

City Council Hybrid Meeting (Closed Session at 5:00 p.m. and Open Session at 6:00 p.m.)

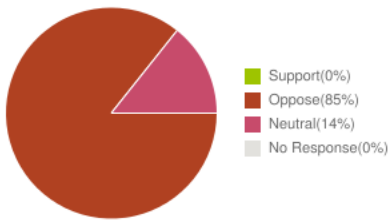
01-23-24 17:00

Agenda Name	Comments	Support	Oppose	Neutral
i) REPORT 24-0001 CONSIDERATION OF PLACING A LOCAL CONTROL CITY SERVICES MEASURE ON THE NOVEMBER 5, 2024 GENERAL MUNICIPAL ELECTION BALLOT ASKING THE VOTERS TO APPROVE A GENERAL TRANSACTIONS AND USE TAX (SALES TAX or TUT) AT THE RATE OF THREE QUARTER CENT (3/4¢) (City Manager Suja Lowenthal)	7	0	6	1

Sentiments for All Agenda Items

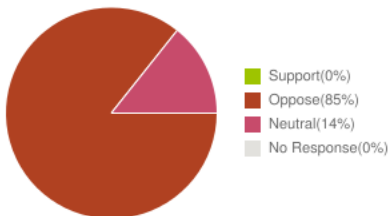
The following graphs display sentiments for comments that have location data. Only locations of users who have commented will be shown.

Overall Sentiment



Agenda Item: eComments for i) REPORT 24-0001 CONSIDERATION OF PLACING A LOCAL CONTROL CITY SERVICES MEASURE ON THE NOVEMBER 5, 2024 GENERAL MUNICIPAL ELECTION BALLOT ASKING THE VOTERS TO APPROVE A GENERAL TRANSACTIONS AND USE TAX (SALES TAX or TUT) AT THE RATE OF THREE QUARTER CENT (3/4¢)
(City Manager Suja Lowenthal)

Overall Sentiment



Carolyn Petty

Location: 90254

Submitted At: 12:47pm 01-23-24

I strongly oppose this proposal. The residents have spoken out against this resoundingly. If this City Council and City Manager respected the will of the voters, you would have taken heed and dramatically changed the way you manage the city's finances. Instead, you have continued to run in the opposite direction - case in point is tonight's agenda, loaded with new ways to spend money, including another raise and bonus for the City Manager. Do you not even see the irony of this? If money is so tight, why do you continue to pay her more money? If money is so tight why do you keep engaging consultants, instead of having city staff do the work? The City Manager's budget has grown from \$900k to a whopping \$2.6M since Suja was hired. Perhaps you could start

cutting before you ask the residents to shell out more money into a giant slush fund.

Raymond Dussault

Location: 90254, HERMOSA BEACH

Submitted At: 11:19am 01-23-24

I am writing to express my strong opposition to the proposal to re-introduce a tax increase on the ballot. This move, coming so swiftly after the community voiced its clear dissent in the last election, raises serious concerns about ethical governance, fiscal responsibility, and adherence to the democratic process.

It is disheartening to witness the attempt to resurrect a tax increase that was resoundingly voted down by the community just last year.

The citizens of Hermosa Beach, to my recollection, spoke with a clear and united voice – rejecting this tax increase despite heavy pressure from Staff and Council to vote otherwise. Now, we find ourselves facing a renewed push for a tax increase, a move that feels disrespectful to the sentiments expressed by the very community you serve.

The proposal for new spending items in the agenda, combined with the city staff's track record of projects being mismanaged, delayed, and exceeding budgetary limits, raises concerns about the responsible use of taxpayer funds. No one believes these general fund dollars will go anywhere but to new City Manager support staff, new salary increase and more consultant fees.

Finally, the ethical implications of re-proposing a tax increase that faced opposition last year cannot be understated. I urge the council to reconsider the decision to place the tax increase on the ballot yet again and instead engage in a comprehensive and transparent discussion with the community.

Thank you for your attention to this matter, and I trust that the council will uphold the principles of accountability and fiscal responsibility in all decisions affecting our beloved Hermosa Beach.

