



HERMOSA BEACH
CHAMBER OF COMMERCE
AND VISITORS BUREAU

Dear Madam Mayor, City Council and City Manager,

Thank you for setting up this meeting and showing how much you care about our community. The Hermosa Beach Chamber of Commerce shares your concerns and we agree that it is crucial that we get our businesses up and running as soon as is safely possible.

There are 4 things we request happen immediately. Absent that, we run the inevitable risk of having our streets lined with vacant storefronts as we enter the critical summer months.

1. Open city parking lots. Parking fees and taxes collected will reduce our projected \$8 million deficit. This would also minimize the inconvenience to residents when visitors park on our streets and leave litter. Parking is vital to supporting our businesses. Posting electronic signs indicating that parking lots are now open will reduce traffic circling unnecessarily.
2. Allow all retail businesses in the city to re-open immediately and eliminate all of the temporary local restrictions. Manhattan Beach City Council voted 5-0 to do that today. Please give our businesses the opportunity to compete for their survival! If Costco and Target can be open, our local businesses must also be allowed to do so. We trust that our business operators will run their establishments in a way that is respectful of the guidance, we ask you to share that trust.
3. With regulatory relief #14, Governor Newsom has just today approved on-premises outdoor dining if the establishment has ABC approval.
Give authorization to staff tonight that with these guidelines, businesses can apply with the ABC for a temporary premises expansion. They are only permitted to do this with city approval, and it will take time for businesses to submit for, and get approval with, the ABC. It is vital that we do this tonight, because it will still take time for businesses to complete the process with ABC.
4. Direct staff that Code enforcement use a very light touch as our businesses struggle to re-open in this new environment. The business will act in good faith and use their best efforts to comply with all regulations and social distancing guidelines. Shuttered businesses do not help our city. It is in everyone's interest that we reopen as quickly as possible. The summer months are vital for our businesses and Memorial Day weekend is a critical weekend for all of us.

We are not asking Hermosa Beach to lead the way or to take undue risks with in re-opening. We are simply asking that our city move in coordination with our surrounding jurisdictions.

Sincerely,

Marje Bennetts
Co-Chairperson /
General Manager
Beach House Hotel Hermosa

Shirley Pe
Co-Chairperson/
Sales Specialist
Sunrise Senior Living