

**FIESTA HERMOSA TOWN HALL**  
**COMMENTS/SUGGESTION BOARDS**  
**November 16, 2017**

**DATES/FOOTPRINT:**

- Perfect way to enhance Hermosa Beach's economy & support local businesses!
- Like it the way it is. Brings business to local restaurants.
- People are accustomed to this map, can return yearly.
- Like the bike valet area!
- One holiday weekend is enough.
- Footprint is good. Familiar.
- I live down near the event. I do not mind the two events, much prefer it to the 4<sup>th</sup> of July each year.
- The bike coral is a vital and supportive feature of the Fiestas.
- It works!
- My favorite event.
- Reconsider footprint. Maybe 1 "Fiesta", 1 event something else.
- Love friendly crossing guards.

**VENDOR MIX:**

- More serious art!
- Stop commercial sales (mattress, cabinets, water filtration systems, etc.)
- No vendors who have products that compete or undermine our businesses.
- It's awful now. Get it back to a local, artsy event.
- Great vendors!
- No flea market crap.
- Stop the religious extremism signs & yelling.
- Lowers other retail sales that pay high rent.
- Fewer commercial vendors, higher quality products.
- Cheap products undercut local business sales.
- Current mix is not bringing local South Bay clientele that businesses would like to see.
- Incentivize local artists/crafters - require more locally made products in the mix.
- Like them all.
- Keep artists!
- Love local artists here!
- Something for everyone!
- More art & crafts would improve the event.
- Great venue to adopt cats to local people.
- Great vendors. Great fun. Great friends.

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**FOOD COURT:**

- Show case our restaurants.
- Had the best fresh guacamole.
- Love the big tent.
- Have more healthy food.
- Like the seating arrangements & tents.
- Support local restaurants – with some of the “fun” foods.
- Love the different types of food.
- Food is FAB!!
- Delicious variety – love supporting local vendors!
- No sad faces at this venue

**FAMILY ACTIVITIES (CARNIVAL & PETTING ZOO):**

- Kids love it!
- When working information booth, find people are happy – except for businesses.
- The view from the top of the slide is A-M-A-Z-I-N-G.
- No No No to any pets for “Zoo” - abuse!
  - Especially when next to the beer garden.
  - Except cat adoptions.
- People with families come from as far as Riverside for sun, rides, food & music.
- Love the petting zoo!
- Teen area music?
- Needs a refresh – new rides, new games.
- Like the petting zoo for kids.
- Maybe children’s Free activities – like races on the beach, etc.
- Hermosa won’t be “Hermosa” without our Fun events.
- More for older kids (10+).
- Arts, crafts, interactive – lose the rip-off carnival guys.

**STAGE/MUSIC:**

- 2 events are best.
- Local bands should be hired (priority).
- Local bands (but love The Who cover band).
- Great music venue & selection.
- I dance for 3 days!
- Music is an awesome array and we support our local bands!
- Great way to bring residents and visitors together. FUN.
- Feature more local musicians & different types of music.
- Love the two stages.

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- Music is always great. Like 2 stages.
- Look forward to Fiesta every year! It's the Best!
- More local bands, more variety.
- Security team was great!
- Nice to have music – but diversify it.
- 2 Holidays is 1 too many.
- Crowds like this tell the story. Wonderful!!
- More local original music.
- Love to dance in my own community with my friends.

**BEER GARDEN:**

- Lots of fun!
- Great place to run into friends!
- Wonderful local non-profit fundraiser.
- Fun & might be nice to have a WINCE section.
- Hire more local South Bay bands. There are many great musicians here.
- Good Energy. Good Music. Good Beverages.
- Why lock in a garden?
- Non-profits love to beer garden!
- How much money goes to Hermosa Beach Schools?
- Great energy & mix.
- Local non-profits volunteering in the beer garden – Fantastic!
- Great for non-profit
- Great for local non-profits who give back to Hermosa Beach in return.
- No sad faces.
- Great place for locals to gather!
- Local beer, spirits, wine.
- Frontline protection services does a great job.
- Beer Garden = \$ for all groups
- Keep an eye on some of your volunteers. Once gave away a ton of free beer.
- Great music, smiles everywhere!

# Fiesta Hermosa Town Hall Meeting - Community input requested for planning & improving future Fiesta Hermosa events

Meeting Time: 11-16-17 17:55

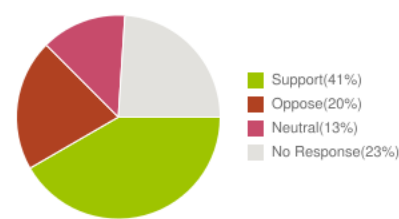
## eComments Report

Meetings	Meeting Time	Agenda Items	Comments	Support	Oppose	Neutral
Fiesta Hermosa Town Hall Meeting - Community input requested for planning & improving future Fiesta Hermosa events	11-16-17 17:55	1	96	40	20	13

### Sentiments for All Meetings

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

#### Overall Sentiment



# Fiesta Hermosa Town Hall Meeting - Community input requested for planning & improving future Fiesta Hermosa events

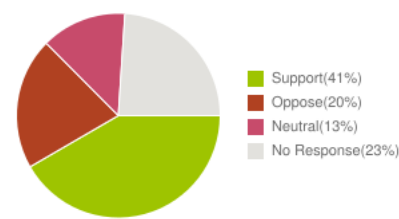
11-16-17 17:55

Agenda Name	Comments	Support	Oppose	Neutral
FIESTA HERMOSA TOWN HALL E-COMMENTS	96	40	20	13

## Sentiments for All Agenda Items

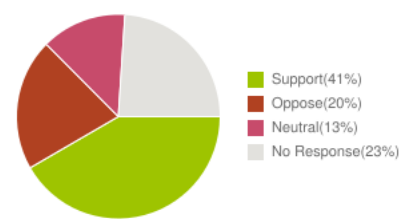
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### Overall Sentiment



## Agenda Item: eComments for FIESTA HERMOSA TOWN HALL E-COMMENTS

### Overall Sentiment



## Jose Bacallao

Location: 90254, Hermosa Beach  
Submitted At: 11:59pm 11-16-17

- The Fiesta needs changes. Here are some suggestions:
- The Fiesta is too big. Make it smaller and curate exhibits/vendors that are unique and appealing to South Bay life.
  - Highlight and support more local vendors, local art and local artists
  - Keep the music/live bands
  - The Fiesta should be held once a year
  - Keep the beer garden
  - Keep the rides for kids - more kids needed.

## Mandy Fontaine

Location:  
Submitted At: 11:59pm 11-16-17

I am totally in favor of keeping two Fiestas. Both Fiestas provide a fantastic opportunity for so many people, for example, local non-profit organizations. The Chamber donated \$36,000 to the non-profits that volunteered in the Charity Beer & Wine Garden. That's an incredible amount. Personally, I love the community-feel. Grabbing a bite at the food court, heading out to the plaza to listen to music, waving hello to the friendly volunteers (who live in Hermosa or work in Hermosa) stationed all over the venue. Where else do you have such an awesome event so close to the beach?

**Cody Asselin**

Location:

Submitted At: 11:57pm 11-16-17

I strongly support two fiestas annually. The fiestas are very important to our business in Hermosa Beach and they truly bring the community together. They put Hermosa Beach on the map as the best little beach town and showcase all that our city has to offer. The fiestas are also the safest, most family friendly events, in all of Los Angeles.

**Aubrey Brown**

Location: 90254, Hermosa Beach

Submitted At: 11:55pm 11-16-17

We love having fiesta Hermosa both holidays. It's a great event to bring family and friends to that we look forward to. It brings the community together and helps promote local businesses we wouldn't normally see if shop at. The fact that it funds other local events makes it a necessity to keep Hermosa how it is. I moved here 10 years ago because of the sense of community and events this amazing little beach town offers.

**Joe Peterson**

Location: 90254, Hermosa Beach

Submitted At: 11:54pm 11-16-17

I support both Festivals. So many residents love these weekends. As you can tell by the results of this post, all those that support are in the majority big time...

**Maureen Hunt**

Location:

Submitted At: 11:53pm 11-16-17

Each year, the Hermosa Beach Chamber of Commerce is proud to offer the opportunity for local non-profit organizations to serve at the Fiesta Hermosa Charity Beer & Wine Garden to raise money for their efforts to help better our local community.

Last night, the Chamber was proud to present a grand total of \$36,000 to these great organizations! Each group received a check in the amount of \$3,600.

