

10/10/17 AGENDA, ITEM 6e - UPDATE ON "DOWNTOWN ENHANCEMENT PLAN"
UPPLEMENTAL LETTER FROM JON MESKO SUBMITTED TO THE CITY MANAGER'S
OFFICE ON 10/10/17 AT 12:05 P.M.

To the Hermosa Beach Community:

I would like to be a source for solutions to some of the alcohol-related issues facing our small town.

I currently own five restaurants, and am in development on three more, one of which is in Hermosa Beach. Every time I develop a new restaurant, the City, the landlord, my insurance broker, the ABC, and many others all have the same question for me - "What is your Food to Alcohol ratio?" The reason they are all asking this question is that they know what we have found out over time - when you serve more alcohol than food, often times guests get drunk, and that creates issues. These issues take many forms, but obvious ones are drunken disorderly guests starting fights, relieving themselves in public, possible drunk driving, and many others.

At my restaurant in Redondo Beach I have 81 beers on tap, along with having a full bar. Even with this much alcohol available to our guests, I continue to disallow our alcohol to increase to over 40% of our total sales. Now approaching its 5-Year-Anniversary, Rock & Brews Redondo Beach has a perfect record in our community.

As an entrepreneur, looking at the margins on cocktail sales is VERY tempting. But I know that passing that critical 50% threshold and beginning to serve more alcohol than food is a short-sighted and selfish business model. Jed Sanford has done much to elevate the level of culinary options in Hermosa Beach. Lisa Cassity (Hook & Plow), Amber Caudle (The Source), Baran's, Chef Melba, and the list goes on and on. I hope to make a valuable and cherished contribution myself this winter to the South Hermosa Community as I remodel Tammie's. I've retained one of the best chefs I've ever met and our focus will be on serving great food. Yes, we will have wine and beer available, but hopefully we'll be pairing it with tasty food the vast majority of the time. And if we are ever doing damage to our neighbors or our community, my mobile number is below. I welcome your call, and will happily discuss and correct any issues. I intend to live here forever, and take responsibility for my community.

Cheers,

Jon Mesko
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