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Sent: Friday, October 23, 2020 1:17 PM

To: Ann Yang <anny@hermosabch.org>; City Council <citycouncil@hermosabeach.gov>; Suja Lowenthal <suja@hermosabeach.gov>

Subject: New eComment for City Council Virtual Meeting - Duly posted online on 10/22/20 at 11:30 p.m. by A.Y.

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Jessica Accamando submitted a new eComment.

Meeting: City Council Virtual Meeting - Duly posted online on 10/22/20 at 11:30 p.m. by A.Y.

Item: c) REPORT 20-0677 CONSIDERATION OF A HOLIDAY FREE PARKING PROGRAM
(City Manager Suja Lowenthal)

eComment: Hello Mayor Campbell, City Council, and City Manager Lowenthal, On behalf of HermosaOne, we urge you to approve the traditional 2-hour free parking for the holiday season from Thanksgiving to Christmas. I know this is a difficult year, but even more so for businesses as they are doing all they can to preserve sales and are battling multiple challenges. We are hoping the loss of meter income can be offset by the benefit of increased tax revenue from our local businesses. We also know that every year you consider the appropriate time frame to extend the free parking and we're urging you to approve all four weeks from holiday to holiday. This will allow shoppers to start early and get into the spending mood! All of this will compliment the existing Chamber, Woman's Club, HermosaOne, and other organization projects who are pushing to shop local this season. While I'm at it, I'd like to suggest you consider approving for several years so we don't have to do this again each year. Thank you for your time! Jessica