

CITY COUNCIL ECOMMENT REPORT | 09-09-2025

Agenda Item	Name	Comment	Position	Attachment URL
ADOPT A RESOLUTION TO DECLARE ITS INTENTION TO ESTABLISH THE HERMOSA BEACH TOURISM IMPROVEMENT DISTRICT AND FIXING THE TIME AND PLACE OF A PUBLIC MEETING AND A PUBLIC HEARING THEREON AND GIVING NOTICE	Todd Tullis	<p>Sounds like a useful program to help continue drive tourism to Hermosa. Allocating 20% of the budget to Administration seems high, but perhaps this is a function of the total budget being relatively small? One comparison I found is Torrance which looks lower (17%) but in the same range.☐</p> <p>☐</p> <p>In reviewing the Plan, two lodging businesses are missing from the list in Appendix 2 - The Vurpillat &amp; the ITH Hostel - although both seem to fit the criteria described on Page 6 of the Plan.</p>	For	
ADOPT A RESOLUTION TO DECLARE ITS INTENTION TO ESTABLISH THE HERMOSA BEACH TOURISM IMPROVEMENT DISTRICT AND FIXING THE TIME AND PLACE OF A PUBLIC MEETING AND A PUBLIC HEARING THEREON AND GIVING NOTICE THEREOF. - 25-CMO-059	Carolyn Petty	<p>Mayor and Council, Do not rubber stamp this TID without serious consideration. The reality is that when the city serves as an intermediary, you have a fiduciary responsibility. Page 14 of the HBTD District Plan specifically references that the City Council has already made the decision that the Hermosa Beach Chamber of Commerce will serve as the admin for the TID. When did that public conversation take place, or was that decision held behind closed doors. The public deserves an answer. It is also curious that the staff is recommending this prior to any council discussion. This infers that indeed, the staff has already made a decision to sole source this to the chamber without a competitive bidding process. That is a problem. Any time public funds are being expended, it should go out to bid. It should NEVER be handed over to an entity without an RFP process. That should include a listing of qualifications and the track record of financial viability, among other qualifications. The Chamber of Commerce can submit a proposal, as can any other qualified entity. Sole sourcing is irresponsible and unwise. While the hotels may not realize this matters, councilmembers have a duty to ensure fairness and responsibility. Nobody who understands economics raises prices in a declining economy. In the city's latest budget, it was noted that hotel occupancy dropped sharply, to 69% from 74%. For reference, in the 2019/2020 adopted budget, occupancy was 80% (first 7 months of the year). This is a hugely significant decline, something that should concern everyone. Maybe this is why all of the hotels did NOT sign on. Where was the thoughtful consideration regarding the budget? Any sensible business would establish a budget first. Instead, the thinking was, what is the maximum amount of money we can get, then let's spend it all. This is irresponsible and a thoughtless approach. While the hotels and chamber may think this is okay, you need to be the adult in the room and force logic into this discussion. Perhaps all that is truly needed to run an effective campaign is 1/2%. Is the chamber really in the position to administer these funds? Do they have a proven track record of performance? The chamber president came to this city council in late January and told the council there was not enough money to fund the parade and that they had not even begun to work on it, thereby jeopardizing the parade and putting the council in a very uncomfortable situation. That indicates a fairly significant level of disorganization on their part. If they cannot run a parade, why would anyone think they are suited to run a TID? The next logical question you should ask is what is the financial viability of the chamber if they didn't have enough money 7 months ago? The chamber should submit audited financials and also provide current financials with a year-end forecast. If they want to play in the big leagues and get involved with this sum of money, they need to prove they are capable. What is even more disturbing is that per the plan the Chamber of Commerce Tourism Committee will implement and oversee the TID. There is no way to control who these people are going to be, what their experience level is, and how they will implement controls to ensure the money is spent wisely and not just handed over to friends and family who happen to be social media consultants. The potential for conflict of interest and mismanagement is strikingly high in this type of situation and should not be permitted. Again - going back to the point that this needs to go to RFP so the council can gauge who is best suited to run the TID. It is unfair to force all hotels into this tax increase to their clientele. In a town of our size there should be 100% consent or it should be an opt-in. Also, someone needs to find out why many of the hotels did not consent. Perhaps it is for the reasons I listed above. Please, be good stewards of dollars entrusted to you and ensure this is halted until this is handled appropriately and you confirm that at least 80% of the hotels are willing to sign on. Also please find out what happened in closed doors with staff and the chamber.</p>	Against	