The Chamber needs to continue both Fiesta's in order to have the funds to continue giving back to the community by doing events like the Holiday Tree Lighting, Holiday Decorations on PCH, Pier and Hermosa Ave., New Year's Eve on the Plaza, St. Patrick's Day Parade. These were long time events very popular with the local community that were picked up by the Chamber after the City announced that they were no longer going to do them. These are just a few of the ways the Chamber gives back. I feel that if we loose one of the Fiesta's, the residents and businesses will not realize the full effect it will have on the entire community until it is too late.

**Raymond Dussault**

Location: 90254, Hermosa Beach

Submitted At: 11:47pm 11-16-17

I love BOTH Fiestas! They bring so much energy and diversity to our community!

**Maureen Jenson**

Location: 90254, Hermosa Beach

Submitted At: 11:40pm 11-16-17

Long time Hermosa resident. My family loves Hermosa fiesta and we strongly support it. Love the music and great community fun. Keep Hermosa Hermosa!!!

**Andrea Jacobsson**

Location:

Submitted At: 11:38pm 11-16-17

Hermosa Beach Chamber of Commerce is the only self-funded Chamber of Commerce as receives no funding from the City of Hermosa Beach or taxpayers. I am very proud that the Chamber is able to donate so much money from our Fiesta earnings to fund 10 different non-profits a year. Each non-profit that works the beer garden receives over \$3600. We were also a proud sponsor of the Special Olympics this year, Sunset Concerts, and the Ed Foundation. The Chamber pays for the St Patrick's Day Parade, holiday decorations, banners, New Year's Eve celebration, sidewalk sales, network lunches, business mixers, City Council debate, State of the City address, and local student college scholarships. While I agree that we should always be looking for new ideas to improve the Fiesta, we have brought some great improvements: the free bike corral, Siesta Fiesta for families with small children, and I'd love to add a wine garden with possibly jazz music and possibly food trucks. Having two Fiestas a year allows the Chamber of Commerce to fund so many great family activities for the residents of Hermosa. If we lose a Fiesta, we lose a lot of the character and events that people love! Would love to hear suggestions but getting rid of a Fiesta will have many negative unintended consequences. Please consider any suggestions you make carefully.

**Maggie BoveLaMonica**

Location: 90254-2955, HERMOSA BEACH

Submitted At: 11:24pm 11-16-17

The Chamber provides wonderful opportunities for the residents of the Hermosa Beach, many of which are funded through the Fiesta. However, I think now is the right time for the city and the chamber to examine the type of programming it offers and re-examine the costs/benefits to the residents. I am not in favor of the Fiesta being offered twice a summer, and would prefer a smaller, artsier, more-local/less commercial event.

**Gina Nyman**

Location: 90254, Hermosa Beach

Submitted At: 11:07pm 11-16-17

We support one fiesta per year. We live at 10th and Manhattan Avenue, and the fiesta traffic is diverted down our street for 4 days because Pier Avenue is closed. It's an absolute freeway in front of our house night and day, with motorcycles setting off car alarms every night. While we understand that the fiestas are great fun for visitors, we and our neighbors dread them both holiday weekends. Once a summer is enough.

**bruce jaffie**

Location: 90254, Hermosa Beach

Submitted At: 10:58pm 11-16-17

bruce

**Jack Levy**

Location:

Submitted At: 10:32pm 11-16-17

I think the two festivals make a perfect bookend to the summer. Keep the mattresses, countertops, cork guess gimmicks and the religious nuts away. Permanently.

I would like to see more done to help the local businesses (maybe take part of Hermosa Ave near 14th to the Pier) like the Leadership Hermosa Class of 2017 did with Market90245 which featured local food and mostly local businesses. That way the festival could have BOTH a local focus AND helps other artists/businesses. It was one of the things that contributed to my move to Hermosa, it was a great time. My family comes down from the valley every year as they enjoy different aspects of it. My Mom, the music while sitting and patronizing Cafe Bonaparte (usually for lunch's desert) though she liked it more when they were closer to the stage. The whole family patronizes the food court for lunch (or Cafe Bonaparte) and a local restaurant for dinner.

I also want the Beer Garden to stay, I personally have always enjoyed the food court and beer garden the most. I love live music and having a drink or two.

**Ryan Tucker**

Location: 90254, Hermosa Beach  
Submitted At: 10:08pm 11-16-17

Keep the Fiesta as is please, Two weekends.

**Stephanie Jones**

Location: 90254, Hermosa Beach  
Submitted At: 10:07pm 11-16-17

I like the bands on the Pier the beer garden, the food court and the kiddie area, but the booths have turned into the equivalent of a low rent swap meet. Get rid of most of the booths so there's actually room to walk around and change the focus back to unique arts, crafts and jewelry. Also, get competitive bids for putting on the Fiesta I believe part of the problem is the current operator has no incentive to plan an event that actually enriches our community because they have no competition.

**Dave Andrews**

Location:  
Submitted At: 10:05pm 11-16-17

Attached please find my Fiesta Hermosa Comments. The site kept giving me errors when I put my comments in the comment field. Thanks! Dave

**Guest User**

Location:  
Submitted At: 9:56pm 11-16-17

1) We have not been as a family to Fiesta Hermosa in many years (I went last event). The content is stale. The quality of the booth content is garbage and is cheap Chinese crap. Definitely not very many local vendors. Way less than five years ago. ( not that it was perfect then)

2) As we all work to upscale Hermosa ( not to change the vibe) it seems that this needs major curation. There are several very successful events that curate vendors and it a) brings in the appropriate crowd that we want shopping in Hermosa b) creates local pride and c) helps build momentum to ensure these events are as successful as ever.

Some examples are: Laguna Beach, Carmel by the Sea, Santa Cruz, and even the Beverly Hills Art Festival.

We have a special city and we should only do "special events". Every time something like Fiesta happens as is, I personally think it reflects poorly on the whole city.

**Dave A**

Location:  
Submitted At: 9:55pm 11-16-17

From Dave:

When the Chamber says they are self supporting, its a bit disingenuous because they are getting the city streets to use as a fundraiser for 6 days.....

Locals basically give up all three big summer weekends to really large crowds.....Memorial Day and Labor Day (formally) and July 4 (informally).

Would be nice to have at least one that is more low key.

When the Chamber runs the Fair, they define our brand as a city based on how they run it. Hustler casino, Pickup



trucks on the Pier,  
time share sales, etc. It would be better if the City of Hermosa had control of the event and so we could define our brand and who we include, who we don't. It just really feels like they are more focused on maximizing revenues....

My gut is that we only have one of them (pick the long weekend) and that the City runs it and keeps the money. I assume Mike Bell would do the same things he currently does, just for a different client (the city, not HBCC). Some of this money could be used to fund the St Patrick's Day parade, etc. Separately, the City can have a transparent debate to decide if they want to provide a funding subsidy to the Chamber...some cities do, some don't.

Dave

**Gail R**

Location:

Submitted At: 9:53pm 11-16-17

From Gail: "We like having both festivals"

**Laura S**

Location:

Submitted At: 9:52pm 11-16-17

From Laura: "Hermosa Fiesta is an iconic tradition in our town. Like Concerts-at-the-Pier it is an important community event. I have friends that travel across country to partake in the Fiesta each year. They marvel at what a wonderfully social community Hermosa is and see how the locals come together, young and old. As a long-time resident and home owner in Hermosa, I think it would be a travesty to our community character to eliminate or change the dynamics of our Fiesta. I like our simple beach town vibe. Yes, there are some inconveniences that come with Fiesta, but it's six days, only six days out of 365 days each year and the benefits of continuing this wonderful event must surely outweigh a little inconvenience."

**Emie A**

Location:

Submitted At: 9:51pm 11-16-17

From Emie: "my family loves the fiestas, both of them"

**Mariann Scolinos**

Location:

Submitted At: 9:49pm 11-16-17

Comments from Mariann

Hello Jeff and Stacey -

I have been a resident of Hermosa Beach for over 45 years. In the late 1970's, I was a potter and participated in the Fiesta de Los Artes. It showcased the local artists and craftspeople and had a very different "feel" than what has evolved today. The change started with the Chamber allowing commercially made jewelry and products imported from China.

I favor having one event per year with a different process of selecting the artists.

This would exclude the commercial exhibitors.

**brian martin**

Location: 90254, Hermosa Beach

Submitted At: 9:37pm 11-16-17

Please eliminate both dates from our calendar. I live 2 blocks from downtown, people leave trash in my front yard and urinate on the side of my house. It a hassle...unless you like congestion and traffic. Absolutely get rid of this terrible event.

**Laura Schuler**

Location:

Submitted At: 9:21pm 11-16-17

I participated in the May 2016 Fiesta Hermosa to showcase my artwork. While the foot traffic was great, my booth was right next to another vendor that was selling home improvement services. I spent three days listening to their employees loudly bark their spiel to everyone walking past their booth (and mine!). I've never been to a "local/hometown" festival that allows home improvement services and booths with vendors that showcase commercial cutlery and vacation giveaways. Those types of vendors just don't speak to me when I think of local Hermosa Beach businesses.

