

**10/9/18 AGENDA, ITEM 6c - CONSIDERATION OF A HOLIDAY PARKING PROGRAM  
SUPPLEMENTAL EMAILS (13) SUBMITTED TO THE CITY COUNCIL FROM 10/3/18 TO 10/8/18**

**From:** Donna Mitchell [<mailto:donna@bestswimwear.com>]

**Sent:** Wednesday, October 03, 2018 11:17 AM

**To:** City Council <[citycouncil@hermosabch.org](mailto:citycouncil@hermosabch.org)>

**Subject:** Holiday Parking Hermosa Beach

Good day to all of the City Council members of Hermosa Beach,

I support the city sponsoring 4 weeks of Free Parking at downtown silver post meters beginning November 27th through December 25th. It's a wonderful gesture the city can make toward supporting its residents and business community.

Thank you as always for your support, the downtown business community appreciates all that you do to keep us vibrant and our doors open!

Donna Mitchell

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Donna Mitchell

Bestswimwear.com

Director of Sales and Operations

1036 Hermosa Ave. Hermosa Beach, CA

310.379-7946

From: Jennifer Buchsbaum [<mailto:jlsca73@icloud.com>]  
Sent: Wednesday, October 03, 2018 11:33 AM  
To: City Council <[citycouncil@hermosabch.org](mailto:citycouncil@hermosabch.org)>  
Subject: Holiday Parking Meters

Dear Council Members,

I understand you will be voting as to whether or not the city will be providing two hours of free parking in the downtown business area for this holiday season. I strongly encourage you to implement the free parking program for the entire holiday season beginning the day after thanksgiving and carrying through the end of the year.

Our neighbors in Manhattan, and I believe Redondo, have this in place and it is very beneficial for their local economy.

Implementing this program is an opportunity for Hermosa Beach to be both community and business friendly!

Thank you,

Jennifer Buchsbaum  
1524 Prospect Ave, Hermosa

Sent from my iPhone

**From:** John Montesana-L90 [<mailto:john@locale90.com>]  
**Sent:** Wednesday, October 03, 2018 11:42 AM  
**To:** City Council <[citycouncil@hermosabch.org](mailto:citycouncil@hermosabch.org)>  
**Subject:** Holiday Parking

Hello

We at Locale90 support the city sponsoring 4 weeks of Free Parking at downtown silver post meters beginning November 27th through December 25th. It's an amazing gesture the city can make toward supporting its residents and business community.

**It is another way to create a great experience for those who visit  
Hermosa Beach**

Regards

John

**From:** Lori Ford [<mailto:lori@gumtreela.com>]

**Sent:** Wednesday, October 03, 2018 11:43 AM

**To:** City Council <[citycouncil@hermosabch.org](mailto:citycouncil@hermosabch.org)>

**Cc:** Stacey Armato <[staceyarmato@gmail.com](mailto:staceyarmato@gmail.com)>; Councilmember Justin Massey <[jmassey@hermosabch.org](mailto:jmassey@hermosabch.org)>; Jeff Duclos <[jaduclos@aol.com](mailto:jaduclos@aol.com)>; Mary Campbell <[drmarycampbell@gmail.com](mailto:drmarycampbell@gmail.com)>; Hany Fangary <[hany@fangarylawn.com](mailto:hany@fangarylawn.com)>; Nico De Anda-Scaia <[ndeanda@hermosabch.org](mailto:ndeanda@hermosabch.org)>; Ken Robertson <[krobertson@hermosabch.org](mailto:krobertson@hermosabch.org)>

**Subject:** Holiday Parking Program

Hello Honorable Council,

I'm writing today in regards to the Free Holiday Parking program that will come before you on Tuesday, October 9th.

Each year the downtown retailers feedback has been that we would love to see 4 weeks free parking, this year beginning November 27th through Christmas Day, December 25th.

This is not only important to us downtown business owners, but also to our residents. I know from talking to hundreds of customers through the years, that the red bags help get everyone in the holiday mood. It's festive, it's fun, it's appreciated, and it's such a wonderful gesture that the city can make to help support it's community of residents and downtown businesses. It's a beautiful part of the holiday tradition in the South Bay.

