

## Switzer, Donna

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**From:** HB In Place <hbinplace@tcg.me>  
**Sent:** Saturday, February 13, 2021 3:09 PM  
**To:** supplementalcomm@surfcity-hb.org  
**Subject:** Comments on Labor Day Main St. closure

Honorable City Council:

Thank you for your service.

Like other citizens, my selection of this City was also unfortunately well known to important Los Angeles area clients at the time recent controversies unfolded here, resulting in "guilt by association" and cancellation of contracts worth six figures (turning them into a five figure buy-out) by the powerful industry forces who are politically opposed to the widely publicized views and actions of one or another "street mob" covered by their nightly news in the subject area of Main Street. Those mobs were wrongly perceived to represent the underlying attitudes of the entire region and I do not want to lose anymore money in what productive time I have left to earn it, so therefore this and any other comment intended to help our citizens will necessarily be submitted anonymously.

In deliberating your important decision as to if/when/how to extend and/or modify the Main Street dining closure "through Labor Day", I ask the Council to begin "turning the page" on Main St., focusing first on safety and then on the economy:

1. Please be mindful that the new, MORE deadly and contagious strain of the novel Coronavirus that has locked down the UK and Australia, IS NOW circulating in this area, likely as a result of exchange of surfers with Big Bear (which has sustained infection by UK visitors).

References:

<https://www.webmd.com/lung/news/20210125/uk-variant-may-be-more-deadly>  
<https://ktla.com/news/local-news/l-a-county-now-has-8-cases-of-u-k-coronavirus-variant-and-officials-are-warning-against-travel/>  
<https://www.ocregister.com/2021/02/08/uk-variant-of-coronavirus-surfaces-in-orange-county/>  
<https://www.bbc.com/news/world-australia-56035668>  
<https://www.france24.com/en/europe/20210102-new-strain-of-covid-19-tripled-infections-despite-uk-lockdown-report-says>  
<https://bigbeargrizzly.net/news/4906/arcoampm-closure-remains-mystery/>  
<https://www.lamag.com/citythinkblog/big-bear-covid-uk/>

2. Please recall that a MAJORITY of evening visitors to the subject area of Main Street between Orange St and PCH are well known to be fearless young adults, some of whom travel from over an hour away to line up on the sidewalks in close proximity to one another and wait for entry to the "reduced occupancy" and/or outdoor areas of the youth socializing halls operated by the owner of "Baja Sharkeez" and "Killarney Pub/Grill" and the owner of Hurricanes Bar/Grill.

### SUPPLEMENTAL COMMUNICATION

Meeting Date: 2/10/2021

Agenda Item No.: 17(21-100)

3. Please recall that, like all urban beach communities, the public sidewalks of the subject area attract a considerable number of unhygienic derelict persons, many of whom apparently even sleep overnight in the pedestrian walkway behind the water fountain and render the adjacent public bathrooms unsanitary "infection vectors" for all visitors, especially fearless young adults.
4. Please recall that the abhorrent, frequent, nationally reported and, in some cases, violent protests that plagued the City in the immediate vicinity of the subject area resulted in online animosity warranting additional protection from VEHICULAR BASED ("drive-by", etc. ) ATTACKS, especially as the weather warms "through Labor Day" and such interested parties begin "road trips" from adjacent areas where such attacks are not uncommon.

<https://twitter.com/search?q=%23huntingtonbeach%20%23protest>

5. With current level of bollard installation in mind, please recall the 2003 Santa Monica Farmer's Market crash where upon, over the course of 10 seconds, an (age) impaired citizen killed 10 people and injured 70 others in his vehicle on the world famous "Third Street Promenade" that had been closed to vehicle traffic for the farmer's market.

[https://en.wikipedia.org/wiki/Santa\\_Monica\\_Farmers\\_Market\\_crash](https://en.wikipedia.org/wiki/Santa_Monica_Farmers_Market_crash)

THEREFORE, in considering even temporary RESOLUTION, the City is urged to enhance public safety:

#### PROTECTION DURING PANDEMIC OPEN-AIR DINING

Example:

- A. New sign at PCH & 1st guiding to "Downtown Parking"
- B. Extend Main St. closure to PCH/block PCH's LH turn lane
- C. Close the Southbound Main St. at Townsquare Ln.
- D. Close the Southbound 5th st at Orange St.
- E. Create a turnabout at Walnut, East of Main
- F. Create a turnabout at Olive, East of Main
- G. Close Walnut between 5th and 3rd.
- H. Close Orange, Olive between 6th and 3rd.