In the spirit of open discussion about Fiesta and instead of complaining and doing nothing, I would like to offer some suggestions for improvement. Two things that I would change:

1) Offer a reduced price to local vendors. If you live or work in Hermosa Beach and want to participate as a vendor for Fiesta offer a discounted rate. Why should a local artist have to pay the same cost of Cut-Co knives (and what exactly is a knife vendor doing in a Hermosa Beach festival?). If you want more local businesses to participate then encourage them financially. Do we like not having big box / chain stores in Hermosa Beach? Then why do we allow those types of commercial businesses to invade our beach city for six days a year during our "local" festival?

2) Group the artists and makers together. Have two or three locations that are designated for artists and makers. I get it that it's ideal to have a mix of different vendor types located throughout Fiesta but after my experience with the home improvement service vendors next to me barking for three days I really wouldn't want to spend a weekend dealing with that again. Have one group of the artists and makers at each of the flanks of Fiesta (north, south, east) and allow them to network with each other.

In closing, if you ask most anyone about Fiesta, it's a carnival and a money maker. It's aisles and booths of flea market type junk. Sure there are a handful of quality vendors but the majority of things sold are not representative of anything remotely related to what I love about Hermosa Beach.

### **Eduardo C**

Location: 90254, Hermosa Beach  
Submitted At: 9:16pm 11-16-17

My family and I love Fiesta both to begin and end the summer. Please do NOT eliminate either of these community events. This is part of what makes Hermosa Hermosa. Thank you.

### **Greg Ladanyi**

Location: 90254, Hermosa Beach  
Submitted At: 9:14pm 11-16-17

Keep the Fiestas

### **Andrea Giancoli**

Location: 90254, Hermosa Beach  
Submitted At: 9:03pm 11-16-17

I support the continuation of Fiesta Hermosa being held over the Labor Day and Memorial Day 3-day weekends. I look forward to both every year. I am grateful for the contributions to local nonprofits generated from the beer garden sales. Many of our local nonprofits depend on these proceeds to continue their important work during the year. Eliminating Fiesta Hermosa or even whittling it down to only one weekend a year would be detrimental to these great organizations.

I would like to see more local businesses highlighted and engaged, and that is easy to do.

I also understand that proceeds from the Fiestas help fund other community events such as the St. Patrick's Day Parade, the holiday tree lighting and so on. Our community enjoys these events and would truly miss them. These are opportunities to bring us together which is important for the health well-being of our residents and city.

The answer is not to eliminate the Fiesta or only have one per year. The answers lie in working together to make Fiesta Hermosa the best it can be to enrich our city.

Please move to retain both Fiestas and collaborate with the Hermosa Beach Chamber of Commerce and Visitors Bureau so that Fiesta Hermosa mutually benefits all in our community. Thank you for your consideration.

### **Christine Shultz**

Location: 90254, Hermosa Beach  
Submitted At: 9:00pm 11-16-17

I support 2 Fiestas. The HVPTO makes 10k during their Fiesta parking lots. HBEF can make good money too if they get to be in the beer garden. I think the vendors need to stay artsy - no more mattresses for sale, vacations for sale, etc. Remove those junky booths and keep it to art. Perhaps this will make the booths small enough to stay on Hermosa Ave and Pier Avenue can be just for the businesses right there - they can hold sidewalk sales or something. Help the local businesses more and keep the fair to what it originally was. But back to my original point, dropping one fiesta hurts our local schools. Thanks for letting us comment. : )

### **Wayne Mogilefsky**

Location:  
Submitted At: 8:50pm 11-16-17

Fiesta is something those in my household would like to look forward to but haven't for a long time, and it's disappointing to hear that at least some local businesses don't benefit from it. Nonetheless, I recognize that there are some community interests served and neighbors who do enjoy it. While we'd rather not see one or both Fiestas axed with no plan for some replacement, my wife and I would be happy to hear both suggestions for how the existing events could be improved and proposed alternatives. Can't make it, but we're glad to see this meeting on the schedule and will watch the video so we can give more informed input.

### **Peter C**

Location:  
Submitted At: 8:22pm 11-16-17

I write to express my strong support for reducing the highly negative impact that the "craft fairs" have on the quality of life of residents. I would recommend having one fair only, offered on Memorial Day weekend but Saturday and Sunday only so residents can still enjoy town on the holiday itself. I also would recommend that we convert the fair to the Hermosa Beach Hometown Fair similarly structured to the Manhattan Beach Home Town Fair focused on supporting local schools, athletic leagues and charities. The size of the fair should be significantly reduced as well. There is a nice symmetry to having the home town fairs of our respective towns six months apart that will provide a nice tradition and ability to support each town's local charities. The MB Home Town Fair is truly a local community event, and one in which many residents who have moved away return for annual class or friend reunions. Let's have the same community fair in Hermosa to support our athletic leagues like baseball, our schools and local charities.

Allow me to discuss the issues with the craft fairs. As background information, "Fiesta Hermosa began in the 1960s as Fiesta de las Artes, a one-day event held on the stretch of Pier Avenue between Hermosa Avenue and The Strand ..... focused on artwork and jazz at the nearby Lighthouse." (Easy Reader, link at the bottom). What started as a one day community event [emphasis on community] in a small area of the city focused on artwork and jazz, has morphed into a full-fledged commercial, money-making enterprise that truly takes over our town. A search of the Cambridge Dictionary for craft fair provides "a fair at which objects made by craftsmen are offered for sale; a sale of miscellany; often for charity." Let's be clear: the Fiesta Hermosa events stopped being craft fairs years ago.

What percentage of the residents support having their town taken over on two important three day weekends that provide bookends to summer, when we've already lost the Fourth of July to outsiders treating our city like it is spring break? What do residents receive in return for this loss? I welcome people to come into our town being respectful, but not take it over. My family and many of our friends won't go near downtown or the beach in Hermosa during the so-called craft fairs. My car has been broken into twice and both times were on craft fair weekends. People jam my street parking; return to their cars late at night drunk, making lots of noise; and leave alcohol bottles behind (often on their way to the "fair").

Another element to the Fiesta Hermosa events stand out. As referenced in the Easy Reader article, the Chamber of Commerce puts on these events, and the Chamber by definition is not focused on the residents of Hermosa Beach. Although the Chamber does not appear to state clearly their revenue and expenses, I suspect when we learn the actual figures that we will be very surprised. The Easy Reader article references a presentation from the Chamber noting that the Memorial Day Fiesta grossed \$0.5 million. No wonder this event has become so big—there is a lot of money to be made. This is where the Chamber will chime in that they sponsor various other events in the city like the Tree Lighting and St. Patrick's Day Parade. However, those other events can be

provided at a relatively low cost with modest City support, and I'd venture to guess that local businesses who benefit from these events would gladly contribute directly.

The city needs to do a better job of fostering a hospitable environment for the residents to enjoy the community while also supporting local businesses without an unreasonable burden on residents.

**Tiffany Soporito**

Location: 90254, Hermosa Beach

Submitted At: 8:01pm 11-16-17

The Fiesta needs a major overhaul. I would like to see a new and improved fiesta once a year.

**cathy Lieb**

Location:

Submitted At: 8:00pm 11-16-17

I have never really understood why Hermosa hosts two fairs within three months of each other that are almost exactly the same. I stopped going to them because they are so crowded and dirty. I live on Valley Park Ave. where there is no parking at all the three days of the fair and we cannot host friends or bbqs at our house due to the parking. I prefer something like MB Hometown Fair which has booths from schools and community organizations that are fundraising for their programs. I am much more apt to support those organizations. I am totally against the fair continuing. I always tell friends I only like Hermosa in Jan and Feb when it is quite and just the residents are out and about.