Of course I understand that you need to consider the cost. Undoubtedly, it is a lot of money, but I would argue that with all of the competition our downtown has from Amazon, surrounding downtowns, shopping malls, etc. the free parking program gives us something to promote, it's an important tool in Hermosa's small business community staying relevant and competitive.

Downtown Manhattan Beach has already approved bagging of their downtown meters for 4 weeks this year. November 28-December 26th.

I hope that you will agree that this is a vital program for the businesses and residents of Hermosa Beach, and that you will vote to approve 4 weeks free parking at downtown silver pole meters from Nov 27-Dec 25th.

Thanks for your time.

Lori Ford

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[www.gumtreela.com](http://www.gumtreela.com)  
310.376.8744 Shop



From: Karina Pacific [<mailto:karina@karinapacific.com>]  
Sent: Wednesday, October 03, 2018 12:37 PM  
To: City Council <[citycouncil@hermosabch.org](mailto:citycouncil@hermosabch.org)>  
Subject: HB Holida parking

I support the city sponsoring 4 weeks of Free Parking at downtown silver post meters beginning November 27th through December 25th. It's a wonderful gesture the city can make toward supporting its residents and business community.

Please share with other residents and business owners who you believe might like to give input on this issue.

Thank you as always for your support, the downtown business community appreciates all that you do to keep us vibrant and our doors open!

karina

**From:** Anne Marie Crotty [<mailto:annemariecrotty@earthlink.net>]  
**Sent:** Wednesday, October 03, 2018 1:29 PM  
**To:** City Council <[citycouncil@hermosabch.org](mailto:citycouncil@hermosabch.org)>  
**Subject:** Holiday parking

I support the city sponsoring 4 weeks of Free Parking at downtown silver post meters [beginning November 27th through December 25th](#). It's a wonderful gesture the city can make toward supporting its residents and business community.

Thank you,  
Anne Marie Crotty

Sent from my iPhone

**From:** Gail Kiely [<mailto:gailkiely@gmail.com>]  
**Sent:** Wednesday, October 03, 2018 1:45 PM  
**To:** City Council <[citycouncil@hermosabch.org](mailto:citycouncil@hermosabch.org)>  
**Subject:** Holiday parking

I support the city sponsoring 4 weeks of Free Parking at downtown silver post meters beginning November 27th through December 25th. It's a wonderful gesture the city can make toward supporting its residents and business community.

Sincerely,  
Gail Kiely

**From:** Tony Drockton [<mailto:tony@hammitt.com>]  
**Sent:** Thursday, October 04, 2018 9:31 AM  
**To:** City Council <[citycouncil@hermosabch.org](mailto:citycouncil@hermosabch.org)>  
**Subject:** Supporting 4 weeks of free holiday parking

As a long time resident of Hermosa Beach going back to 1990 and the owner of a local branch I am fully in support of four weeks of free parking in the downtown area for the holidays.

I also Live on the corner of eighth and Paun and the free parking does put everybody in a better spirit and allows more people to visit our downtown area without stressing on paying a meter or getting a ticket. Plus, those red bags are a great reminder for people to shop for gifts. :)

**Tony Drockton**  
Chief Cheerleader  
E: [tony@hammitt.com](mailto:tony@hammitt.com)  
P: 310.259.5200  
[www.hammitt.com](http://www.hammitt.com)

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*“Be The Good You want to see in the World”*

**From:** Cindy Middler [<mailto:cmiddler@me.com>]  
**Sent:** Thursday, October 04, 2018 2:47 PM  
**To:** City Council <[citycouncil@hermosabch.org](mailto:citycouncil@hermosabch.org)>  
**Subject:** Holiday Parking Meters

I fully support the city sponsoring 4 weeks of Free Parking at downtown silver post meters beginning November 27th through December 25th. It's a wonderful gesture the city can make toward supporting its residents and business community. It definitely entices the locals to come to downtown Hermosa to shop and eat during this busy season and is good for business, too! Please consider keeping the 4 week Free Parking! It's a win/win for everyone!

