

**From:** Tiffany Soporito [REDACTED]  
**Sent:** Tuesday, October 28, 2025 1:09 PM  
**To:** City Council <[citycouncil@hermosabeach.gov](mailto:citycouncil@hermosabeach.gov)>; Ann Yang <[anny@hermosabeach.gov](mailto:anny@hermosabeach.gov)>; Steve Napolitano <[snapolitano@hermosabeach.gov](mailto:snapolitano@hermosabeach.gov)>  
**Subject:** holiday parking program

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Dear Mayor and City Council Members ,

I hope this message finds you well. As we approach the holiday season, I'd like to propose that the City Council consider approving free parking in our downtown area during the holiday period.

This small gesture can have a big impact on our community:

- It encourages residents and visitors to shop locally, supporting our small businesses during their busiest and most important season.
- It creates a more welcoming and festive atmosphere downtown, helping to draw people to local events, restaurants, and shops.
- It demonstrates the City's commitment to revitalizing and supporting our local economy while fostering community spirit.

Many nearby towns have adopted similar "Free Holiday Parking" initiatives with great success. Offering free parking from Thanksgiving weekend through Christmas —this would be a meaningful and well-received gesture by both merchants and residents.

Thank you for your consideration and continued support of our community.

Tiffany M. Soporito

Details Shoes & Accessories  
[REDACTED]

**From:** Lori Ford <[REDACTED]>  
**Sent:** Tuesday, October 28, 2025 12:05 PM  
**To:** City Council <[citycouncil@hermosabeach.gov](mailto:citycouncil@hermosabeach.gov)>; Ann Yang <[anny@hermosabeach.gov](mailto:anny@hermosabeach.gov)>; Steve Napolitano <[snapolitano@hermosabeach.gov](mailto:snapolitano@hermosabeach.gov)>  
**Cc:** Will Gum Tree LA [REDACTED]  
**Subject:** Re: Holiday Parking + Employee Permits

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Hello Hermosa Beach City Council,

I am hoping that you will consider our request below and vote to approve 4 weeks of free holiday parking downtown Hermosa Beach. I have written some form of this letter for the past 17 years, and our position remains the same, Free Holiday Parking with red bagged meters is essential to a successful holiday season for your downtown businesses, and it makes your residents and our customers so happy!

It's an incredibly generous holiday gift from the city, and your business community and all of our customers appreciate it so much.

Please see my notes about the employee parking situation below again as well.

Thanks for your time and dedication to the city of Hermosa Beach.

Lori Ford

CEO/Co-Founder  
[REDACTED]

Think Globally, Shop and Eat Locally!

On Oct 14, 2025, at 1:05 PM, Lori Ford

<[REDACTED]> wrote:

Hello Honorable City Council,

### **Free Holiday Parking**

My husband Will and I, owners/operators of Gum Tree Shop and Cafe, are writing today in support of Free Holiday Parking for Four Weeks, November 27- December 25th. This beloved community tradition signals the holidays have arrived in the beach cities. Our customers come in so happy when they see the red bags on meters, and when we post it on our socials they are some of the most liked posts of the year!

The free parking program with festive red bagged meters are so important during the crucial holiday season for downtown Hermosa businesses. South Bay residents have many shopping options during the holidays, and we need need to make the Hermosa experience the absolute best we can in order to stay competitive.

After your last meter parking decision of a couple of weeks ago our meters in Hermosa are now the highest of the three beach cities downtown areas.

HB meters \$3 an hour

MB meters \$2.50 an hour

RB meters \$2 an hour

Manhattan Village, The Point and Del Amo—Free Parking Always

Please consider the impact you will have on our business community if you take away any days of the free holiday parking meters. And it's not just the business community that will be affected, it's your local residents who love this program. It's a cherished holiday tradition in Hermosa Beach.

**Employee Parking Passes**-----we would like to give some feedback on the new employee parking permit program. For 17 years we have purchased three

employee parking permits (one for our full time manager, and one each for myself and my husband) and have been able to park on Monterey. Now as it stands the employee permits only work on yellow meters in downtown. There are no yellow meters downtown above Manhattan Avenue, and this has created a big problem for employees/business owners on upper pier. I have spoken to many of my upper pier neighbors who are dealing with this situation as well. We generally used to park on Manhattan Ave or Monterey in the daytime, when most residents are not home, and parking on Monterey is plentiful. Yellow meters are generally right in front of businesses and are actually the last place you want employees to take up parking.

In addition, we own the building at 238 Pier, and we are not able to get parking permits as the owners of a commercial building. This is an easy fix that should be implemented asap, as property owners we pay both our property tax and sales tax and we should be entitled to parking permits that allow us to park close to our building/business.

Thank you for your time.

Lori Ford

CEO/Co-Founder



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