**Bill Phillips**

Location: 90254, Hermosa Beach

Submitted At: 7:37pm 11-16-17

The year I stopped attending Fiesta Hermosa was when  
...Hustler Casino had the largest booth at the foot of Pier Ave and my daughter asked "What is Hustler Casino?"  
...Aggressive carnival operators ruled the kids play area  
...local charity organizations edged out in the food court  
...Booths became corporate companies with pushy sales people  
...I realized the event proceeds didn't fully benefit local businesses and  
...most local businesses suffer lower sales on the two biggest holiday weekends of the year

**Sheryl Main**

Location: 90254, Hermosa Beach

Submitted At: 7:28pm 11-16-17

I started coming to Hermosa for Fiesta 30+ years ago well before I moved here - we always looked forward to it - it had a small town feel with cool art at the beach. But perspective is a funny thing and once I became a resident living in the thick of it, I saw the Fiesta through a different lens. I've watched with sadness and displeasure, as it morphed into it's current iteration - more like a flea market than anything else. And while I still like Fiesta (although I admit I usually leave town to avoid the traffic and folks parking in crazy places), I do have some questions and ideas...like...Why does it have to be 2x a year? Why does it have to be on the busiest weekends of the summer...why not do it in Spring and/or Fall? Offer and insist upon bikers parking their bikes outside of the event not walk them through crowded areas...I'd also say ban dogs but I'm not interested in fighting that fight. Why not dial it back a bit - make it a better curated experience - something that is truly representative of Hermosa. Let's pay more attention to how our local businesses and our residents are impacted during Fiesta.

**Melanie Rosenthal**

Location:

Submitted At: 7:04pm 11-16-17

I am a Hermosa Beach resident and I strongly oppose the two Fiestas in their current iteration.

These events do not represent our town. If anything they make our town look cheap and trashy. The vendors chosen are not only not interesting, cool or unique - but they are the same every year, both weekends, AND they bring the same merchandise year after year.

The food is not local (except for Silvio's) and is mediocre at best. This should be an obvious place for us to insert the 'local' into our local festival.

Most of my friends from Hermosa and from all over the South Bay avoid our beach town during these two holiday weekends. I'm sure they are not the only ones and this has to negatively impact the small businesses that would otherwise be patronized by people spending on more than beer and cheap trinkets.

Additionally this event does not seem to benefit most of the small businesses in town (except of course the bars.) If anything it seems to hurt them, by way of blocked entrances, tourists that are looking only to buy cheap trinkets, tons of street trash, partying (public vomiting and urination) and just general disregard for our town.

Lastly, everyone keeps mentioning that if we don't have these two huge events the people of HB won't have a St. Patty's Day parade, Xmas tree lighting or New Year's Eve party. How about instead of us all relying on this quick easy sleazy money, we task the Chamber of Commerce with creating new revenue-generating events for our town? Based on the comments here, it seems that most people are not supportive of the Fiesta as is, if at all. It would be nice if we had options or if it seemed as if the Chamber was at all concerned that the residents had an event that benefited them and the town.

If no changes are made, I prefer no Fiestas. If adequate changes are made I feel that a Memorial Day summer kickoff fair is plenty and Labor Day should be left as a nice quiet farewell to summer weekend, without a 3-day tourist event.

### **Robert Fortunato**

Location:

Submitted At: 7:00pm 11-16-17

Our Hermosa friends and neighbors are some of the most creative, good hearted innovators we know. Can we use that spirit to re-invent what Fiesa Hermosa is, and how it can better serve our residents, businesses, city government and our schools? Is there an opportunity to reimagine/rebrand this in a way that highlights our small town quirky nature?

What is, or could be uniquely Hermosa about this event that could re-engage our residents and draw the kind of visitors that we would want back another time? Hermos has so many artists, inventors, entrepreneurs, musicians... that want to want to be part of something positive for our town, schools and local charities.

For example, Hermosa resident Karl Rogers created the "World Famous Pumkin Race" that engages the autism community and donates proceeds to autism. Manhattan Beach adopted the Pumkin Race, but it is just the kind of quirky, imaginative, good hearted event that highlights who we are in a positive way. Can we have more of that and less of the kind of swap meet in our Fiesta? Thanks for listening! Robert

### **Pete Zelenski**

Location: 90254, Hermosa Beach

Submitted At: 6:37pm 11-16-17

It marks a great start AND end to the summer season in Hermosa. I always look forward to both weekends. It seems like the majority of people who oppose it in this thread just don't like the massive crowds whereas that's what I love about it. The overall vibe with everyone (tourist and locals) coming out and having fun is enjoyable. For anyone opposing; remember it's only 2 weekends of the year. You can enjoy the other 50 weekends however you want but Fiesta needs to stay.

### **Mikey Jerome**

Location:

Submitted At: 6:36pm 11-16-17

People come to Hermosa beach and instantly fall in Love with the place. 2 times a year no matter where there lives have taken them, many come back and hang with old friends, great music, great food, and Fiesta. It is a tradition that creates so many fun times. Please hear the public's cry, SAVE THE FIESTA HERMOSA!

**Jean Merl**

Location: 90254, Hermosa Beach

Submitted At: 6:13pm 11-16-17

Please keep BOTH holiday weekend festivals! They are fun, help put Hermosa on the map and bring pleasure to many visitors. They also help raise money for many local causes and allow us to "show off" the best of Hermosa. I agree that it may be time to consider revamping the festivals but please do NOT discontinue either one of them. Thank you for listening!

**Ashlee McCreary**

Location: 90254, Hermosa

Submitted At: 5:48pm 11-16-17

Fiesta Hermosa doesn't represent the community atmosphere. It occurs too often per year and hocks cheap crap. Make it once a year and items sold only handmade quality items.

**Vicki Garcia**

Location:

Submitted At: 5:45pm 11-16-17

Unfortunately I am out of town for the Fiesta meetings. I do want to express my strong support for the continued Memorial Day and Labor Day Fiestas. For many years the City of Hermosa has relinquished city funded events to the Hermosa Beach Chamber of Commerce. The City of Hermosa is no longer the support of the St. Patrick's Day Parade, the tree lighting ceremony or the New Years Festivities. The Chamber needs a way to garner funds to support these events. The Fiestas enable them to provide these for our many citizens in Hermosa that enjoy these events. I have volunteered in the information booth at the Fiesta for at least 25 years. I have heard people say it's not for Hermosa but I can tell you I enjoy seeing neighbors and friends that I don't always get to see. It is different than Hometown Fair but it is still very much a Hermosa event.

In addition, I am a member of the Woman's Club of Hermosa Beach, Beach Cities Toy Drive, and Hermosa Beach Sister Cities and our organizations would be devastated without our beer garden funds. We use these funds to support student scholarships and local charities.

You would definitely change Hermosa without both Fiestas.

Keep Hermosa Hermosa. Sincerely, Vicki Garcia

**Dianne King**

Location:

Submitted At: 4:53pm 11-16-17

I think the teachers from the community center should be invited to share a booth, like a combined vendor booth

**Mary Hazell**

Location: 90254, Hermosa Beach

Submitted At: 4:51pm 11-16-17

Keep the Fiesta but, as several people have said, do away with the mattered and remodeling-type vendors. Keep the fair atmosphere.

I would support moving it up to the Clark Stadium area and closing off Valley Dr. instead of shutting down all the local business access; similar to how MB runs the Hometown Fair. You could close Valley from Pier to 8th and utilize that area. This would bring people to town without shutting off access to our local businesses.

I also support keeping the beer garden but would allow local businesses and fundraising groups first crack at the food concessions.

**Janice Brittain**

Location: 90254, Hermosa Beach

Submitted At: 4:40pm 11-16-17

It's a holiday weekend and the City will be latched with visitors. This is an opportunity to market Hermosa Beach

**Robert Benz**

Location: 90254, Hermosa Beach

Submitted At: 4:32pm 11-16-17

Its the Chamber of Fiesta NOT Chamber of Commerce. Hermosa Beach needs a business advocacy organization to provide a balance between residential interest bent on driving business out of town and the interest of commerce. Considering utility, property, business licence, sales and a host of other taxes, Hermosa gets far more than half (used to be 3/4) of its revenue from businesses, the proprietors of these entities too consumed with running to business to devote time and effort to oppose the various myopic regulatory initiatives advocated by "those with too much time on their hands." -(See 50-50 restaurant revenue and close at midnight and other moronic anti-business ideas) The Hermosa Beach Chamber of Commerce having their purse string tied to the Fiesta De-Lay Trinkets could care less. That's why the Chamber effectively shuts down the very same businesses the organization's charter claims to support every Memorial and Labor day weekend with booths in front of business store fronts. The Fiesta should be an "Arts" festival featuring artist and musicians. Instead the Chamber is only interested in getting as many booths sold to a host of trinket purveyors who reap the economic benefit at the expense of downtown businesses. The original idea behind the beer garden (besides bonhomie) was to provide an alternative income to the Chamber in the attempt to encourage a more artistic festival. But unfortunately the Chamber saw it as merely something to increase revenue maintaining the anti-local business practice of shutting store fronts with a swap meet while appeasing local charities with beer money.

The Chamber of Commerce funding should be tied to businesses, perhaps a surcharge on business licence tax. Only by tying the Chamber of Commerce funding to the health and welfare of Hermosa's businesses can the Chamber become a Chamber of Commerce. Instead its is and always has been a Chamber of Fiesta.