#### NEW OPPORTUNITY TO REDUCE DWI

Example:

- I. Move parking structure toll booths back, allowing two

post-toll exit lanes, one leading to the new turnabouts (see "E." and "F." above)

J. Equip toll both operators with PAS (Passive Alcohol Sensors, usually flashlights) and instruct them to release those with positive hits for alcohol or other substances only to the lane leading to the "staffed" turnabout.

#### PREVENT UNHEALTHFUL TRANSIENT / YOUTH INTERACTIONS

Example:

K. Post a "white flag" behind the Main St. Fountain and offer periodic free transport of transients from the parking-structure side of the corridor to the new shelter every few hours until the shelter reaches capacity, at which point a "red flag" should be posted (instead of the "white flag").

L. During a "red flag" condition, instruct law enforcement to unlock the bike-trail bathrooms and guide transients to the 6th street parking lot (under penalty of arrest) while also increasing "on sand security" in that area, sealing off the bike trail to the North and South of the area and allowing bonafide transient aid vehicles to enter the 6th street parking lot after hours for the purpose of providing the most basic of limited humanitarian assistance (disease control, clothing donations, blankets, etc.)

#### RESOLUTION OF LARGER ISSUE BY 2022, 2023?

The City is urged to step back and consider the actual long term cost of securing and maintaining three blocks of unhealthy retail that has severely damaged its global reputation, even as the crucial "Pacific City" development, the actual future of economic tourism revenue in the region, obviously teeters on financial oblivion. Would not a campaign declaring "HB moves to permanently close historic scene of last year's radical protests, shifts focus and partners with driver-less electric vehicle firm to link resorts, \$80M shopping district, Pier; moves all retail supporting beach tourism to West of Walnut St" be the most expeditious way to improve the long term outlook for the discredited region?

**Switzer, Donna**

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**From:** HB In Place <hbinplace@tcg.me>  
**Sent:** Saturday, February 13, 2021 5:24 PM  
**To:** supplementalcomm@surfcity-hb.org  
**Subject:** Add'l Comment on Labor Day Main St. closure

Shortly after submission of prior comments, it was learned that at 8pm last night, a 21 year old driver who has since been charged with DWI, drove into a cement k-rail with enough force to knock it over and topple some tables and chairs in the outdoor dining area on Santa Monica's Main St, injuring some customers.

Video:

<https://www.nbclosangeles.com/news/local/urth-caffe-restaurant-crash-santa-monica-dui-crash/2526398/>

**SUPPLEMENTAL  
COMMUNICATION**

Meeting Date: 2/16/2021

Agenda Item No.: 17(21-100)

**Switzer, Donna**

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**From:** Steven C. Shepherd, Architect <steve@shepherdarchitects.com>  
**Sent:** Monday, February 15, 2021 1:18 PM  
**To:** supplementalcomm@surfcity-hb.org; CITY COUNCIL  
**Subject:** Agenda Item 21-100: Extension of Main Street Closure to Vehicle Traffic

Hello City Council -

For generations, Main Street has served as the hub for all activities occurring in downtown Huntington Beach. Whether catering to tourists or locals, hosting the 4th of July Parade, or surfing's US Open, Main Street is at the heart of our downtown community.

Simply put, Main Street is about people. It is more than just another street in our vast city. It is in fact a place and a destination. It should never be treated like just another roadway or parking lot. Anything that can be done to further enhance Main Street as a place for people should be done. By continuing to restrict vehicle access, you treat Main Street the way it should be treated: as a place for people.

Remember, cars don't eat at restaurants, buy souvenirs, or frequent downtown businesses. People do. The HB City Council will benefit everyone by thinking in terms of people rather than cars. The calculation is very simple:

*The more people our downtown can thoughtfully accommodate, the more we invest in the success of our downtown businesses.*

I strongly support the extension and expansion of Main Street closures to vehicle traffic and am hopeful the Council will embrace the simple logic of accommodating people rather than cars.