ADOPT A RESOLUTION AMENDING THE CITY'S PARKING VIOLATION BAIL SCHEDULE INCREASING PENALTY AMOUNTS - 25-AS-068	Laura Pena	<p>Dear Mayor, Council Members, and Staff - I understand the need to update fines after many years, but I recommend caution on the size of the proposed increases. Research from Donald Shoup (The High Cost of Free Parking) shows that large fine hikes rarely improve compliance. What works is setting meter rates so one or two spaces are always available per block (about 85% occupancy). It would be helpful if the public understood the seasonal occupancy rates.☐</p> <p>☐</p> <p>The proposed \$75 expired meter fine is among the highest in the region and equals more than a full day's worth of meter payments. This could discourage visitors and hurt small businesses, especially in the off season when discretionary trips are more fragile and our city is competing with neighboring cities for dining, shopping, and beach visits.☐</p> <p>☐</p> <p>A more balanced approach would be to raise expired meter fines and street sweeping moderately and less punitively. Safety sensitive violations (fire hydrants, ADA spaces) should remain high. Pairing moderate fines with smart meter pricing and visible reinvestment into sidewalks, crosswalks, and beach access would improve the visitor experience and help attract people here year-round.☐</p> <p>☐</p> <p>We should focus on compliance and visitor attraction, not punitive revenue. Thoughtful, moderate changes will protect our budget while supporting local businesses and keeping our city welcoming in every season.☐</p> <p>☐</p> <p>I appreciate your thoughtful consideration.☐</p> <p>Laura Pena</p>	No Position	
ADOPT A RESOLUTION AMENDING THE CITY'S PARKING VIOLATION BAIL SCHEDULE INCREASING PENALTY AMOUNTS - 25-AS-068	tony higgins	<p>please click of above pdf document</p>	Against	<a href="https://pub-hermosabeach.escribemeetings.com/FileStream.aspx">https://pub-hermosabeach.escribemeetings.com/FileStream.aspx</a>
PUBLIC COMMENT ON THE CLOSED SESSION AGENDA	Anthony Higgins	<p>Ref: Closed Session Item 4d... BBK Law City Attorney Performance Review. Dear City Council, During August 13, 2024 City Council meeting BBK Law City Attorney Michael Donegan allowed former City Manager Suja Lowenthal to stop a Public Participant mid-sentence and issue an illegal edict. Suja said: any reference to City Staff and Staff Performance is actually inappropriate, so I am hoping that you can direct the speaker to refrain from doing so. Instead of stopping this in its tracks, BBK City Attorney Donegan allowed Mayor Francois to put the city at risk of lawsuit by allowing him to stop the clock to give this illegal direction to the speaker. BBK law essentially provided cover for the City Manager's illegal edict and our City Attorney never publicly corrected this. It's been many years since the City's legal services have been put out to competitive bid. I think that time has come. The Law is also very clear on this point: Public comments that are critical of officials, STAFF, public policies, procedures, programs or services must be allowed, even if offensive, unless the speaker is, through their conduct, creating an actual disturbance of the meeting. Although some comments may become personal, the speaker has a protected right to provide them during their public comment. What is not protected, for example, is any type of threats or fighting words. The agency has a legitimate interest in conducting efficient, orderly business meetings. Public comment is protected speech unless the speaker's behavior actually disrupts, impedes or renders infeasible the orderly conduct of the meeting. I realize the City Attorney will tell you his first responsibility is to protect the City and Staff from lawsuits; but not by running roughshod over your constituents' Public Participation rights. Thank You for Considering, tony higgins</p>	No Position	