**Brenton Reger**

Location: 90254, Hermosa Beach

Submitted At: 4:27pm 11-16-17

I like having both fiestas, but would love to see them with a more local vibe. I realize it's a money maker, but being selective would help make it better. Several years ago it was pretty frustrating to see all of tribute bands shipped in from all over to play the Fiestas. Kudos to whoever decided to start including local bands. This is the main reason I go now. Local artists should be free or heavily discounted as to not discourage them. Market 90254 was a good experience, would like to see that grow into something bigger.

**Daniel White**

Location: 90254, Hermosa Beach

Submitted At: 4:21pm 11-16-17

I really like the first weekend but I think that the second weekend could be a more fall oriented and locals oriented event weekend. I think it should be moved into late October or early November when the weather finally cools. We all know that because the weather turns so late, we don't have that back east build up toward the holidays. An event during sweater-weather could highlight that seasonal shift and create great memories for families. Thanks for collecting our opinions electronically!

**Stuart Wesolik**

Location: 90254, Hermosa Beach

Submitted At: 4:09pm 11-16-17

Although I'm happy to have an event that shows-off Hermosa Beach, I feel this one is in need of some tweaking. When we first moved to the South Bay we attended Fiesta regularly. Now we avoid the area as I feel it has lost its way. It feels more like the swap meet at the Rose Bowl in Pasadena then anything local and organic. It feels less like a cultural event and more like an infomercial. I would much prefer to visit booths hosted by locals featuring their skills and talent.

**Doug Freeman**

Location: 90254, Hermosa beach

Submitted At: 4:00pm 11-16-17

After much thought, I feel we should keep the Fiesta Hermosa fair as a twice a year event. If revenue is generated for the city from this event, it should be continued. This type of community celebration, along with the summer concerts is what makes Hermosa Beach the great place it is to live.

**Kathy Harren**

Location: 90254, Hermosa Beach

Submitted At: 3:40pm 11-16-17

I / we live on Hermosa Avenue (7th street) a few blocks from the Fiesta events. I / we love the events and would like to see them continue. We enjoy the vendors, food, and music. Recommendations for improvement....

1. Discontinue vendors that sell home appliances, home construction, water purification systems etc...and large scale more "commercial" items,
2. Foster more creative art work, painting, jewelry, sculptures etc.
3. DO NOT ALLOW...the religious extremists who have huge signs and bull horns screaming about "Jesus" and "repentance". This is the MOST offensive part of the fair. I am disgusted when I see them, and urge the fair leaders to STOP this type of invasive aggressive religious extremism.
4. Continue to optimize bus line organizing, and trash clean up during and after the fair - event.

Thank you for asking for input...so appreciate this approach to gather community member feedback. Finally I will be attending tonight's open forum. Kathy Harren - HB Resident

**Ken Hartley**

Location: 90254

Submitted At: 8:48am 11-16-17

Keep 2 Fiestas. There's so much misinformation in this thread from those against the fiesta its disgusting.

**AJ Hermosian**

Location: 90254

Submitted At: 8:06am 11-16-17

I have been a resident of Hermosa since 1999 and I think that qualifies as a local. I support the current two Fiesta Hermosa format, though I wouldn't mind if the second one in September incorporated a stretch Hermosa Ave with local focused theme like the Leadership Hermosa Market 90254 was last May. All food booths and most alcohol related were from Hermosa. I definitely enjoy the live music both on Pier and especially in the Beer Garden.

Let's also put some parameters on whom would be able to get a booth, with representing Hermosa as a question. I'm sure the mattresses are comfortable but that really didn't seem to fit this event. Non local artists would be fine but no more mattresses or counter tops. Same with the guess the cork quantity vacation timeshare scam.

**Jane Masino**

Location: 90501, Hermosa Beach

Submitted At: 6:37am 11-16-17

Please keep Fiesta Hermosa on both weekends! It's a tradition that I love

**Jane Masino**

Location: 90501, Hermosa Beach

Submitted At: 6:37am 11-16-17

Please keep Fiesta Hermosa on both weekends! It's a tradition that I love

**Beth Rohrer**

Location: 90254, Hermosa Beach

Submitted At: 6:23am 11-16-17

My thoughts: I personally don't like the Fiesta - the couple of times we went I thought it was crowded, tacky & dirty. We always go out of town both those weekends instead. BUT I know that the schools depend a lot on the money raised from the parking lot (10k-ish) & the beer gardens. As well as other nonprofits & downtown businesses. So I guess just because I don't enjoy it, it still seems beneficial to the town. I would say keep but improve. It lacks any type of charm and doesn't promote local goods, restaurants, groups, etc very well at all. The kids carnival is not well done at all - I would recommend looking at other community festivals to get ideas on how to improve this area.

**Kathleen Midstokke**

Location: Hermosa Beach



Submitted At: 6:16am 11-16-17

I could only support one fiesta, at the beginning of the summer, with a lot of changes to make it the way it used to be. I moved to Hermosa in 1978 and the fiesta was quite different, including: vendors removed their stands and the streets were reopened overnight; there was no beer garden, instead non-profits sold popcorn, drinks, t-shirts, etc. in selected areas; it was much more art oriented, and much less commercial. There were many more local vendors. With all of the bars downtown, the beer garden should be reconsidered. The non-profits can go back to the methods they used before. The streets should be reopened at night. The city should be collecting sales tax on the vendors who sell their merchandise in H.B. No more couches from the casinos!

Thanks.

### **Sharon Paul**

Location: 90254, Hermosa Beach

Submitted At: 6:16am 11-16-17

The Hermosa Fiesta Fair has been a problem for me and my family for years. It creates so much congestion, parking problems, noise and trash in our neighborhood. We would prefer to leave town on these long weekends than deal with it. I understand it provides revenue for the city but it does not support the residents such as myself and those who work in this city. Many employees who work in the city have told me that it is hard for them to get to work on these weekends. I propose that the city consider one a year just as Manhattan Beach does. I prefer none but one would be a good compromise. Another idea to help residents would be to consult with Pasadena as to how they handle their float displays after the Parade. All visitors must take a bus to the area and this helps protect residents from traffic and congestion. and although bus service is provided for the fair, many visitors choose to try to park in our neighborhoods and we have an endless stream of cars, noise and strangers from Saturday to Monday during these weekends. Thank you for reviewing this manner.

### **Christine Tasto**

Location: 90254, Hermosa Beach

Submitted At: 5:16am 11-16-17

This seems an opportune time to tweak the Fiesta. Two weekends of mostly swap meet fare do not accurately represent our city. While I appreciate the money it raises - for the Chamber and non-profits - the event lacks charm and a community vibe, which is what Hermosa is all about. There has to be a way to find common ground between commerce and community!

### **Greg Pearl**

Location: 90254, Hermosa Beach

Submitted At: 5:07am 11-16-17

I support retaining the current twice per year Fiesta schedule because it "bookends the summer" with a fun, well attended event and the beer garden profits provide essential support for local non-profit organizations.

### **Megg Sulzinger**

Location: 90254, Hermosa Beach

Submitted At: 4:20am 11-16-17

There should be 1 Fiesta & 1 Market 90254. Please limit the number of commercial vendors, no more mattress vendors or guess how many corks are in this jar scam vacations, thanks!

### **Cameron Neece**

Location: 90254, Hermosa Beach

Submitted At: 4:15am 11-16-17

I support continuing with 2 fiestas each year. The money raised from these events is critical to supporting local events (e.g. St. Patrick's Day parade, tree lighting) and it is not clear how we would make up for the lost money. Further, our local schools make almost \$10k from each event from the parking fundraiser. The fiestas are part of what make this community vibrant and they provide critical resources.

### **Adrienne Less**

Location: 90254, Hermosa Beach

Submitted At: 4:12am 11-16-17

Please do not take away the green belt! It is so unique and lovely and a place for people to walk dogs without

having to clean up cement or pavement; a place for joggers or walkers to go without having to watch out for bikes (as we do along the strand). I support the idea that everyone should enjoy it, but don't take it away. Maybe you can add a strip of pavement in addition to the bark chips.

And please, please, please, when is the city going to fix the sidewalks on 8th Street between Valley and Bard? We have been asking and complaining about it for so many years. Again the sand has seeped onto the sidewalk because the wall is decrepit, and it is a slippery slope down that small hill. And the sidewalk so unsightly, cracked, uneven, and dangerous. We all end up walking in the street to avoid the sidewalk.

### **Kathleen Gerber**

Location:

Submitted At: 4:00am 11-16-17

I think it would be great if the show was juried. I'd rather see somebody's bad art than a cabinet re-finisher or Corian countertop reseller.

