

8/25/15 AGENDA, ITEM 3a: BAG BAN ORDINANCE, ITEM 6d: REVISIT OPERATION CLEAN SWEEP
SUPPLEMENTAL LETTER FROM GINA ROTHWELL SUBMITTED TO THE CITY MANAGER'S OFFICE
ON 8/25/15 AT 10:33AM

From: "Gina Rothwell" <gina@sol-baby.com>
To: "Lori Ford" <Lori@gumtreela.com>, "Tom Bakaly" <tbakaly@hermosabch.org>, "Ken Robertson" <kr Robertson@hermosabch.org>
Cc: "Michael DiVirgilio - External" <mdivir@gmail.com>, "Carolyn Petty" <cpetty@hermosabch.org>, "Hany Fangary" <hfangary@hermosabch.org>, "Peter Tucker - External" <peter@electpetertucker.com>, "Nanette Barragan" <nbarraga@hotmail.com>
Subject: RE: Plastic Bags and A-Frames

Good morning,

I would like to thank Lori for writing this email and explaining her thoughts and opinions. I agree with everything she mentions and would like to further express my view on the plastic bag ban. I personally do not use plastic bags in my shop, so that is not an issue. However, I do (also) specifically buy recycled, kraft paper handle bags.

I have always offered free gift wrapping at my shop, and the majority of the time it entails using tissue and a branded handle bag. One of the selling points to many of my customers is the fact that they will be able to come in, buy a gift and have it wrapped using a Sol Baby bag. They are not only relieved they don't have to wrap it themselves, but also enjoy the fact that they are giving a gift from their local shop and WANT the branding. This extra customer service and attention to detail is what sets me apart from Gymboree and other kids chain stores and help me stay competitive.

I would never ask my customers for the 10 cents, so now I would be paying even more to give them this service, thus eating into my profits. Will my (legal) alternative be to use one of my recycled kraft boxes now instead to gift wrap every item, which cost me way more money and obviously waste much more paper? That doesn't seem good for business or the environment. Many of my customers are conscientious people and try and save a bag when they can. I am really just concerned about my gift wrapping service being compromised.

As far as the A-frames go, I love the pictures that Lori shared of New York. That's EXACTLY what I envisioned and hoped for after the big upper pier beautification project and widened sidewalks. That the eclectic, charming flavor of our little Hermosa would be able to be seen from cars driving by to people walking on the streets, like Abbott Kinney in Venice, or even Riviera Village for that matter.

I don't necessarily need an A-frame for my shop, as I have a chalk board on the wall in my entry way, but I think it's important to create that feeling in town and allow a regulated sign to go outside of a business who wants one. I don't understand what the hold up is. If there's ever a chance to put a small sale rack outside though, let me know ;)!

Thank you,

Gina Rothwell
Sol Baby