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<p>ADOPT RESOLUTION APPROVING CHANGES TO THE ESTABLISHED RULES FOR THE CONDUCT OF CITY COUNCIL MEETINGS AND SUBSIDIARY BOARDS AND COMMISSIONS - 25-CCO-039</p>	<p>Anthony Higgins</p>	<p>Dear Mayor Saemann Dear Councilman Keegan Dear Councilman Francois</p> <p>In the 9/9/25 CCM Staff Report for this Item (17b) - Staff seems to be trying to open the doors for the Council and the Commissions to operate under different sets of Public Participation Rules.</p> <p><a href="https://pub-hermosabeach.escribemeetings.com/filestream.ashx?DocumentId=18001">https://pub-hermosabeach.escribemeetings.com/filestream.ashx?DocumentId=18001</a></p> <p>I hope im wrong.</p> <p>On December 12, 2023 the City Council adopted new restrictive Public Participation Rules.</p> <p>At that time the Council made it absolutely clear that the Commissions must operate under the same public participation rules as the City Council for the sake of consistency.</p> <p>My hope is that the Council's guidance will be that all Commissions must operate under the same or possibly less restrictive rules as the City Council related to speaker time, remote participation and visual aids.</p> <p>Thank You for Considering. Tony Higgins</p>	<p>No Position</p>	
<p>CITY YARD PROJECT STATUS UPDATE - 25-PW-056</p>	<p>Kathy Dunbabin</p>	<p>I support the staff report.</p>	<p>For</p>	
<p>ADOPT A RESOLUTION AMENDING THE CITIES PARKING VIOLATION BAIL SCHEDULE INCREASING PENALTY AMOUNTS - 25-AS-068</p>	<p>Todd Tullis</p>	<p>Do the informal survey data in the Staff Report include or exclude county &amp; state surcharge amounts? Being unable to tell. I focused only on the proposed increases in the "City Penalty" portions of parking violations. <input type="checkbox"/></p> <p><input type="checkbox"/> Given it has been 20 years since the last increase, it is fair to raise the city penalty portions. Relative to inflation since 2005, the proposed increases to the city penalty portion of the two most commonly issued violations seem fair as well - Street Sweeping is about equal to inflation (inflation \$42 vs proposed \$42.50) and Expired Meter is a few dollars less (inflation \$67 vs proposed \$62.50). I used the inflation calculator at <a href="http://usinflationcalculator.com">usinflationcalculator.com</a> for this analysis.<input type="checkbox"/></p> <p><input type="checkbox"/> I did notice that for the majority of violation types with current city penalty of \$35.50, the proposed increase is ~\$3.50 more than inflation would otherwise indicate. If there is a realistic risk that the state or country surcharges will be increased in the near future, we should consider making the proposed city penalty portion of these violations more closely match inflation. Also there is no proposed increase to the city penalty portion of the more expensive violations (e.g. Blocking Wheelchair Access). If we are increasing bail schedule amounts mostly because we just havent done so for some time, then shouldnt these other violations should be increased for consistency of that rationale?</p>	<p>For</p>	
<p>ADOPT A RESOLUTION TO DECLARE ITS INTENTION TO ESTABLISH THE HERMOSA BEACH TOURISM IMPROVEMENT DISTRICT AND FIXING THE TIME AND PLACE OF A PUBLIC MEETING AND A PUBLIC HEARING THEREON AND GIVING NOTICE THEREOF. - 25-CMO-059</p>	<p>Randy Balik</p>	<p>Generally speaking, I am in favor of establishing a TID for Hermosa Beach - seems like an interesting idea to me to drive more awareness about our city and our hotel accommodations. But take this with a grain of salt as I'm certainly not an expert in how a TID functions, how to make a TID effective, or how to establish the right budget, marketing plan, and management. <input type="checkbox"/></p> <p><input type="checkbox"/> My position is rooted in the fact that I like just about any well-designed program that will drive more tourism to Hb and help not only our local hotels, but all of our local businesses. In this case, it is really our hotels that will determine if this is the optimal approach, and the cost is paid for by the very hotels that would (in theory) directly benefit, by way of a modest tax to their customers. <input type="checkbox"/></p> <p><input type="checkbox"/> Having said that, I'm not 100% convinced that the City is ready to declare its unwavering intent quite yet, and that is because I'm still not clear on the nuts and bolts here. For example, is the Hermosa Beach Chamber of Commerce and Visitors Bureau (HBCCVB) the correct Owner's Association to manage the TID? Maybe and maybe not - we need to know who all of those people will be and what their specific qualifications are to effectively manage this effort. And it is my understanding that the threshold for buy-in by the hotels is currently 50% in order to push this through...I'm not sure that's high enough, as this leaves room for bigger hotels to potentially have more of a say and force the hands of others who may not want to support this but would be forced to do so. <input type="checkbox"/></p> <p><input type="checkbox"/> I could go on about my concerns, but suffice it to say that I like the general concept, but perhaps better definition is needed and better vetting of the proposed management/design is warranted before a final decision by City Council can be made.</p>	<p>For</p>	