It's an expensive show to do, so maybe have a discount for locals who are showing for the first time? Just throwing that out there...

### **James Scott**

Location:

Submitted At: 3:46am 11-16-17

I recently shared my thoughts about this with Stacey Armato... I think that before we make hasty decisions about the frequency of the Fiesta, we look at what are our bottom lines. These are mine:

- 1) The Fiesta should be profitable - not for the Chamber's sake, but for the many non-profits in town that already depend upon it. I don't expect it to be profitable every single year, but in most has been, and should be.
- 2) Get rid of mattresses. Ira Ellman is 1000% right - mattress sales have no place at a town fair, even if they are exceptionally comfortable. I get it that commercial businesses pay more, but if we can say no to the Hustler casino, can we not also do so to other tacky booths?
- 3) Provide an additional incentive for NEW artists. Maybe a mandate or at least goal for a minimal percentage of new artists each year. This is personal. The fair is kinda boring to those of us who have seen the same booths over and over for the past 17 years (or more).
- 4) Go for a theme. Ever been to Reno, NV during Labor Day? Best rib festival I've ever seen. Dozens and dozens of food vendors from around the country bringing their award-winning food to Reno for a special weekend each year. Our Fiesta food is good, but is it local? Is there any theme to it? Redondo has its Lobster Festival; what is the theme of Fiesta, exactly? (Hopefully not mattresses!)
- 5) If we want Fiesta Hermosa to be a local event, then let's increase the presence of our local community. No one likes to say that Hermosa should be more like Manhattan Beach, but let me just say, after my last visit to the MB Hometown Fair, I was impressed. Several local high schools, including schools from Torrance and LA were present at that event and had great, volunteer-run fundraising booths. Given the ongoing financial needs of our own schools in Hermosa, I would much rather see our dedicated volunteers with the HBEF and HB PTOs have the opportunity to compete with commercial food booths that we currently see at our current fair.
- 6) Keep the beer garden. Clearly a moneymaker, and one of the main areas of concern among those worry about changes to our Fiesta. Alcohol sales always present issues, but we already deal with this on a regular basis in our downtown district. We've heard a lot of complaints about alcohol on Pier Plaza, but when it comes to Fiesta, most of the complaints this past year are things like... mattresses.

Let's fix that. We don't need to reduce the number of Fiestas to do that. Nor should we forget that our current city's economy (like it or not!) depends largely upon local and out-of-state tourism. This is a resource that we should manage smartly, and not reject out of hand. Every Fiesta introduces residents from all over Los Angeles County - and indeed the world to our small city, and in doing so, raises the public profile of our city, raises the property values of our city, and certainly reinforces that Hermosa Beach is a desirable location for vacationing.

This survey asked for an answer of "support" or "neutral" or "disagree" for our Fiesta Hermosa. To provide

context to these limited answers, I fully support a continuation of our Fiesta Hermosa during both Memorial Day and Labor Day weekends, but I would definitely welcome some changes. There are certainly many changes that could make our Fiesta festivals better, but we need to have a solid assessment (financial and otherwise) of the impact of these changes before we summarily judge the efforts of our city's Chamber of Commerce to provide these additional and needed resources to our city. Respectfully, James Scott

**Robin Caceres**

Location: 90254, Hermosa Beach  
Submitted At: 3:03am 11-16-17

I have lived in Hermosa Beach for 56 years. I am about 4 blocks away from the Fiesta and definitely want both Fiestas to remain as they are. Friends of mine from all over, come to visit me to shop and eat at the Fair and downtown. The beer garden helps Hermosa charities, our restaurants, shops and bars are kept busy and make money!!! Love the music, love the food, love the atmosphere. We need to keep our Fiestas!

**Mara Roitman**

Location: 90254, Hermosa Beach  
Submitted At: 2:25am 11-16-17

I love fiesta hermosa! I enjoy every aspect and it is an event that i love attending with my elderly mom. Also- it allows me to make unique purchases and support independent sellers. It brings in a great vibe, fun music, and tasty food. O have been attending for 14 yrs since i moved to hermosa. It would be a huge loss for the community, my family and friends.

**John Buch**

Location: 90254, Hermosa Beach  
Submitted At: 2:20am 11-16-17

We have TOO MANY Fiesta events whereby our town is overwhelmed. One per summer would be ok when you consider all the OTHER events we have. Thanks for your time. JB

**Steve Moseley**

Location: 90254, Hermosa Beach  
Submitted At: 2:18am 11-16-17

In the current format, I would support the elimination of the Fiesta. It does not showcase our city or our businesses, the mix of booths is dreadful, and there is no local flavor (like there is in Manhattan).

With modifications addressing the above, I would support one Fiesta on Memorial Day. Leave Labor Day to beachgoers saying goodbye to the end of another great Hermosa Beach summer.

**Kevin OBrien**

Location: 90254, Hermosa Beach  
Submitted At: 2:06am 11-16-17

One Fiesta Hermosa event is fine. They are too expensive. \$3 for one trip down the slide, so \$15 for the family of five. I'd love to see a "Taste of Hermosa" event representing all of the local restaurants. Thanks!

**Robin Bosmajian**

Location: 90254, Hermosa Beach  
Submitted At: 1:49am 11-16-17

I support continuing the 2 Fiesta's as I am involved with the non profit Womans club of Hermosa Beach and we rely on funds raised from beer garden to help with scholarships and other good work in our community.

**Megan Schultz**

Location: 90254, Hermosa Beach  
Submitted At: 1:41am 11-16-17

It seems like a big commercial event that doesn't really do much to benefit our community. It would be nice to either cancel or just have something once a year but maybe smaller and more local, similar to the MB hometown fair. It would be great to highlight local stores, musicians, restaurants etc. I don't think we need mattress vendors and people fishing for your personal information in order to "win a vacation" crowding our streets.

**Chuck Sheldon**

Location:

Submitted At: 1:36am 11-16-17

Help the Chamber be successful ( within reason and with appropriate controls) or subsidize them with general fund money.

Seems like a no brainer to me.....

Chuck Sheldon

**Gillian Moberg**

Location:

Submitted At: 1:35am 11-16-17

One Fiesta per year is adequate, especially as it is often the same vendors who show up multiple times. That decreases the interest since you've already seen the merchandise ( and perhaps purchased it). I agree that a Fiesta is a great way to showcase artists and artisans from all over SoCal. One Fiesta would allow for Hermosa to be more selective about who gets the opportunity to show their work that weekend

**Andrea Garvey**

Location: 90254, Hermosa Beach

Submitted At: 1:34am 11-16-17

I do support having Fiesta Hermosa but not as it currently is organized.

The fair in Manhattan Beach as well as Abbott Kinney is packed with amazing artists and crafts. The Hermosa Fair is mostly all junk and draws a very rough crowd. I would love for the committee to seek new vendors and look to the Abbet Kinney fair for inspiration and vendors.

This would draw a much better crowd and bring more attention and money to our beautiful Hermosa Beach community

Thank you

Andrea & Michael Garvey

**Barclay Roach**

Location: 90254, Hermosa Beach

Submitted At: 1:31am 11-16-17

I support both the spring and fall Fiestas, because it is a beautiful weekend of art and celebration. I am A musician, and playing the Fiesta was one of my greatest musical moments ever. Please keep them.

**G Yeh**

Location:

Submitted At: 1:19am 11-16-17

I support ONE Fiesta Hermosa for Memorial weekend, as it is now, and a local/Hometown fair in August for Labor Day.

**Leeanne Singleton**

Location:

Submitted At: 12:52am 11-16-17

Letter submitted by Bob Wolfe -

I am opposed to Fiesta Hermosa in its current iteration.

I have no objection to having a community oriented event on the holiday weekends that bracket our Hermosa summer, but believe that Fiesta Hermosa, over the years, has degenerated to the point where it is an embarrassment to our city.

Attached are some photographs that I took at the Labor Day Fiesta Hermosa 2017. Why should we close off our public streets so that bed frames, mattresses, linens, cabinet refacing and timeshare sales are sold on our public streets ?

I believe that the Chamber has abdicated its stewardship responsibilities in making sure that Fiesta Hermosa

portrays an image of Hermosa Beach as a creative, vibrant, artistic community. I have been to a variety of public street festivals throughout the region. Hermosa Beach's ranks as among the least selective and tackiest.

I strongly urge the City to rethink what we want Fiesta Hermosa to be and what we want it to accomplish. Given the short amount of time left to plan something different for 2018, perhaps we should renew the Chamber's contract on a one-year basis, but put this out for a RFP, either on a once yearly or twice yearly basis, to ascertain the best (and not necessarily most lucrative) use of this valuable resource as a benefit for our city.

