

Support for 17.c - Vendor Sales

From Denny Lennon <[REDACTED]>
Date Tue 1/27/2026 1:14 PM
To City Clerk <cityclerk@hermosabeach.gov>

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Re: Agenda Item 17.c - Vendor Sales

Date: Tuesday, January 27th, 2026

On behalf of AAU Beach Volleyball, I would like to express my strong support for vendors sales, as indicated in the "Recitals" to the Long Term Agreement (LTA), "j."

This will help all of our organizations to grow accordingly and will also help solidify Hermosa Beach being to Junior Beach Volleyball what Williamsport, PA is to Little League Baseball. I will make best efforts to work through the Chamber of Commerce to include local businesses with opportunity to participate.

This will also open Hermosa Beach to new opportunities with sponsors/partners that will be exposed to what the city has to offer through our events.

As a promoter who works with many different cities, I value the relationship with Hermosa Beach the most. The city has consistently listened to concerns and requests and proceeded with a professional approach.

Thank you.

Denny Lennon
AAU Beach Volleyball National Commissioner

Agenda Item 17c Vendor Sale on the Beach

From Michael Epstein [REDACTED] >
Date Tue 1/27/2026 2:42 PM
To City Clerk <cityclerk@hermosabeach.gov>

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Esteemed Hermosa Beach City Council :

I am writing today to express my support of item 17c "Vendor Sales on the Beach" . It's clear staff's due diligence was comprehensive, and I agree with the recommendations . The well researched recommendation will help the viability of special events in Hermosa Beach and I hope you support the item. As along term producer of events in Hermosa Beach (over 30 years) I believe this will be beneficial to all events held in Hermosa Beach .

Thank You ,

Michael Epstein
Executive Director
Hermosa Beach Triathlon

Michael Epstein | President | MESP Lifestyle Sports Marketing |
[REDACTED]