

**From:** noreply@granicusideas.com <noreply@granicusideas.com>

**Sent:** Monday, October 26, 2020 7:50 PM

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

**Subject:** New eComment for City Council Virtual Meeting

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## New eComment for City Council Virtual Meeting

Tiffany Soporito submitted a new eComment.

Meeting: City Council Virtual Meeting

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

eComment: As a local resident and business owner of Details — on Upper Pier Avenue—I'm writing today to express my support for 4 weeks of Red-bagged Meters in Downtown Hermosa Beach for this holiday season. The City's annual Free Holiday Parking Program and the sight of those red-bagged meters have become a welcomed tradition and reminder to all that the holiday season has arrived, and the earlier we do this, the better, as every dollar spent elsewhere from Black Friday on is one less spent in our city and one less dollar benefitting our city. Ideally, Wednesday, November 25th and continues through Friday December 25th. This would kick off the holiday season with Black Friday on Friday, followed by Small Business Saturday. For these 4 weeks, residents and visitors don't have to worry about tossing coins in the meter when they want to support a local small business. They can pull up to a free space just like they do at Del Amo, The Point, Target, Plaza El Segundo and Downtown Manhattan Beach. Please small businesses really need this support this year more then ever. Thank you Tiffany Soporito  
Resident & owner of Details