<p>ADOPT A RESOLUTION TO DECLARE ITS INTENTION TO ESTABLISH THE HERMOSA BEACH TOURISM IMPROVEMENT DISTRICT AND FIXING THE TIME AND PLACE OF A PUBLIC MEETING AND A PUBLIC HEARING THEREON AND GIVING NOTICE</p>	<p>Daniel Maria Vazquez</p>	<p>As an Assistant General Manager in Hermosa Beach, I support the creation of a Tourism Investment District because it establishes a dedicated and reliable funding source for marketing, events, and tourism initiatives that directly benefit our hotels and community.</p>	<p>For</p>	
<p>ADOPT A RESOLUTION TO DECLARE ITS INTENTION TO ESTABLISH THE HERMOSA BEACH TOURISM IMPROVEMENT DISTRICT AND FIXING THE TIME AND PLACE OF A PUBLIC MEETING AND A PUBLIC HEARING THEREON AND GIVING NOTICE THEREOF. - 25-CMO-059</p>	<p>Marina Boulanger</p>	<p>As the General Manager of Sea Sprite Hotel in Hermosa Beach for the last 5 years, I support the creation of a Tourism Improvement District because it provides a reliable and dedicated funding source for marketing, events, and tourism initiatives that directly benefit our hotels and community. A well-designed TID program has the power to drive more awareness of Hermosa Beach and our accommodations, while also uplifting the entire local economy.</p> <p>At Sea Sprite Hotel, located directly on The Strand, our success is deeply connected to the vibrancy of our community and the strength of local tourism. Increased foot traffic and overnight stays are critical not only to sustaining our hotel, but also to supporting restaurants, shops, bars, and entertainment venues throughout Hermosa. When guests choose to stay overnight, they engage with our neighborhood in meaningful ways, strengthening local businesses, creating jobs, and reinforcing Hermosas reputation as a destination worth returning to.</p> <p>The cost of this program is modest, passed on through a small assessment on hotel guests, and the benefits flow directly back to the hotels and businesses that make Hermosa unique. For this reason, I am in favor of establishing a Tourism Improvement District here it is a smart, collaborative investment in the future of our city, our hotels, and our community.</p>	<p>For</p>	
<p>ADOPT A RESOLUTION TO DECLARE ITS INTENTION TO ESTABLISH THE HERMOSA BEACH TOURISM IMPROVEMENT DISTRICT AND FIXING THE TIME AND PLACE OF A PUBLIC MEETING AND A PUBLIC HEARING THEREON AND GIVING NOTICE THEREOF. - 25-CMO-059</p>	<p>Andrew Gawdun</p>	<p>Aloha there City Staff and City Council. We live in a wonderful beach city in the Great City of Los Angeles that is equally captivating. Because we are one of 88 incorporated cities (and many more unincorporated towns) with many different diverse cultures, attractions and characters it is easy for the average visitor to miss Hermosa Beach while they are visiting Los Angeles. In fact, because we are farther away from major freeways (roughly 14 - 20 minutes to the 405) and most of them land in Manhattan Beach we loose the draw for folks to come all this way. In the past we relied on our beach sand to attract those that would venture out all this way. But today we live in a world where everyone is virtually marketing for the attention of a visitor to stop and stay in their community. Marketing costs. It has been said by many various council members that the City does not have the dollars to promote this City.</p> <p>By supporting the formation of a TID that can change. A TID has the power to directly impact the marketing of, and attraction of Hermosa Beach on a U.S. and in the near future global level. It has the ability to connect with a family in Arizona thinking of where to escape the summer heat from a single digital advertisement promoting a recently built hotel or their freshly renovated hotel neighbors just down the Strand. And that marketing costs, most hotels do not always have the capacity nor the budget to market in that way all the time. And if they do they are typically marketing their own destinations. A TID brings together a destination, highlights all the places to stay and enjoy. It creates a community destination.</p> <p>Over the next few years we have the World Cup, Olympics and on a global level the talented Shohei Ohtani and Yoshinobu Yamamoto baseball players that will and are driving the tourists markets to Los Angeles. Let's stop waiting around for visitors to just accidentally discover Hermosa. Let us go after them and bring them to us.</p>	<p>For</p>	