**Arcadia Keane**

Location: 90254, Hermosa beach  
Submitted At: 12:49am 11-16-17

I think one event per year is enough.

**Leeanne Singleton**

Location:  
Submitted At: 12:42am 11-16-17

Letter submitted from the Woman's Club of Hermosa Beach

**Claudia Berman**

Location:  
Submitted At: 12:30am 11-16-17

I think the main question is "What is the objective of Fiesta Hermosa?". 1) Is it to be as profitable as possible? Or 2) Show case our community for residents and visitors?

There were 2 informal polls on a Facebook group. One in July 2016 and another in August 2016. The poll asked: "How many times a year should we host the Fiesta?" Once got 105 votes. Twice got 50 votes. Zero got 7 votes. Twice a year but fewer days got 5 votes. Twice but make them different experiences got 3 votes. These are the results of the August poll, since more people responded.

Over the years we have lost some interesting artists, have fewer local restaurants in the food court (I think there was only 1 Hermosa restaurant in the food court this year), and have gained a lot of "swap meet" type vendors for both food, products, and services. Based on the mix of vendors, some Hermosa businesses win (primarily bars) and some lose (primarily retail and services). One business owner wrote on social media "I own 2 retail businesses and neither benefit from either Fiesta and in fact sales are generally lower vs non Fiesta weekends. Most Fiesta goers are looking for less expensive items or the restroom. Most retail businesses I've talked to on Upper Pier Ave and along Hermosa Ave have shared similar feedback to me. We don't even use both booth spaces we're given for free."

Based on the above, I think the answer to my first question is that the Fiesta is currently designed to optimize profits during the event. If this is the goal we want to achieve, then I would prefer the city be the recipient of the profits. Our downtown is a valuable asset. If that asset is to be exploited purely for financial gains, then I'd rather see those profits go to the city rather than the Chamber. The city may want to explore the option of taking one (or even both) Fiestas over. One 3-day Fiesta in its current "profit making focus" would raise three times the revenue that is needed for funding the St. Patrick's Day Parade, State of the City, Tree Lighting, and NYE (combined). I feel like the Chamber is holding these events over our heads, which is not appreciated by many residents. Perhaps a non-profit, business, wealthy individual, the city, or combination could sponsor these events, rather than the Chamber. We could also put this money into the Community Theater, new Library, etc.

If the objective of the Fiestas is to show case our community, then I would like to see a serious overhaul. I'd like to see an improvement in the quality and diversity of the vendors overall, have more local artists, have our businesses and restaurants show cased, and have more original local musicians performing. In other words, lose the swap meet feel and stop booking vendors whose products compete directly with our brick and mortar stores. Make it a show case where visitors want to come back and spend money with our businesses. This may not bring in as much profit to "owner" of the Fiesta, but it would bring in more profit to more of our businesses. I think that many of the residents and people on the nearby cities who have given up on the Fiesta would want to participate and spend money here again.

I think we should open of the Fiesta operations to an RFP. Let's see if we can get a better event or events with new input.

This leads to questions about Chamber funding. I am not in favor of any tax payer money going to the Chamber. I think the Chamber debate this past election clearly showed that they are a lobby organization representing the interests of a few. Perhaps they should raise their dues to self-fund or find another funding source. It would be interesting to know what percentage of Hermosa businesses are members of the Chamber? Do our businesses throughout Hermosa feel that the Chamber benefits them, and how so? And if not, how so?

### **Paul Efron**

Location:

Submitted At: 11:47pm 11-15-17

Comments from Paul Efron -

Honorable Mayor & Council,

There is a meeting on Thursday to discuss Fiesta Hermosa and ways to improve. I will not be able to attend, so please present and consider this suggestion.

We should have reasonable ID checks at the Fiesta Hermosa Beer Garden Entrance. Currently they stop and check every person regardless of age, absolutely strict to the point of being ridiculous. THIS IS NOT A NORMAL ID CHECK POLICY. They carded my friend's 78 year old mother. They carded me at 56 years-old and my girlfriend at 55. We look our age and nowhere near 21.

The policy should be reasonable – waiving in people that are unquestionably over 21. This would be better & helpful. There are times when there is a line to get into the Beer Garden solely because checking everyone's IDs was taking too long. A fair percentage of these people are clearly over 21 and any reasonable human can tell that they are of drinking age. When there is a line to get in, some people see the line and decide to not go in. They either think the Beer Garden is full, or don't want to wait in line to get in and instead go elsewhere.

This is not a normal ID check policy and makes Hermosa Beach look like idiots. The purpose of checking IDs is to prevent underage drinking only. Checking IDs is not required for people over 21. It is the discretion of the person checking IDs. The only times I get carded, excluding the extremely rare times when a venue is acting ridiculously, is when a bar has a newbie bouncer check everyone's ID as part of training on their first shift, so they understand why to not card people who are obviously of age.

To check everyone's ID just to know that everyone has their ID "just in case" is not a valid reason to demand to see everyone's ID. We do not live in a Police State. We live in a Free State. This is not communist Nazi Germany with everyone required to "show your papers". Most people have IDs on them or at least a credit card with their name. The few that don't will likely be with friends that will take care of them. People with medical conditions carry special cards or wear bracelets. To demand to see everyone's ID for proof that everyone has an ID on them is ridiculous. The strictness to guarantee that everyone has an ID on them is not worth the inconvenience to the people. If there is trouble, the friends of the person and/or the security people will handle the situation just fine, with or without checked every single person's ID.

This is one of the problems when a government privatizes a function like

security. If it were Hermosa Beach employees, they would be trained and instructed under our direction. But when a private company like Frontline is hired, they do what is in their best interest only – regardless of how it inconveniences us – to avoid any liability or any questions or any issues whatsoever by enforcing a ridiculously strict ID everyone policy. But they work for you. They work for us. It is your job to instruct them as you see fit or hire a competing company that will be reasonable.

Please either instruct Frontline to do reasonable ID checks, hire a different company, or hire and train people for this to work for Hermosa Beach directly. Please change the ID checking to a normal policy.

Sincerely,  
Paul Efron

**Maureen Lewis**

Location:

Submitted At: 11:46pm 11-15-17

Comments from Maureen Ferguson Lewis -  
Dear Stacey & Nico-

FROM WIKEPEDIA under Hermosa Beach Arts & Culture

[https://en.wikipedia.org/wiki/Hermosa\\_Beach,\\_California](https://en.wikipedia.org/wiki/Hermosa_Beach,_California)

Fiesta Hermosa: Arts and crafts festival which has taken place for the last 35 years every Memorial Day and Labor Day weekend

I have lived in the South Bay since 1999. For me, the initiation to summer has always been the Memorial Day Fiesta and end of summer was signaled with the last day of Labor Day Fiesta. I started serving at the beer garden in 2003- the first year of Leadership Hermosa. In those days, we sliced lemon with bare hands to go with the “craft” beer. Ha! That would never pass the scrutiny of health department these days!

14 years later, I still volunteer to work back-to-back shifts at every beer garden. My husband & I love the Fiesta atmosphere, the live music, gift-shopping and the opportunity to earn money for the local non-profits and support our local shops and restaurants. We make a point of staying in town because Fiesta is a Hermosa tradition and we would never think to miss it. We plan our logistics around the event- it's been in Hermosa longer than we have been. Is parking & traffic a pain during the holiday weekends? Sure. But it would be even worse during holidays if the Chamber weren't shuttling visitors into & out of Hermosa.

A lot has changed (some for the better) in the 18 years that I've been a fiesta goer. There are vendors I look forward to seeing – John Post, the Applique sweatshirt lady, the Oil Cloth booth, the fancy soap booth & the Reader's (eyeglasses) tent. I also enjoy discovering new artists, jewelry and vendors . I bought my first “grown up” art when Ken Klade had a booth at Fiesta. I always make a point of buying a bratwurst and a funnel cake as a treat before I head to the beer garden. It's one of my Hermosa Fiesta rituals!

I understand the economics of corporate sponsors sprinkled in among the arts & crafts vendors and the big footprint. Many of the smaller vendors can't afford to pay the high booth prices so allowing corporate sponsors to pay a higher price provides the ability for smaller businesses to participate. Sponsors pay the big bucks for booth space and supplement the cost of setting up, visitor transportation, security, live music and traffic control. The money raised is funneled back into the community. Every local I have asked (defining local as someone who has lived in Hermosa Beach at least 20 years) loves the fiesta. It's part of the core Hermosa Beach heritage.