Please vote YES on Agenda Item 21-100!

Thank you.

Sincerely,  
Steve Shepherd  
Huntington Beach 92646

**SUPPLEMENTAL  
COMMUNICATION**

Meeting Date: 2/16/2021

Agenda Item No.: 17(21-100)

## Switzer, Donna

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**From:** Estanislau, Robin  
**Sent:** Tuesday, February 16, 2021 10:02 AM  
**To:** Switzer, Donna  
**Subject:** Fwd: Tenant/Owner Letters 2nd block closure  
**Attachments:** image001.jpg; 200 Main St Outdoor Dining.pdf

SC

Sent from my iPad

Begin forwarded message:

**From:** "Carr, Kim" <Kim.Carr@surfcity-hb.org>  
**Date:** February 15, 2021 at 8:54:25 PM PST  
**To:** "Estanislau, Robin" <Robin.Estanislau@surfcity-hb.org>  
**Subject:** Fwd: Tenant/Owner Letters 2nd block closure

FYI...

**Mayor Kim Carr**  
City of Huntington Beach  
2000 Main Street  
Huntington Beach, CA 92648  
C: (714)625-6894  
E: [kim.carr@surfcity-hb.org](mailto:kim.carr@surfcity-hb.org)

Begin forwarded message:

**From:** Robert Koury Properties <[kouryproperties@gmail.com](mailto:kouryproperties@gmail.com)>  
**Subject:** Tenant/Owner Letters 2nd block closure  
**Date:** February 15, 2021 at 7:36:22 PM PST  
**To:** <[kim.carr@surfcity-hb.org](mailto:kim.carr@surfcity-hb.org)>

Good evening Mayor,

I am waiting for a few more letters but didn't want to wait until too late.  
Attached are the letters I have received so far.

Thank you.

Debbie Zuganelis  
Robert Koury Properties  
714-960-5495

### SUPPLEMENTAL COMMUNICATION

Meeting Date: 2/16/2021

Agenda Item No.: 17(21-100)

**Richard A. Harlow**

1742 Main St.  
Huntington Beach, CA 92648

February 9, 2021

To whom it may concern,

As the landlord of 211 Main St (Sharkeez Building) we would like to express our support in maintaining the second block of Main Street closed indefinitely. With the goal of keeping the outside dining an ongoing option for all restaurants.

The closure of the second block has allowed our tenants to keep afloat during these unrepresented times and we would like for it to please continue. In conversations with our tenants, fellow landlords and business owners on Main Street we have found they all share similar views.

Please feel free to contact us with any questions.

Thank you,

Richard and Kevin Harlow  
714.454.1817

# no ka oi

huntington beach, california

Mayor Kim Carr and City Council  
2000 Main Street  
Huntington Beach, CA 92648

RE: Item 21-100 February 16, 2021, Council Meeting: Consider an Extension of the Temporary Closure of the Second Block of Main Street to Vehicular Traffic Through Labor Day (September 6, 2021)

Dear Honorable Mayor and City Council,

I am writing you to urge you extend the current closure of the second block of Main Street through Labor Day.

As a landlord I have owned our property for over 20 years and as a tenant and business owner No Ka Oi has called our second block location home for 16 plus years. I have seen many things, and nothing rivals the closure of the second block and extended dining privileges that we now enjoy. To say that it enhances the destination experience of both locals and visitors is an enormous understatement. Retail has also experienced a renaissance in business that I believe will continue.

I urge you to extend the closure through Labor Day 2021.

Sincerely,  
Dennis Boggeln  
No Ka Oi

Cc: Oliver Chi





DBR Enterprises, Inc.  
Longboard Restaurant and Pub  
217 Main St. Huntington Beach, CA 92648 - 714-960-1896 - longboardpub.com

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Feb 9, 2021

To whom it may concern,

The Longboard Restaurant & Pub is 100% in favor of continuing to keep the second block of Main St closed indefinitely to allow for continued outside dining on Main St.

During the closure of the second block of Main St, the Longboard Restaurant has experienced a substantial increase in revenue. We have had nothing but positive comments from our customers whom have expressed that they would like the second block closed permanently.