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<p>ADOPT A RESOLUTION TO DECLARE ITS INTENTION TO ESTABLISH THE HERMOSA BEACH TOURISM IMPROVEMENT DISTRICT AND FIXING THE TIME AND PLACE OF A PUBLIC MEETING AND A PUBLIC HEARING THEREON AND GIVING NOTICE THEREOF. - 25-CMO-059</p>	<p>andrea n giancoli</p>	<p>Greetings Esteemed Mayor, Mayor Pro Tem, and Council members,</p> <p>As a proud resident of Hermosa Beach, I am writing to express my strong support for the establishment of the Hermosa Beach Tourism Investment District (HBTID).</p> <p>A visitor-funded initiative aimed at boosting overnight stays is crucial for the future of Hermosa Beach. Increased tourism will lead to a more dynamic local economy, heightened visibility for our city, enhanced year-round local business activity, and improved community engagement for everyone.</p> <p>I am pleased to know that the funding for this initiative will come from hotel guests, rather than from taxpayers or local businesses, and that it will be managed with a commitment to transparency and accountability. With significant global events, such as the 2026 World Cup and the 2028 Olympics, approaching, now is the opportune moment to invest in Hermosa Beach's long-term success as a travel destination. These events present unique opportunities that we should leverage to attract international visitors and gain media attention.</p> <p>Key Details about HBTID:          Who contributes? Visitors will pay a 2% assessment on room rates for stays shorter than 30 days, not the hotels themselves.          Estimated Revenue: Projected to raise around \$727,500 annually, exclusively for the marketing of Hermosa Beach and the enhancement of the visitor experience.          Management: The program will be overseen by the HB Chamber &amp; Visitors Bureau Tourism Committee, which includes hotel representatives, with city oversight and annual reporting.          Duration: An initial term of five years, with the possibility of renewal based on its effectiveness.          How the Funds Will be Used:          Marketing &amp; Sales (approximately 71% of the budget): This includes internet, print, TV, and radio advertising, social media engagement, Truly Hermosa magazine, trade shows, public relations, event promotions, lead generation, and more.          Destination Improvements: Funds will also be allocated for beautification, lighting, and enhancements to improve the overall visitor experience.          Administration &amp; Reserve: This encompasses oversight, accountability measures, contingency funds, and city collection fees.          Why the HBTID is important:          The HBTID will establish a sustainable funding stream, paid for by visitors, that will:          Promote Hermosa Beach as an overnight destination.          Attract high-value visitors who stay longer and frequent our local businesses.          Support our local economy.          Beautify our city.          Increase our visibility leading up to major global events such as the 2026 FIFA World Cup and the 2028 Summer Olympics.          Currently, the City allocates no budget for tourism marketing. Without this initiative, Hermosa Beach risks lagging behind neighboring cities that already have established Tourism Investment Districts, of which more than 100 exist across California, including Santa Monica, West Hollywood, and San Diego.</p> <p>Thank you for considering this important opportunity to advance our community.</p>	<p>For</p>	
<p>ADOPT A RESOLUTION TO DECLARE ITS INTENTION TO ESTABLISH THE HERMOSA BEACH TOURISM IMPROVEMENT DISTRICT AND FIXING THE TIME AND PLACE OF A PUBLIC MEETING AND A PUBLIC HEARING THEREON AND GIVING NOTICE</p>	<p>Dave Davis</p>	<p>I am writing in support of the creation of a Tourism Improvement District (TID) in Hermosa Beach. A TID in Hermosa Beach would provide stable, dedicated funding to boost tourism marketing, attract overnight visitors, and support events that benefit the local economy. Funded by lodging businesses, the TID would be overseen by a dedicated committee of local stakeholders, ensuring transparency, accountability, and alignment with community priorities. This locally driven approach helps Hermosa Beach compete with nearby coastal destinations while preserving public resources. Thank you for your consideration and support.</p>	<p>For</p>	