I'm not sure if the most vocal Fiesta naysayers have a solid understanding of the city budget. It used to be that people moved to Hermosa Beach because they loved the bohemian & casual vibe of the town. Now people move here because they can. While there are lots of wealthy residents who paid 2MM+ for their home, the town still has no viable industry to support the needs, infrastructure, programs and the demands of the ever-growing affluent population. Newcomers are most likely not aware that the # 1 employer in Hermosa is 24 Hour Fitness with 187 employees and the City of Hermosa Beach ranks # 2 with 184 employees.

Do Fiesta critics understand that what makes Hermosa so unique is the volunteerism and non-profits' role in ensuring that we keep Hermosa Hermosa? Special programs & events including New Year's Eve party on the Plaza, Tree Lighting, St Patrick's Day Parade, Pumpkins in the Park, the Murals and the Pet Parade are important to our quality of life, history and sense of community. Non-profits and the community benefit from the 2 beer gardens and the \$3800 donation given to 12 charities each year. The HB Chamber and non-profits support the events and programs that are no longer funded by the city budget. Volunteers have always been the backbone of this beach community and is what differentiates Hermosa from our neighbors both north & south.

I am ardent supporter of 2 Fiestas and appreciate the constant tweaking by Chamber to address the community's concerns. Keep Hermosa Hermosa and long live Fiesta Hermosa during both Memorial Day & Labor Day.

Feel free to contact me if you have any questions.

Thank you.

Maureen Ferguson Lewis

**Steve Collins**

Location:

Submitted At: 11:39pm 11-15-17

Comments from Steve Collins -

I enjoy the Fiestas, personally, and usually walk the whole thing both weekends. I know there are mixed feelings about the vendors that are not art related. I find myself stopping at their booths, too, and figure a handful of them fits the theme okay.

Speaking for the South Bay Bicycle Coalition, we sure appreciate your inviting us to operate the bike corrals. That's right up our alley and gets us in front of the very people we serve. It's easily our biggest, highest profile event we do. And it's fun.

Thanks,  
Steve Collins

**Kate Mosier**

Location:

Submitted At: 11:37pm 11-15-17

Comments from Kate Mosier -

Hi, my name is Kate Mosier and I am a Hermosa resident and would like to share my comments about Fiesta Hermosa as I will not be able to attend the meeting tomorrow.

I would love to see only one Fiesta Hermosa a year, as they are currently being run. I think it has a carnival feel and my family has been avoiding attending in recent years. It would be great to create more of a Hometown Fair (MB) vibe- more focused on local artists, food and vendors.

Thank you

Kate Mosier

**Pam Tatreau**

Location:

Submitted At: 11:35pm 11-15-17

Comments from Pam Tatreau

I can not believe Hermosa Beach is considering reducing the annual fiestas to once a year. I would personally like to see the return of the St. Pat's Festival. We have our hometown St. Pat's parade and when it is over, we just walk home. We used to spend the day when we had the street vendors. The vendors were as much of a draw as the parade.

Sadly, our festivals were reduced to two a year. We look forward to the fiestas each year. It would be a shame to lose another festival. The Fiestas bring families together,<sup>24</sup> Everyone is smiling and having FUN. Look around you



at the next festival and you will see what I mean. The Fiestas bring joy to so many people. A bonus of the fiestas is that they fund many of the Chamber of Commerce's other events which include the Holiday Tree Lighting, the New Year's Eve concert and the St. Pat's Parade. Please keep traditions alive...it is only 6 days out of the year. Thank you for your time.  
Pam Tatreau Hermosa Beach

**Teresa Young**

Location:

Submitted At: 11:29pm 11-15-17

Comments from Teresa Young -

Hi. I understand you are having a special counsel mtg to discuss shutting down the hermosa fiesta.

My feelings on this are as follows -

The business owners really are not losing business. All those people would not be there if not for the fiesta. Some of those people actually go into the businesses.

I work for Peter Zippi Funds for Animals and we have a booth at the fair. This is where the public gets schooled on health fare and proper care protocol for animals. The city ordinances on owning animals. I really feel shutting down the fair is not allowing public knowledge in regards to animal welfare. This event is also where people of the community adopt the cats and kittens.

My vote is to leave hermosa fair as is. Twice a year.

Thank you.

I really hope this letter gets delivered to the counsel mtg and has a part in the voting process

Thank you

Teresa Young

**Brian Waldman**

Location:

Submitted At: 11:12pm 11-15-17

I think having 2 Fiestas is redundant. I support removing the labour day one. I'd like to see a different, smaller, more local focused event in the fall that does not lie on a long weekend. Something that involves south bay vendors only, mostly arts and crafts, perhaps some rides, a beer tent and a food section provided by south bay restaurants only... oh and of course local bands. The food should be a "taste of the town" so that more geographically challenged restaurants can showcase their food. Inviting hoards of people to take over our town for both summer long weekends is a strain on the residents. I enjoy the Fiesta, but it is a total shlockfest and once a year is plenty. It cheapens our town to hold this same event twice twice... This is not who we are...we are more creative than a town that holds such a generic money trap festival twice a year. It's a terrible representation of who we are. Thanks... and I'll try to show up.

**Kerri Krusinski**

Location: 90254, Hermosa Beach

Submitted At: 10:42pm 11-15-17

I support keeping two Fiestas and feel that the benefits to the community outweigh any disadvantages. The Chamber donates thousands of dollars from the beer garden sales to 10 local non-profit organizations that staff the beer garden throughout both fiestas. If one of the Fiestas was taken away, 5 of those non-profits would not be able to volunteer and receive the funds. We would also lose out on the St. Patrick's Day parade, Christmas Tree Lighting and New Year's Eve events that the Chamber puts on with the income from both Fiestas. Please keep both Fiestas! Thank you for your consideration.

**Mary Stevens**

Location: 90254, Hermosa Beach

Submitted At: 10:26pm 11-15-17

I love the local parts of the Fiesta. However, please consider removing the animal entertainment. Traveling animal petting zoos are notorious for poor concern for animal welfare. For example, on a larger scale, the Ringling Bros carnival has closed over similar concerns. This entertainment is not an essential part of the Fiesta considering all of the other activities at the Fiesta.

**keely mckeighan**

Location: 90254, Hermosa beach

Submitted At: 9:04pm 11-15-17

I support all of these events, this is what makes Hermosa so special ! Whats the problem? I love it on both weekends ! If someone doesn't want to go ,dont go!

**Tony Perez**

Location:

Submitted At: 8:47pm 11-15-17

I support both our Fiesta Hermosa events as we celebrate the beginning of summer and to say goodbye to summer. This 45 year old tradition should not be changed for the following reasons.

1. It brings our entire community together (from the elderly, married couples, families, singles, local musicians, etc)
2. Our local businesses from retail, restaurants benefit from this event as it helps their cashflow for the slow winter months. (there were a few empty stands this past couple events so why not offer those spots via raffle to other businesses close to the plaza.
3. many charities benefit from the beer garden where 10s of thousands of dollars have been presented over time to the needy.
4. The extra revenues help pay for other yearly events from the St Patricks day parade, Xmas Tree lighting, etc
5. I have heard that a couple people hate the mattress store and other businesses dont belong, however, our citizens get to benefit from specials not offered at their store level.

**Guest User**

Location:

Submitted At: 8:01pm 11-15-17

I am ardent supporter of having 2 Fiestas and appreciate the constant tweaking by Chamber to address the community's concerns. Keep Hermosa Hermosa and long live Fiesta Hermosa!

**Karen Porter**

Location:

Submitted At: 7:54pm 11-15-17

I support keeping the Fiesta as a bi-annual event. The Fiesta's mark the beginning and end of summer that many of us look forward to. The revenue generated helps local Pier businesses make-up for the fall/winter seasons - many rely on the Fiesta's to help them through the lean periods. In addition, the earnings pay for St. Patrick's Day Parade, Christmas Holiday festivities and assist local non-profits. I have had many friends/family over the years visit during the Fiestas and everyone has been very impressed. The Fiestas are an event we should all be proud of!

**Bob Dias**

Location:

Submitted At: 7:14pm 11-15-17

Support the fiesta - not sure we need it on both summer holiday weekends... some improvements:

- 1) more variety with vendors - and showcase more LOCAL vendors
- 2) stop covering all the fences around the beer garden - it creates a sweat box with zero air flow

**Laura Oczachowski**

Location:

Submitted At: 6:36pm 11-15-17

Keep Fiesta(s) as it is, no changes.

**Michae Bell**

Location:

Submitted At: 7:13am 11-13-17

Fiesta Hermosa funds the St. Patrick's parade, the Tree Lighting and the New Year's Eve concert. These events cannot continue without Fiesta. Many non-profits in town are sponsored by Fiesta through the beer garden. The

show attracts visitors who bring business to the downtown area. Fiesta is a proud showcase for the city.