Please feel free to reach out to us if you have any questions.

Sincerely,

A handwritten signature in blue ink, appearing to read "Mike Williams".

Mike Williams

Managing Partner

The Longboard Restaurant & Pub.

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# Caverly Building

201 Main Street Huntington Beach, CA 92648

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## Memorandum

To: Kim Carr - Huntington Beach Mayor

From: Jeffrey Caverly

CC: Lynn Stauffer

*I am writing to express our absolute support of maintaining the closure of the 200 block of Main Street that will be discussed on Monday at the City Council meeting.*

My sister and I own the building at 201 Main Street and this closure has really helped out our tenants through this extremely difficult time. The outdoor seating areas have not just supported our restaurant tenants but our retail tenants also. And, in fact, all businesses surrounding the block have benefitted!

Our tenants include:

- Baskin Robbins
- Sakal Surfboards
- American Vintage Clothing
- Huntington Beach Beer Company

It is clear that the community has embraced the closure. And, we know that visitors, which are crucial to our tenants' success/survival, will be more likely to bring their business with the added safety of the closure as well.

Thank you for your work on this.

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JEFF CAVERLY & LYNN STAUFFER  
315 CALLE PESCADOR SAN CLEMENTE, CA 92672  
201MAINSTREETHB@GMAIL.COM - 949-485-1100

Coach's Mediterranean Grill  
200 Main. St. #105  
Huntington Beach, CA. 92648


February 9, 2021

To whom it may concern,

Coach's Mediterranean Grill is in full favor for continuing to keep the second block of Main Street closed to allow for continued outside dining. Both the residents of Huntington Beach and those who visit from other close by cities are all expressing that Main Street feels much safer and has a much more family atmosphere now that the street is closed off. People love the musicians, and it seems that the crime is down due to the earlier close times.

Please contact me if you would like further information.

Sincerely,



Murat Koc  
(714) 473-5657

**Switzer, Donna**

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**From:** Fikes, Cathy  
**Sent:** Tuesday, February 16, 2021 11:24 AM  
**To:** Agenda Alerts  
**Subject:** FW: The opening of the second block of Main Street  
**Attachments:** Main street petition and letter to the city council.pdf

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**From:** bob bolen <greeksta02@yahoo.com>  
**Sent:** Tuesday, February 16, 2021 11:16 AM  
**To:** Carr, Kim <Kim.Carr@surfcity-hb.org>; Delgleize, Barbara <Barbara.Delgleize@surfcity-hb.org>; Moser, Natalie <Natalie.Moser@surfcity-hb.org>; Peterson, Erik <Erik.Peterson@surfcity-hb.org>; CITY COUNCIL <city.council@surfcity-hb.org>; Chi, Oliver <oliver.chi@surfcity-hb.org>; Ortiz, Tito <Tito.Ortiz@surfcity-hb.org>; Kalmick, Dan <Dan.Kalmick@surfcity-hb.org>; Posey, Mike <Mike.Posey@surfcity-hb.org>  
**Subject:** The opening of the second block of Main Street

Dear members of the City Council,

Please review this package before you make your decision on whether or not to keep the second block of Main Street closed to through traffic.

Thank you

Bob Bolen

**SUPPLEMENTAL  
COMMUNICATION**

Meeting Date: 2/16/2021

Agenda Item No.: 17(21-100)



## Downtown Merchants Association

412 Olive Ave., PMB# 567  
Huntington Beach, CA 92648

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Dear Members of the City Council,

Before you vote on whether, or not to continue to keep the second block of main street closed to through traffic please consider the following facts:

1. Main street has **never** been closed to traffic since 1909 unless it was for a special, one-or-two-day event such as the Fourth of July parade, a street-fair or a car show, etc.
2. There are many members of the Downtown Business Improvement District that pay their dues and rely on Main street to make their living, many of whom have signed the enclosed petition to re-open the second block of main street, in a manner that serves all of the downtown Huntington Beach businesses and keep it open.
3. The closure of the second block was supposed to be lifted at the end of February.
4. The closure of Main Street was initiated for one purpose and one purpose only and that was to benefit the restaurants with no regard to the rest of the merchants located in the downtown area.
5. The pandemic has affected all businesses everywhere we see signs in shop windows stating no entrance without a mask, only so many shoppers are allowed in the stores at any given time, etc., etc. In other words; it has not just been the restaurants who have been affected, everyone is struggling.
6. If you look at the petition you will see that it has been signed by both restaurant and business owners that are located on the first block, second block, and third blocks of Main Street. Many merchants located on Fifth street along with olive and Orange avenue have also signed the enclosed petition to re-open Main Street.