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<p>ADOPT RESOLUTION APPROVING CHANGES TO THE ESTABLISHED RULES FOR THE CONDUCT OF CITY COUNCIL MEETINGS AND SUBSIDIARY BOARDS AND COMMISSIONS - 25-CCO-039</p>	<p>Anthony Higgins</p>	<p>Dear City Council Dear City Manager Napolitano For the first time in 7 years i believe the City is on a right track but doesn't mean all is well on the home front; especially related to Public Participation where the jury is still out. For years our previous City Manager and a Council led by former Councilman Massey preached that Remote Public Participation, especially on non-agenda items, was inherently dangerous and therefore needed to be constrained. This view was also strongly supported by Councilman Jackson. They emphasized fear...Fear that Council and Commissions would be overwhelmed by malevolent callers that would prevent the city from efficiently handling it's business and cause meetings to run into the wee hours of the night. Most knew this was a ruse and that Lowenthal, Massey, Jackson &amp; Deloy were simply using September 2023 Zoom Bomb incident to manufacture a crisis so they could further restrict public participation, control the narrative and implement their vision of what was best for the city while minimizing or eliminating the opportunity for the public to express dissenting views. Here you need to look no further than the Sales Tax Ballot initiative or the Civic Facilities Community Engagement process to understand how this worked 1) The sales tax ballot initiative failed to present an honest assessment of the pros &amp; cons while insisting that obviously slanted promotional material was in fact educational material. 2) Using a similar tactic, the Civic Facilities Community Engagement Process the City Manager led the public by the nose towards her preferred solution; Option 2, a brand new showcase city hall funded using city property for a new downtown hotel. These manipulations led to a significant loss of public trust in the City's Community Engagement Processes. That said, my interest in Public Participation is simple: A. The Public be allowed to participate remotely for 3 minutes during GENERAL PARTICIPATION in ALL Council and Commission meetings. AND</p>		
		<p>Unreasonable overblown fears are NOT used to restrict the public from using visual aids in any Council and Planning, Parks or Public Works COMMISSION meeting. i don't think it's a stretch to say that without significant changes to Community Engagement and a commitment to giving the public every reasonable opportunity to voice their concerns and influence policy the city will never be trusted with a sales tax increase or nor will voters pass a bond for needed Civic Facilities improvements Please consider this: The sky will not fall if the public is allowed to use visual aids to support their arguments on agenda and non agenda items. Rather than default to restrictive processes that assume the worst outcomes; provide some simple clear &amp; consistent guidelines and make changes as the needs arise. There are a few simple ground rules that need to be followed: 1. Although some comments may become personal, the speaker has a protected right to provide them during their public comment. What is not protected is any type of threats or fighting words. 2. The definition of fighting words is simple. Its words meant to incite IMMEDIATE violence. Its almost impossible to do that over the phone. 3. It really doesn't matter whether the participant makes his/her points in person, remotely or on the big screen in the Council chambers; the same rules of conduct should apply. 4. The agency has a legitimate interest in conducting efficient, orderly business meetings and this must be respected by the public. 5. Public comment is protected speech unless the speaker's behavior actually disrupts, impedes or renders infeasible the orderly conduct of the meeting. The Councilmen, Commissioners and staff should be able to follow these basic guidelines and the City can make corrections as it goes. Finally in the interest eliminating half-truths; the city should correct the Council &amp; Commission agendas to inform the public that (1) the Brown act does in fact allow the council to briefly answer questions posed by the public during public participation, (2) it does allow the council or commission members to ask on the spot brief clarifying questions of the public participant and (3) it does allow council members to briefly comment on what the public participant said. We will never get the best Community Engagement if we are afraid of making a few mistakes. We can correct these as we go. Thank You for Considering tony higgins</p>		
<p>INTRODUCE AN ORDINANCE AMENDING SECTION 17.42.180.D OF THE HERMOSA BEACH MUNICIPAL CODE, ZONE TEXT AMENDMENT (TA 25-02), TO EXTEND THE SHORT-TERM VACATION RENTAL PROGRAM FOR AN ADDITIONAL TWO YEARS UNTIL OCTOBER 25, 2027 - 25-CDD-119</p>	<p>Scott Hayes</p>	<p>I fully support the extension of the City's Short Term Vacation Rental program.  The Coastal Commission has stated that they oppose blanket vacation rental bans but in their 2016 memo to Community Development Directors they state, in situations where a community already provides an ample supply of vacation rentals and where further proliferation of vacation rentals would impair community character or other coastal resources, restrictions may be appropriate.  Hermosa Beaches STVR program provides reasonable and balanced regulations that protect the residentially zoned areas of our City from the problems inherent with STVRs without completely banning short term vacation rentals.  Hermosa Beach has many hotels in and out of the Coastal Zone. By my estimation we have nearly 200 rooms in the coastal zone plus the Beach Surf Hostel which offers a low-cost option to visitors. I believe that with the 20+ rooms that have been added to the vacation rental market as a result of the City's program, we are providing adequate accommodations for visitors.  Please vote to extend the Short Term Vacation Rental program.  <a href="https://documents.coastal.ca.gov/assets/la/Short_Term_Vacation_Rental_to_Coastal_Planning_&amp;_Devl_Directors_120616.pdf">https://documents.coastal.ca.gov/assets/la/Short_Term_Vacation_Rental_to_Coastal_Planning_&amp;_Devl_Directors_120616.pdf</a></p>	<p>For</p>	
<p>ADOPT A RESOLUTION TO DECLARE ITS INTENTION TO ESTABLISH THE HERMOSA BEACH TOURISM IMPROVEMENT DISTRICT AND FIXING THE TIME AND PLACE OF A PUBLIC MEETING AND A PUBLIC HEARING THEREON AND GIVING NOTICE THEREOF. - 25-CMO-059</p>	<p>Lenny LaRocca</p>	<p>Dear Mayor and Councilmembers,  As a lifetime resident of Hermosa Beach (Lenny), and together as local business owners and active members of the Chamber of Commerce, we wholeheartedly support the formation of the Hermosa Beach Tourism Investment District (HBTID).  Hermosa is more than where we work our home. We've raised our family here, built our business here, and are deeply invested in its future. A dedicated, visitor-funded program to promote overnight stays will strengthen our local economy, support small businesses, and showcase the community we love to the world.  We appreciate that this initiative is funded by hotel guests not our residents or local businesses and that it will be managed with transparency. With global events like the World Cup and Olympics approaching, now is the time to ensure Hermosa shines on the international stage.  Thank you for considering this important step for the future of our city.  Sincerely, Lenny &amp; Teodora LaRocca LaRocca Real Estate Group   Compass Hermosa Beach</p>	<p>For</p>	

