

3/16/20 SPECIAL MEETING - CITY COUNCIL DECLARATION OF AN EMERGENCY WITH ATTENDANT ORDERS
SUPPLEMENTAL EMAIL SUBMITTED BY JON DAVID TO MAYOR CAMPBELL ON 3/16/20 AT 12:22 P.M.

From: jon@biorenewlabs.com <biorenew415@gmail.com>
Sent: Monday, March 16, 2020 12:22 PM
To: Mayor Mary Campbell <mcampbell@hermosabeach.gov>
Subject: Tonights Emergency Meeting

Hi Mary

I am writing you about the meeting you are having this evening , specifically the section that would mandate Landlords cease collecting rent. I feel I need to offer a different perspective than one you might be getting.

Now is a very tough time businesses around the country. As a commercial building owner in Hermosa Beach it is important to me that the downtown Hermosa business survive and thrive. Not just important, but essential.

However, by mandating landlords not collect rent during this time, you would be unfairly shifting the entire burden to Commercial property owners to a level that is very unfair. Please let me explain:

1. Landlords still have pay insurance, pay the bank, maintain the property etc. The tenant may be able to scale down their business, but the landlord can not. This is very unfair.
2. Some landlords rely on the income from their commercial property to survive. If you were to mandate the landlord stop collecting rent, you would be cutting off their survival. You might have situation where the business (tenant) survives, but the landlord is devastated.
3. A restaurant under the proposed mandate could stay open (albeit in a reduced capacity) because business are allowed to scale their overhead. In this case the entire burden is shifted to the property owners, who would be carrying the property without any income.
4. For voluntary closures, once again, the mandate would allow tenants to scale their expense voluntarily, leaving landlords carrying the entire burden.

I have a tenant and I don't want to lose them. A vacant building or desolate downtown Hermosa serves no-one. Landlords suffer as does the tenant. Its a symbiotic relationship. So please leave it to landlords and tenants to work out something out that is symbiotic. I know of at least two fellow commercial building owners in Hermosa that say this mandate, should Hermosa make it, will crush them. They can not make it without the income they get from rent.

Now is a very tough time for everyone. We all have to look out for each other. Please allow that to happen in a way that the landlord and tenant have a chance to take care of each other and work out a way they can both survive.

And at the very least, do not apply this mandate to voluntary closures.

Best Regards
Jon David