The vote is of course in your hands, please vote carefully and take into consideration the needs of all of our dues paying merchants located in the Downtown Huntington Beach Business Improvement District and not just a select few of them.

In closing, I would like to thank those members of the City Council who recently took the time to personally visit with some of the merchants before making this crucial decision.

Sincerely,

Bob Bolen

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Surf Incorporated, Makin Waves, Dare Me Bikini, Jacks Surfboards, Ziggy's, Huntington Beach Realty, Beach Island, Sakal Surfboards, Rockin Fig, Surf City Skates, Easy Rider, Pristine Motorsports, Beauty & the Beach Studio, Orange County Barbers, The UPS Store, Rocky Mountain Chocolate Factory, Zero Zero 39 Pizzeria, Dash of Sass,

Est. 2020



**Downtown Merchants Association**

412 Olive Ave., PMB# 567  
 Huntington Beach, CA 92648

Dear members of the City Council,

The following members of the Downtown Huntington Beach Business Improvement District (BID) would like to see the second block of Main Street open to two-way traffic, similar to that of the first and third blocks (WHICH STILL ALLOWS FOR OUTDOOR DINING), in order to improve business for all Downtown Merchants and Restaurants.

BUSINESS NAME	OWNER/MANAGER SIGNATURE
Jacks Surfboards	Jamal Abdelmonem
FRED'S MEXICAN CAFE	Stephanie Wilson
SANDY'S BEACH STACK	Stephanie Wilson
Mangiamo Gelato	Neil Brown
Beauty and the beach studio	Dila Ozkan
Day Spa DAY SPA	Neil Brown
ZHB gifts	Neil Brown
Main street Recliners	Office Manager
TAHIR KHAN	Owner
Dare Me Bikini	Neil Brown
The UPS Store	Steve Libarski
SNOW SHOP BY JACK'S	Ron and Janelle

Surf Incorporated, Makin Waves, Dare Me Bikini, Jacks Surfboards, Ziggy's, Huntington Beach Realty, Beach Island, Sakal Surfboards, Rockin Fig, Surf City Skates, Easy Rider, Pristine Motorsports, Beauty & the Beach Studio, Orange County Barbers, The UPS Store, Rocky Mountain Chocolate Factory, Zero Zero 39 Pizzeria, Dash of Sass,



**Downtown Merchants Association**

412 Olive Ave., PMB# 567  
Huntington Beach, CA 92648

Dear Members of the City Council,

The following members of the Downtown Huntington Beach Business Improvement District would like to see the second block of Main Street open to through traffic, similar to that of the First and Third blocks in order to improve business for all Downtown merchants and restaurants.

BUSINESS NAME

OWNER SIGNATURE

Zero zero 39 Pizzeria

Brent Nichols DDS

Rockin Fig Surf HQ

Sakal Surfboards

Beach Island

Salt Life

M. A. F. A.

Karina Beach

Surf Incorporated, Makin Waves, Dare Me Bikini, Jacks Surfboards, Ziggy's, Huntington Beach Realty, Beach Island, Sakal Surfboards, Rockin Fig, Surf City Skates, Easy Rider, Pristine Motorsports, Beauty & the Beach Studio, Orange County Barbers, The UPS Store, Rocky Mountain Chocolate Factory, Zero Zero 39 Pizzeria, Dash of Sass,







**Downtown Merchants Association**

412 Olive Ave., PMB# 567  
Huntington Beach, CA 92648

Dear Members of the City Council,

The following members of the Downtown Huntington Beach Business Improvement District would like to see Main Street open to through traffic, similar to that of the First and Third blocks in order to improve business for all Downtown merchants and restaurants.

