of our outdoor dining areas is very upsetting to me. I've been here for 6 years establishing relationships with the community and after the financial hardships of Covid, I still have not caught up on financing. Losing this outdoor dining with not

only cost me shifts, money, but also have a huge impact on my livelihood and support of my family. And I am just one of many in the same situation.

Please do the right thing and consider the economic impact of this not only for myself but also to the rest of the community that I have grown to love. See you at the meeting tomorrow.

Thank you

Joey