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<p>ADOPT A RESOLUTION TO DECLARE ITS INTENTION TO ESTABLISH THE HERMOSA BEACH TOURISM IMPROVEMENT DISTRICT AND FIXING THE TIME AND PLACE OF A PUBLIC MEETING AND A PUBLIC HEARING THEREON AND GIVING NOTICE THEREOF. - 25-CMO-059</p>	<p>Tony Cordi</p>	<p>Mayor and council members, There have been several exciting changes in Hermosa over the past few years and, perhaps not surprisingly, there are both enthusiastic supporters and frustrated detractors. We have seen the addition of a number of Michelin-mentioned restaurants, including a Bib Gourmand winner, as well as the sale of the B of A and the Strand &amp; Pier properties. These two property sales and their pending redevelopment will have a profound impact on the business landscape downtown. The formation of the TID will further build on all of these significant enhancements to the city. One of the primary objectives of the TID would be to increase the annual average occupancy rates for the hotels citywide. At 70% average occupancy, there are about 57,000 vacant hotel room nights a year. Two things will happen when the TID is successful: the occupancy rates will increase as will the average nightly room rates. The benefit to the city of full occupancy at the current average room rates would be an additional \$1.5 M of TOT income. There are economic development advantages as well. Most local businesses have seen steady or slight revenue declines at a time when all of their expenses continue to increase. There is only so much that the city can do to help with this other than to support any and all efforts to increase the number of visitors to Hermosa. The foot traffic data that we have seen shows a very impressive total of 1.2 million unique visitors to downtown Hermosa annually; however, well over 600,000 only come for one day. The TID would be able to bring in even more visitors while also reducing the number of one-day visitors. Not only would the TOT income to the city increase, but so too would the sales tax income. Please consider the benefits to the city and the businesses with the formation of the TID. Respectfully, Tony Cordi</p>	<p>For</p>	
<p>ADOPT A RESOLUTION TO DECLARE ITS INTENTION TO ESTABLISH THE HERMOSA BEACH TOURISM IMPROVEMENT DISTRICT AND FIXING THE TIME AND PLACE OF A PUBLIC MEETING AND A PUBLIC HEARING THEREON AND GIVING NOTICE THEREOF. - 25-CMO-059</p>	<p>Courtney Ryan</p>	<p>I fully support the establishment of the Tourism Investment District (TID) in Hermosa Beach. Since 2018, I have served as both General Manager and Director of Sales at Hotel Hermosa. In prior years, I have observed firsthand the positive impact similar TIDs have had in other Los Angeles communities.  Marketing Hermosa Beach as a destination will directly benefit our local hotels through increased average daily rates, extended lengths of stay, and overall revenue growth. Additionally, the TID will generate greater foot traffic and increase tax revenue to the city.  Hotel Hermosas occupancy is heavily influenced by weather and local beach events. A dedicated marketing strategy funded through the TID will help create consistent demand within Hermosa Beach itself, reducing reliance on external factors and limiting the loss of market share to neighboring cities.  Importantly, the TID fee does not impact hotel profitability or increase taxes for residents. This nominal fee is collected from hotel guests and reinvested into promoting Hermosa Beach.  Oversight of the TID will be managed by a committee of local stakeholders, ensuring transparency and alignment with the community's goals. The City will also have visibility into how funds are allocated, creating a collaborative and accountable framework that benefits all.</p>	<p>For</p>	
<p>INTRODUCE AN ORDINANCE AMENDING SECTION 17.42.180.D OF THE HERMOSA BEACH MUNICIPAL CODE, ZONE TEXT AMENDMENT (TA 25-02), TO EXTEND THE SHORT-TERM VACATION RENTAL PROGRAM FOR AN ADDITIONAL TWO YEARS UNTIL OCTOBER 25, 2027 - 25-CDD-119</p>	<p>Tracy Adams</p>	<p>This is just the latest "money grab" by Chamber insiders. Stop this mess. The Hotels will be full as can be regardless of this stupid plan to extort money from Hotel operators.</p>	<p>-</p>	
<p>ADOPT A RESOLUTION TO DECLARE ITS INTENTION TO ESTABLISH THE HERMOSA BEACH TOURISM IMPROVEMENT DISTRICT AND FIXING THE TIME AND PLACE OF A PUBLIC MEETING AND A PUBLIC HEARING THEREON AND GIVING NOTICE</p>	<p>Claudia Berman</p>	<p>I'm for the TID. It's a great investment in Hermosa Beach.</p>	<p>For</p>	
<p>ADOPT A RESOLUTION TO DECLARE ITS INTENTION TO ESTABLISH THE HERMOSA BEACH TOURISM IMPROVEMENT DISTRICT AND FIXING THE TIME AND PLACE OF A PUBLIC MEETING AND A PUBLIC HEARING THEREON AND GIVING NOTICE THEREOF. - 25-CMO-059</p>	<p>Michelle Crispin</p>	<p>As President of the Hermosa Beach Chamber of Commerce and Visitors Bureau, I strongly support the creation of a Tourism Improvement District (TID).  <input type="checkbox"/> Hermosa Beach has a once-in-a-generation opportunity ahead - with the 2028 Olympics and FIFA World Cup drawing global attention to Southern California. We need to ensure our city is prepared to compete and shine. A TID provides the dedicated funding and structure to promote Hermosa as a destination, drive tourism, and support our local economy - not just during major events, but year-round.  <input type="checkbox"/> Importantly, this is not a tax on residents. Its a small fee paid only by hotel guests - visitors who benefit from our beaches, culture, and hospitality.  <input type="checkbox"/> TIDs are a proven model, already used successfully in neighboring cities like Redondo Beach, which operates its own tourism marketing district to support destination promotion and attract overnight visitors.  <input type="checkbox"/> With a TID, Hermosa can launch targeted marketing campaigns, partner with regional tourism leaders, and highlight our local businesses, hotels, and lifestyle.  <input type="checkbox"/> Lets not let this opportunity pass us by.</p>	<p>For</p>	