Cindy Middler  
1204 19th Street

**From:** Will's Mac [<mailto:will@gumtreela.com>]  
**Sent:** Thursday, October 04, 2018 3:40 PM  
**To:** City Council <[citycouncil@hermosabch.org](mailto:citycouncil@hermosabch.org)>  
**Subject:** Christmas complimentary parking

Dear City Council. I am writing to ask that you approve the 4 weeks free Christmas shopping parking this year from November 27th to December 25th. I understand that there is a cost of lost parking revenue, but we as small business owners and residents feel the 4 weeks would be a great boost our community in this ever increasingly difficult small business environment. Our customers and fellow residents are looking forward to it. It really lifts the stress off shopping and enjoying Hermosa at Christmas time, and the good will and feel good feedback really sets the tone for our small town during the festive season. Thank you and we hope we all have a great Christmas season in 2018.

Sincerely

Will Ford  
Gum Tree Cafe  
238 Pier Ave.  
Hermosa Beach, CA 90254  
310-376-8733 w  
917-405-3324 c  
[will@gumtreela.com](mailto:will@gumtreela.com)

**From:** Rebecca Perry [<mailto:rebecca@lilypadfloral.com>]  
**Sent:** Thursday, October 04, 2018 3:51 PM  
**To:** City Council <[citycouncil@hermosabch.org](mailto:citycouncil@hermosabch.org)>  
**Subject:** Holiday Parking

To The Hermosa Beach City Council,  
I support the city sponsoring 4 weeks of Free Parking at downtown silver post meters beginning November 27th through December 25th. It's a wonderful gesture the city can make toward supporting its residents and business community. With the competition of on line shopping & local malls they is a very proactive way of encouraging shopper to visit our charming little town.

Thank you  
Rebecca Perry

[rebecca@lilypadfloral.com](mailto:rebecca@lilypadfloral.com)  
901 Hermosa Ave. Unit A  
Hermosa Beach, Ca 90254

310-376-2539

[www.lilypadfloral.com](http://www.lilypadfloral.com)  
<https://www.facebook.com/lilypadfloraldesign>

**From:** Gina Rothwell [<mailto:gina@sol-baby.com>]

**Sent:** Monday, October 08, 2018 1:21 PM

**To:** City Council <[citycouncil@hermosabch.org](mailto:citycouncil@hermosabch.org)>

**Subject:** FW: Holiday Parking Meters

Hello,

I am writing to request that I strongly believe we need to continue with the free holiday parking program for 2018. It is important for so many reasons, all of which have been communicated with your office for several years, from many business owners including myself.

Without having to repeat all the reasons, which I'm certain you are aware of, I would simply like to say that our town needs this and that I vote for 4 weeks.

I will do my best in marketing it to my customers via emails, social media, my chalkboard and telling them in person. The chamber even had a poster last year that we used.

Please do what's right and support our small businesses so that we can have a successful holiday shopping season.

Thank you for your consideration,  
Gina Rothwell

Sol Baby  
124 Pier Ave.  
Hermosa Beach, CA 90254  
310-318-3960

**From:** claire studio-637.com [<mailto:claire@studio-637.com>]

**Sent:** Monday, October 08, 2018 1:23 PM

**To:** City Council <[citycouncil@hermosabch.org](mailto:citycouncil@hermosabch.org)>

**Subject:** Possible large-scale water infiltration project

To Whom It May Concern,

I am the on-site studio manager for a local business located on Cypress Avenue in between 8th and 6th. I have become aware of the possible water infiltration project. I am unable to attend the meeting tomorrow, but I did want to express my concerns. We are an audio and video production company, and so we have many projects that require a fairly quiet outdoor environment, which we normally have. It sounds like this project, if it were approved, would cause severe noise pollution, vibrations, etc. This would be detrimental to our business, and due to how long something like this would go on, could make it very hard to thrive in our location. Also, we already have issues with clients and staff parking, and if this project occurs anywhere near us, this could potentially make parking impossible.

If there is any more information that is available to the public, I would love to be pointed in that direction.

Also, how can I find out what happens regarding this issue during the meeting tomorrow?

Thanks for taking the time to read my concerns.

Best,

**Claire Davenport**

Studio Manager

O: (310) 372-8218

C: (804) 432-1351

[www.studio-637.com](http://www.studio-637.com)

