

City Clerk and City Manager,

Please receive and place/include this letter on the agenda of the regular city council meeting of June 12, 2007 under 'Written Communications from the Public'. Please also forward a copy of this letter to each councilmember now in advance of the meeting.

Thank You.

May 31, 2007

Hermosa Beach Councilmembers, City Clerk, City Manager, City Attorney  
City of Hermosa Beach  
1315 Valley Drive  
Hermosa Beach, CA 90254



**Re: Reconsideration of the Council's action to place ordinance 07-1278 on the November 2007 ballot.**

Honorable Councilmembers and others:

After the discussion of item 7-a of the May 22, 2007 city council agenda (re: which action to take on the certified referendum) the Council decided against immediately repealing ordinance 07-1278 but instead to placing the matter on the November ballot. This was a 3-2 decision with councilmembers Edgerton, Keegan, and Bobko voting YES to place the question on the ballot, and with Reviczky and Tucker voting NO. In the meantime the ordinance is nonetheless suspended.

With three weeks of your after-thought, I am now requesting that two or more councilmembers move to bring this matter back as a future council item for reconsideration with a staff report discussing the implementation of a replacement/different/improved ordinance. It is my understanding the deadline for an absolute final decision to place this matter, or any other matter, on the ballot is your 2<sup>nd</sup> meeting in July. With the ordinance suspended it appears premature to make a final decision and the decision made in the prior meeting appeared to have been made without careful consideration. From reviewing the tape, I note that the discussion was all over the map and a final decision was not even needed at that time. Why the rush?

Some additional points:

1. The reasoning for placing the matter on the ballot seems dysfunctional at best, and illogical at worst.
2. The matter is almost certainly going to result in the voters voting to not accept the ordinance. The ordinance at this point is serving no one well.
3. The belief that this vote will give the council a message is ridiculous. A vote not to support the ordinance will give no particular message, as the Council will not know if that vote means no alcohol expansion or no expansions of any kind.

4. A vote for the ordinance, (very unlikely), would be construed by many that larger bars/restaurants on the Plaza are definitely acceptable and even desirable. That might not be what the people mean, but it would be impossible to know what they mean.
5. If a vote is desired of the people on a particular question, the council should consider placing on the ballot that specific well-focused question.
6. It appears that a councilmember(s) voted to place this matter on the ballot for political reasons and for no other substantive reason. This is not in the people's interest and playing such political games with this ordinance could damage candidate(s) such councilmember(s) believe this vote will help, and instead actually help the one(s) he might believe it will damage.
7. Placing this matter on the ballot is stupid, will waste several thousand dollars, and will inject poisonous turbulence into the election debate, which as usual will deal with the same matters Hermosa elections deal with every election. No new discussion will be added to the campaign, only useless and costly distraction for both sides of the real issues.
8. By repealing the ordinance today, the Council would surely be able to do a different ordinance almost immediately to accomplish what could have been accomplished in the first place (such as that suggested by councilmember Bobko at the time of the vote for the ordinance) and which could be useful to some degree for any project in the immediate future. In the last meeting the Council essentially stated it was going to more fully restrict alcohol expansion of any kind on the Pier Plaza, so why not eliminate this ordinance now and implement an ordinance which could be beneficial to all concerned on the Pier Plaza and even other parts of the downtown on a discretionary basis.
9. Playing petty election politics with this matter is just plain dumb and thus the Council would be wise to reconsider the matter and move on with positive action. Making this an election matter will drag all councilmember and candidate names into the fray and probably in a very toxic manner.
10. Again if the Council is seeking some kind of mandatory or advisory answer on a particular subject, then ask such specific question of the electorate. The Council will receive no clear message regardless of a voted result on whether or not to confirm ordinance 07-1278.

Thank you for your consideration,

***Howard Longacre***

Hermosa Beach Resident