BUSINESS NAME

OWNER SIGNATURE

HB EASYRIDER  
SURF CITY SKATES  
Dash of Sass  
Jennifer  
ANSOM HOUSE/COMPASS

*[Handwritten signatures in black and blue ink]*

Surf Incorporated, Makin Waves, Dare Me Bikini, Jacks Surfboards, Ziggy's, Huntington Beach Realty, Beach Island, Sakal Surfboards, Rockin Fig, Surf City Skates, Easy Rider, Pristine Motorsports, Beauty & the Beach Studio, Orange County Barbers, The UPS Store, Rocky Mountain Chocolate Factory, Zero Zero 39 Pizzeria,



**Switzer, Donna**

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**From:** Estanislau, Robin  
**Sent:** Tuesday, February 16, 2021 12:30 PM  
**To:** Switzer, Donna  
**Subject:** FW: Letter to the Council from John Tillotson in support of agenda item #17

Robin Estanislau, CMC, City Clerk  
City of Huntington Beach  
714-536-5405



Please consider the HB City Clerk's office for your passport needs!

**SUPPLEMENTAL  
COMMUNICATION**

Meeting Date: 2/16/2021

Agenda Item No.: 17(21-100)

**From:** Sarah Kruer <hbbidexec@gmail.com>  
**Sent:** Tuesday, February 16, 2021 11:39 AM  
**To:** Carr, Kim <Kim.Carr@surfcity-hb.org>; Moser, Natalie <Natalie.Moser@surfcity-hb.org>; Kalmick, Dan <Dan.Kalmick@surfcity-hb.org>; Delgleize, Barbara <Barbara.Delgleize@surfcity-hb.org>; Peterson, Erik <Erik.Peterson@surfcity-hb.org>; Posey, Mike <Mike.Posey@surfcity-hb.org>; Ortiz, Tito <Tito.Ortiz@surfcity-hb.org>  
**Cc:** Chi, Oliver <oliver.chi@surfcity-hb.org>; Hopkins, Travis <thopkins@surfcity-hb.org>; Luna-Reynosa, Ursula <ursula.luna-reynosa@surfcity-hb.org>; Holtz, Steve <steve.holtz@surfcity-hb.org>; Estanislau, Robin <Robin.Estanislau@surfcity-hb.org>  
**Subject:** Letter to the Council from John Tillotson in support of agenda item #17

Good morning, Sarah,

Please accept this email as my strong endorsement of the City initiated thinking outlined below. We need to support our local businesses as much as possible so we can best participate in the economic rebound so many are projecting.

17. 21-100 Consider an Extension of the Temporary Closure of the Second Block of Main Street to Vehicular Traffic Through Labor Day (September 6, 2021); Authorize Staff to Engage an Urban Design Firm; and, Appoint the Mayor, Mayor Pro Tem, and a City Council Member to Serve on an Ad Hoc Downtown Urban Design Study Committee

- A) Authorize the City Manager to continue the temporary closure of the second block of Main Street to vehicular traffic to accommodate outdoor dining and retail in the public right-of-way through September 6, 2021; and,
- B) Authorize staff to engage an Urban Design Firm; and,
- C) Establish an Ad Hoc Downtown Urban Design Study Committee; and,
- D) Appoint the Mayor, Mayor Pro Tem, and a City Council Member to the Ad Hoc Committee.

JT Development, as with all of our tenants, also wish the City would reconsider the closing of the 3rd Block as well.

**John H. Tillotson, Jr.**

JT Development Co LLC  
714-895-9652

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Sarah Kruer

Executive Director

Huntington Beach Downtown BID

Office: 714.536.8300

Cell: 323.365.0996

## Switzer, Donna

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**From:** Estanislau, Robin  
**Sent:** Tuesday, February 16, 2021 12:30 PM  
**To:** Switzer, Donna  
**Subject:** FW: Main St. Closure

Robin Estanislau, CMC, City Clerk  
City of Huntington Beach  
714-536-5405



Please consider the HB City Clerk's office for your passport needs!