Elka Worner

Location: 90254, Hermosa Beach

Submitted At: 11:08am 01-23-24

Residents voted against a sales tax increase two years ago. There's no need to burden us with this again. If the city needs more money, maybe they should stop spending for costly consultants, useless studies and staff and salary increases. The city should demonstrate some fiscal restraint before shouldering residents with a tax increase, no matter how insignificant they claim it is. Our small businesses are already struggling. Don't make it harder for them or for residents.

Robert Aronoff

Location: 90254, Hermosa Beach

Submitted At: 12:08am 01-23-24

If the City needs more money, start by denying the City Manager another raise or bonus. She has a contract and is not entitled to a raise. She has done nothing to earn a bonus. It is outrageous that the Council would consider raising our taxes so that City Manager can get more money.

Tony Higgins

Location:

Submitted At: 11:45am 01-22-24

Dear City Council,

The people spoke in the last election when they roundly rejected the sales tax increase and sent the message the city needed to look at other options and propose a budget to live within its means.

But what does city staff and a couple of council members bent of subverting the will of the people do:

(1) they subvert the will of the people by trying to put the same rejected measure on the 2024 ballot,

(2) they bring in highly paid consultants that tell us we need a new showcase 50 million dollar city hall and big hotel to reinvigorate our downtown business district and,

(3) staff tells us we need to give our City Manager an unscheduled bonus or raise despite the fact that most projects continue to come in late and way over budget.

Take the park restroom project. It was way over budget, late and ended up with lawsuits. Think about the Clark building. This project has been going on nearly 5 years and is way late and over budget. Take the City Yard or even the purchase of police vehicles.

Either late or over budget or both.

Our city manager has had 5 years to correct trend. She is not up to the task.

And now you want to give her an unscheduled raise and give her more money with a tax increase the people already rejected?

SEE 1/23/2024 CITY COUNCIL MEETING AGENDA ITEM 14 d.

Then for icing on the cake you put the tax increase ballot measure as the last item on the 1/23 city council agenda.

SEE 1/23/2024 CITY COUNCIL MEETING AGENDA ITEM 14 i

This tax increase, given it was already soundly rejected by the voters in the last election deserves its own dedicated public hearing with plenty of publicity and public notice.

For staff to bring this ballot measure back as the last item on the agenda for approval in the wee hours of the night speaks volumes to how manipulative and corrupt certain members of the city council and our city manager have become.

Give us a dedicated, well noticed public hearing on the tax ballot initiative!

Anthony Higgins

Randy Balik

Location:

Submitted At: 9:33am 01-22-24

No. No. No. We just did this. We just had this on the ballot. We voted NOOOOOO! So here we are again, trying to get this back on the ballot again??? Did you not hear us a little over a year ago? Are you going to keep contemplating this until we're asleep at the wheel and it passes? It's like a petulant child asking for the same thing over and over until a parent is beaten down and the 'no' turns to 'yes.' C'mon on! First priority, spend our money wisely and establish a reasonable and workable budget. It's not easy, I know. But do that hard work first. Make the hard budgeting choices with the money you have first. Throwing more of OUR money your way via a hefty new sales tax is NOT the answer - it's the easy way out. And to those residents who will speak out in favor of this as you did last time around (which is absolutely your right and your prerogative), please do not insult us this time around by supporting this via demeaning anecdotal examples about how little this will increase the cost of a sandwich (yes, I remember...it wasn't that long ago!). The fact is 3/4 cent for every single purchase, big and small, will add up to A LOT of extra expenditures for all of us. No. No. No.

Michele Hampton

Location:

Submitted At: 4:00pm 01-21-24

In 2022 this did not pass (Measure B) by the voters of Hermosa, BUT if the City Council wants this to pass in November 2024 I feel that the City Council needs to ensure the residents that the funds would be used as stated per the concerns of Hermosa residents:

"Residents have recently prioritized City services they would like additional local funding for including preventing

thefts and property crimes; supporting public safety and 911 emergency response; recruiting and retaining well-trained police officers; protecting coastal waters and beaches from pollution; supporting safe schools; and, keeping parks and public areas safe and clean." Crime is a huge issue. Let's get more police by using this fund, if passed, to protect our community and insure safety.