

Stakeholder Meeting Notes 9/2/20

Participants: Jessica Accamando, Marje Bennets, Tony Cordi, Jon David, Brian Dunne, Lori Ford, Peter Nolan, Laura Pena, Jonathon M. Wicks, Jacqueline Sun for BCHD
Guest attendees: Bradley Davis and Anthony Morrison, representing The Londoner Salon on Aviation Blvd.

City Representatives: Peter Hoffman, Nicole Ellis, Melanie Emas, Doug Krauss, LEEANNE Singleton, Christy Teague, Brandy Villanueva, Michael Edwards

Before the meeting got started, the City Emergency Management Coordinator Brandy Villanueva provided information released today with the latest health orders, including for hair salons.

1. Hermosa Beach Hospitality Presentation from Marje Bennetts, General Manager of Beach House Hotel Hermosa Beach and Stakeholder Advisory Group Member

Marje Bennetts discussed Hermosa Beach tourism, noting that the Beach House is the only 4 star resort in Hermosa Beach. All hotels closed in mid-March due to state health requirements; the Beach House reopened on May 15th. Occupancy numbers were 50% in June, 46% in July, and 67% in August – noting August usually has 90% occupancy. Room rates dipped during the summer from \$425 average to \$389. September and future months are unknown, including the usual corporate/business travel has disappeared and is not expected back in foreseeable future. She discussed Fall promotions, including reaching out to those working from home or providing school from home. She noted a different clientele from usual summer guests, including visitors from Arizona, Texas, Central/Eastern California and Greater Los Angeles. She discussed TOT, which recently increased from 12% to 14%, and that she would like to see some of the TOT funds collected by the City used for Marketing to tell potential visitors about special Hermosa Beach.

She noted that customers want a nice, clean destination and that Beach House has several hand sanitizers, enforces social distancing, all employees and guests wear masks that the 56 employees have their temperatures taken every day, and they have implemented new cleaning protocols.

She also stated that Beach House promotes and recommends local businesses, and that she hoped other local businesses would recommend the Beach House too. She noted that the Beach House participates in LA Love and Discover LA promotions locally and nationally.

2. Status Update on the Advisory Group's Short and Long Term Goals

Leeanne Singleton summarized the status progress on the Advisory Group's goals. There were questions and requests for updates on lighting and exterior lighting allowed for businesses. Parking concerns were stated, with requests for designated parking spaces for service businesses on Pier Avenue.

3. Member Questions and Comments

There were questions about holiday banners and programs. It was noted that the City and Chamber of Commerce would be discussing in the next two weeks.

There were concerns mentioned about the efficiency of the Stakeholder meetings, and that the members want to provide assistance to the City.

Attachments provided at 9/2/20 meeting:

1. Meeting Notes from August 19, 2020 Meeting
2. Summary of Status Update on the Advisory Group's Short and Long Term Goals