### SUPPLEMENTAL COMMUNICATION

Meeting Date: 2/16/2021

Agenda Item No.: 17(21-100)

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**From:** Hopkins, Travis <thopkins@surfcity-hb.org>  
**Sent:** Tuesday, February 16, 2021 12:24 PM  
**To:** Estanislau, Robin <Robin.Estanislau@surfcity-hb.org>  
**Subject:** FW: Main St. Closure

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**From:** [sandy@modelcitizenapparel.com](mailto:sandy@modelcitizenapparel.com) <[sandy@modelcitizenapparel.com](mailto:sandy@modelcitizenapparel.com)>  
**Sent:** Monday, February 15, 2021 6:33 PM  
**To:** Chi, Oliver <[oliver.chi@surfcity-hb.org](mailto:oliver.chi@surfcity-hb.org)>; Delgleize, Barbara <[Barbara.Delgleize@surfcity-hb.org](mailto:Barbara.Delgleize@surfcity-hb.org)>; Peterson, Erik <[Erik.Peterson@surfcity-hb.org](mailto:Erik.Peterson@surfcity-hb.org)>; Posey, Mike <[Mike.Posey@surfcity-hb.org](mailto:Mike.Posey@surfcity-hb.org)>; Carr, Kim <[Kim.Carr@surfcity-hb.org](mailto:Kim.Carr@surfcity-hb.org)>; Hopkins, Travis <[thopkins@surfcity-hb.org](mailto:thopkins@surfcity-hb.org)>; Ortiz, Tito <[Tito.Ortiz@surfcity-hb.org](mailto:Tito.Ortiz@surfcity-hb.org)>; Moser, Natalie <[Natalie.Moser@surfcity-hb.org](mailto:Natalie.Moser@surfcity-hb.org)>; Kalmick, Dan <[Dan.Kalmick@surfcity-hb.org](mailto:Dan.Kalmick@surfcity-hb.org)>  
**Subject:** Main St. Closure

Hello,

Please allow me to introduce myself, my name is Sandra Schulz-Taylor. I own Model Citizen and Dash of Sass, clothing boutiques on the 3rd block of Main st. First, I would like to thank you from the bottom of my heart for opening up the 3rd block to vehicular traffic. It has revived my business. I know that you hear a lot of different opinions about the street closures, please allow me a few moments to share my story with you.

Model Citizen opened in May 2006. Unfortunately, Dash of Sass right before the pandemic hit in February of 2020. Of course, Covid hit everyone hard and you have to pivot and make adjustments to survive. Just as things were starting to come back, it was decided to close the 2nd and 3rd block so that restaurants could move out into the street. Pivot and make changes, it makes sense. My business immediately took a steep decline. Back in September, I wrote a letter to council stating that although it was not in the best interest of my business, I felt the street should be closed until indoor dining could resume. I built a patio and REALLY tried to make it work. I hosted fundraisers, pop-up shops, trunk shows, partnered with my neighbors. I participated in The Surf City Market Place in hopes of driving business to my stores. I can say I honestly tried to make the street closure work for my stores. It just didn't.

Listed below are my figures for Model Citizen (Dash of Sass is not included as they opened in 2020)

	2020	2019	+/-
August	\$54,109	\$69,993	-23%
September	\$50,712	\$64,575	-21%
October	\$59,781	\$80,241	-25%
November	\$51,034	\$78,905	-35%
December	\$63,886	\$102,237	-38%
w/e 1/2	\$9,024		-34%
w/e 1/9	\$5,221		-53% The street opened on Wednesday
w/e 1/16	\$11,159		+1% First full week of the street opening
w/e 1/23	\$10,650		+2%
w/e 1/30	\$8,656		-13% This was the week of the heavy wind and rain
w/e 2/6	\$8,836		+35%
w/e 2/13	\$14,340		+15%

This is not my opinion, these are my figures. My business improved immediately following the street opening. The street closure does not work the same for retail and restaurants. I can put clothing on a patio and pop up a portable fitting room, the bottom line is women want to shop the entire store. They do not want to try clothes on in the middle of Main st. It just doesn't work. I am a team player and want what is best for our community. I shouldn't have to continuously do that to the detriment of my own business. Please keep the street open.

Please feel free to reach out at anytime. I would love to meet you.

Thank you so much for your time.

Sandra Schulz-Taylor  
Model Citizen  
Dash of Sass  
cell 714-904-7452