

From: [HBresident](#)
To: [HBresident](#)
Subject: Additional Comment Re: Charging to park at 8 AM rather than 10 AM I have posted for Hermosa Beach CC meeting of Tuesday 5-9-2023
Date: Sunday, May 7, 2023 1:22:28 AM

FYI, advance copy of an E-Comment I have posted for Consent Item XI-i of the Hermosa Beach Regular City Council meeting Tuesday, May 9, 2023. (Direct Links to full agenda and eComments are at the end of this email.)

Note: this is the **Consent Item Adoption (2nd reading, but without even the title being read anymore)** of the ordinance (law) change in parking rates, hours of charging to park, enforcement, etc, but nonetheless its purpose (this 2nd reading Adoption) is there per state law to ABSOLUTELY allow for reconsideration of the matter or portions thereof.

It's not an automatic Adoption necessarily unless you have a completely lazy staff and city council that just wants to rubber-stamp the matter, and as is so often the case unfortunately. It used to be a separate Consent Item with minimal automatic council discussion and vote, but now Suja, Massey, and Jenkins company decided to bury such adoptions on the Consent Calendar rather than even mentioning them unless a councilmember pulls the consent item for separate discussion. Hopefully a councilmember will pull the item for additional explanations of why it's being railroaded through.

Councilmembers can specifically indicate that they are voting for the consent calendar but that on a specific item of the consent calendar they are voting no. See if any of them do or whether the City Attorney even indicates that they can.

RE: Changing to park starting at 8-AM and enforcement citywide at 8-AM rather than the long standing 10 AM.

My E-Comment follows

Council:

This latest Staff and Council desire to charge to park beginning at 8-am rather than at the present long-standing and not-broken 10-am time is completely unnecessary to the maximum.

This petty-nonsense is going to do significant damage to early morning businesses and more, in the downtown and the entire community along the beach. Suja,

Massey, and Jackson may be personally rolling in dough but that does not mean everyone is, especially the local morning businesses, residents, and those desiring to do business or visit the coastal area beach front in the early morning before the maddening crowds arrive.

The average resident in the beach area still does not know this is even being considered and will be rubber-stamped as virtually everything under Massey and his helper-councilman Raymond Jackson, is.

This is not Manhattan Beach, where btw, they only have parking meters in the business area at the beach. No meters in the residential area at the beach, and no 1-hour restriction in the non-metered residential areas a few blocks from the beach as here in Hermosa Beach.

If you didn't have essentially the City Manager, Suja Lowenthal;

---1 operating the city via her cell phone from high up in her luxury home in the East Rancho Palos Verdes hills (overlooking the Terminal Island and Long Beach abominations), and

---2 were not paying Suja over \$400-Thousand per year in salary and gift-benefits now, not to mention paying for her incredibly bloated city manager operation so as to push Councilman Justin Massey's and his again helper-councilman Raymond Jackson's ULTRA-ULTRA left wing agenda, and

---3 with the city's residents and businesses to be considered absolutely last, and for that matter to be ignored, but

---4 instead got rid of Suja's assistant city manager, and all her management analysts that Queen Bee Suja has installed to do her work, to worship her, and to essentially be scared of her,

---5 you wouldn't need to be trying to squeeze every last penny out of those who park downtown, or even along the beach early between 8-am and 10-am.

I, as others over time, have learned to avoid the downtown and the City's beach area as one would a plague due to the incredibly costly parking, and the now screwed-up lanes and council-created congestion, not to mention the incessant anxiety of getting a \$50-plus parking ticket.

Hermosa Beach is going down the toilet due to your hire, Suja Lowenthal (who was perhaps too goody-goody to move here from Malibu) while basic things like paving the streets, fixing potholes, and even keeping the street lights working have

gone to you know where in a handbasket under Suja's bloated, inefficient management-operation.

Suja, is supposedly now to be in city 40-hours a week per her latest gift and grift contract, however I and others see no evidence as such being the case. Just my views herein primarily of Council's worst, laziest, most self-effected, manipulating Hermosa Beach City Manager ever; and probably the most costly city manager in the entire country basis employees managed, per-area managed, per-population managed, per-budget spent, per any measure. The worst! And combine that with Massey and Jackson being on the City Council patronizing Suja and vice-versa and you have a recipe for total incompetence and de facto corruption.

Bottom line this is petty-madness that a council majority would so ignore their own residents and morning-businesses for Suja's bloated, inefficient, operation with this latest squeezing of every last nickel from them.

So many of these ordinances, that are being routinely rubber-stamped into law by the City Council drinking whatever Kool-Aid Suja serves up, shows a City Council way out of control building the most inefficient and most costly city bureaucracy in Hermosa's history, while again, next to nothing is getting accomplished of everyday infrastructure maintenance, i.e. street paving and markings. Everything is just more and more inefficient, ineffective SUJA city bureaucracy, supplemented by endless \$50- and \$100-Thousand consultants for studies never utilized.

All you need to see is Suja's self-aggrandizing "City Manager Report", of useless, Council Meeting wasting BS at every regular meeting that need not be done at the meetings, but instead could simply be posted on the website, to know that Suja is all about herself. She brags incessantly about new hires, never mentioning all the employees who left the city during the last 5 years under Suja's incompetence.

Howard L.

<https://www.hermosabeach.gov/our-community/agendas-minutes-video>

**City Council
Hybrid
Meeting**

**Closed
Session - 5:00
PM**

**Open
Session - 6:00**

**May 09, 2023
- 05:00 PM**

**Agenda
Link**

**eComments
Link**

PM