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<p>ADOPT A RESOLUTION TO DECLARE ITS INTENTION TO ESTABLISH THE HERMOSA BEACH TOURISM IMPROVEMENT DISTRICT AND FIXING THE TIME AND PLACE OF A PUBLIC MEETING AND A PUBLIC HEARING THEREON AND GIVING NOTICE THEREOF. - 25-CMO-059</p>	<p>Bob Kaufman</p>	<p>Dear Honorable Mayor Saemann and City Council,</p> <p>The so-called letters of support for this tax dont come from hotel owners. They come from Chamber Board Members at the request of Jessica Accamando, the architect of this scheme, just as she was behind the failed sales tax initiative.</p> <p>Do we really believe Hermosas hotel owners want to pay \$4 million in new taxes over the next five years and then hand it all to the Chamber to spend? Of course not.</p> <p>These letters from Board Members Dave Davis, Andrea Giancoli, Kathy Knoll, Andrew Gauden, Lenny LaRocca, Tony Cordi, and Marina Boulanger are nothing more than an attempt to force nine Hermosa hotels to hand \$3.7 million to them to manage. Its a self-interested shakedown, plain and simple.</p> <p>The truth is, the Chamber has been gutted by years of self-dealing, financial excess, and mismanagement. Its now running entirely on reserves that took decades to build. Dont be fooled: these Chamber Board Members cant even manage their own financial affairs, let alone a \$4 million HBTID.</p> <p>Unless all nine hotels step forward and publicly ask for this tax, this proposal should be rejected outright. Tell the Chamber and its Consultant to take a hike.</p> <p>Follow the Money.</p>	<p>Against</p>	
<p>PUBLIC COMMENT ON THE CLOSED SESSION AGENDA</p>	<p>Howard Lee Says Decades</p>	<p>Decades Overdue For RFP on City Attorney Services. Council - this will be a major issue in the city election next year if this council does not make the effort LONG OVERDUE.</p>	<p>For</p>	
<p>PUBLIC COMMENT</p>	<p>Howard Lee</p>	<p>Noted herein this Agenda is the excellent improvement with the clear labeling of the STAFF report and Attachments of each Item in this Council meeting Agenda. This follows the Parks &amp; Recreation Department having first led the way with their clear labeling of each of the Parks &amp; Rec Commission Agenda-Items STAFF report and ATTACHMENTS.□</p> <p>□ It would be a additionally good if the Public Works Department, and the Community Development Department now also followed suit with their PW Commission and Planning Commission meeting Agendas to aid all concerned with consistency of agendas; that is with the clear labeling each of their Agenda-Items STAFF report and ATTACHMENTS as accomplished in this 9/9/25 Council Meeting Agenda.□</p>	<p>For</p>	
<p>ADOPT A RESOLUTION TO DECLARE ITS INTENTION TO ESTABLISH THE HERMOSA BEACH TOURISM IMPROVEMENT DISTRICT AND FIXING THE TIME AND PLACE OF A PUBLIC MEETING AND A PUBLIC HEARING THEREON AND GIVING NOTICE THEREOF. - 25-CMO-059</p>	<p>Laura Pena</p>	<p>Dear Mayor, Council Members, and Staff -I support our hospitality businesses creating a Tourism Improvement District (TID) to increase the demand for overnight tourism in our City. I want to offer some constructive feedback and recommendations to help ensure the TID is both effective and sustainable.</p> <p>1. Tourism Committee Governance: I believe it would be helpful to clarify how the committee will be structured.</p> <p>Recommendations: At least 2/3 of the committee seats held by assessed businesses. Defining the eligibility criteria for other members such as a skill based matrix on size, location, type (chain or boutique), digital advertising experience, event management, etc. Add a City Liaison as an advisory (non-voting) role to improve communication.</p> <p>2. Budget - Protecting Marketing Funds: As worded, the City and the HBCCVB shall have the authority to dilute core marketing funds into overhead by no more than 15% of the total budget per year. I agree with this assessment since funds should be primarily used for marketing and activity improvements.</p> <p>Recommendations: Providing reasonable language safeguarding these intentions would be helpful since this will preserve the TIDs primary purpose while still allowing operational flexibility.</p> <p>3. Clearer Language: Proposition 26 requires funds be spent on a "specific benefit conferred or privilege granted directly to the payor." Language such as "visitor experience improvements" is subjective and could be challenged. For example, if funds are spent on improved lighting in the Plaza, how does that directly benefit the hotels? Otherwise, it could be argued as a general community benefit if not tightly tied to the hotel areas.</p> <p>Recommendation: Clarify the phrase visitor experience improvements, so it will be less likely challenged under Proposition 26. Specifying measurable outcomes with beautification and improvements directly adjacent to the hotel or visitor corridors.</p> <p>4. Renewal &amp; ROI Metrics: "The proposed HBTID will have a five year life...After five years, the HBTID may be renewed for up to 10 years." The renewal criteria are undefined.</p> <p>Recommendation: Clearly define ROI metrics (ADR, occupancy rates, etc) included in the annual reports. The renewal should be tied to clear performance benchmarks.</p> <p>5. Legal Risk Funds: "In the event of a legal challenge against the HBTID, any and all assessment funds may be used for the costs of defending the HBTID." This could drain marketing funds into litigation, undermining benefits to the hotels. Plus, there is no cap or limits.</p> <p>Recommendation: Cap at 5% of annual budget for legal defense, with City sharing costs above that amount.</p> <p>I believe our City should support efforts by our hotels to organize and develop a strong marketing and advertising arm around a Tourism Improvement District (TID). If it is their collective belief, this is the best method to do, we should not stand in their way.</p> <p>A Tourism Improvement District is not just an investment in our hotels, its an investment in our entire city. By giving our hotel partners the dedicated tools to market our City, attract new visitors, and increase overnight stays, we secure sustainable revenue that supports us especially in the off season while strengthening our community identity. The hotels are stepping up to lead and self fund this effort, and the benefits will ripple across restaurants, shops, and residents alike. Supporting the creation of a TID is supporting our Citys future vibrancy and economic resilience.</p> <p>As always, I appreciate your thoughtful consideration.</p> <p>Laura Pena</p>	<p>For</p>	

Dear City Council,

The staff report says:

In determining the market rate of parking citation penalties, staff conducted an informal survey of local cities that issue parking citations and found that the City's existing fine of \$38 for street sweeping and an AVERAGE of \$48 for all citations were low compared to other cities.

The problem is the table below says nothing specifically about the NEW HERMOSA AVERAGE fines nor the average fines for cities.

CITY	Expired Meter Fine	Street Sweeping Fine
Santa Monica	\$63	\$73
Los Angeles	\$63	\$73
Newport Beach	\$76	\$70
Beverly Hills	\$55	\$68
Culver City	\$55	\$60
Manhattan Beach	\$59	\$59
Redondo Beach	\$75	\$53
Huntington Beach	\$58	\$46

Unless the city can better answer the four questions below it would be irresponsible to proceed:

- 1) The NEW Hermosa average fine,
- 2) The percent increase of that NEW average fine and,
- 3) Data comparing Hermosa's NEW average fine to the average fine of the other cities listed in the table above.

4) A clearer definition of the distribution (%) identifying who will pay these new fines, i.e. residents vs businesses vs visitors.

Thank You for considering.  
tony higgins