

From: bbenton955@aol.com
To: supplementalcomm@surfcity-hb.org
Subject: CC meeting April 7, 2026
Date: Sunday, April 5, 2026 5:09:09 PM

You don't often get email from bbenton955@aol.com. [Learn why this is important](#)

Re: Item 26-324

A service of this type is very costly to the City and therefore should be required to have competitive bids. It appears to be a "Luxury" our current and future budgets will not be able to accommodate.

Bonnie Benton

From: [Tamara Colby](mailto:supplementalcomm@surfcity-hb.org)
To: supplementalcomm@surfcity-hb.org
Subject: Professional Services Contract Between the City of Huntington Beach and Wolffhaus
Date: Sunday, April 5, 2026 9:47:37 PM

Dear City Council:

I am writing to oppose the Professional Services Contract Between the City of Huntington Beach and Wolffhaus for Brand, Media, Press and Digital Ecosystem Comprehensive Audit, Marketing, and Assessment Services for the following reasons:

1. The city needs to follow its own procurement policy and prepare an RFP for these services. Just having one individual who is personally connected to members of the council prepare a proposal is a conflict of interest and unethical. The RFP preparation process reduces conflict of interest, and ensures that service requirements are documented. In addition, this one simple step might resolve many of the issues that are detailed below.
2. The proposed scope of work is too broad, lacks definition of key requirements and is missing critical requirements. I recommend the city prepare an RFP only for branding and digital asset management (DAM) services. This should be the first step for the city, because it follows the procurement process, and is a better business and financial decision. This RFP should include IT services, software/hardware requirements, because brand management and DAM software applications have been available for a long time. A software application can provide automation, consistency, security, permissions management, role-based access, and workflow design. The software determines the standard workflow. I believe the RFP should focus more on IT, software implementation, integration, training and support. Again, these requirements should be documented in the RFP. And the city should seek a consultant that has at least ten years experience in this type of software integration and is a certified information systems security professional.
3. The HB Art Center does not belong in this scope of work: it is a non-profit with its own program planning and governance processes. The HBAC may be a consumer of any brand handbook or software platform once it is finished.
4. Any effort to commercialize art should be its own RFP, and/or should be developed with the collaboration of the major stakeholders, like vendors, VHB, the HB Art League and local commercial artists, etc. At any time, artists can form their own collective gallery space for sales. Many tourist locales have such galleries and these are collectively run with the help of one manager. The primary mission of the HBAC is not to commercialize art, but to provide educational and cultural programming for the public.
5. Another reason to have a procurement process is to gather all the

requirements for branding/DAM policies, procedures and the software platform. The Wolffhaus proposal is missing many critical elements. The brand handbook should include city policies, standards, procedures, and also data loss protection, security, responsible use policy, privacy, and vendor management. The procedures need to have roles and responsibilities clarified, process steps defined, and for each step a matrix of who is responsible, accountable, consulted or informed. These are basic process controls that are critical to any enterprise-wide policy and procedure that involves digital assets. As such, the city's communications director, IT director and other department managers need to be involved in this RFP process.

6. All merchandising activities should be done at a future date and not defined by a single consultant; thus, it needs its own RFP or consortium of parties. First and foremost, the branding issues need to be resolved. The city staff should identify key stakeholders, like VHB, and vendors (i.e. Roxy, Vans, O'Neil). All stakeholders can formalize a merchandising proposal. In addition, I do not think that turning the little store on the pier into a Surf City store is the best idea since the pier has always had a little store with lots of sundry, fishing, or toy items for the public.

In sum, there are ethical, technical, security, and information technology reasons why this proposal should not be approved. This proposal covers many deliverables that have no requirements defined, and is missing critical requirements. As such any approval of this proposal would be wasteful, unethical, corrupt, and expose staff and the city to a problematic situation.

Please go through the procurement process and prepare an RFP specifically on brand and digital asset management that includes IT requirements. Again, the procurement process is designed to give the taxpayers and staff a consistent, logical, transparent and fiscally responsible process for deciding how money is spent. Following the procurement policy ensures a better outcome and saves the city money.

Tamara Colby

From: [Carol D.](#)
To: supplementalcomm@surfcity-hb.org; [CITY COUNCIL \(INCL. CMO STAFF\)](#); [Hopkins, Travis](#)
Subject: In Opposition of Agenda #22, 26-324
Date: Sunday, April 5, 2026 11:28:42 PM

Dear Mayor McKeon and City Council Members,

I am deeply opposed to Agenda #22, which would allow Wolffhaus to provide professional services for up to two years for: "Brand, Media, Press and Digital Ecosystem Comprehensive Audit, Marketing and Assessment Services." From the prior meeting in February that introduced Wolffhaus to HB citizens, you stated that he was just providing an audit. There was no discussion about his firm handling the implementation of his findings.

For more than three decades I was involved in marketing communications/media relations for the nonprofit and corporate sectors, so I was very curious about what I'd find in Tyler Wolff's reports. His proposal and audit left me with more questions than answers. What are his qualifications? Does he have prior work experience with municipalities in these roles? If so, where? when? How big is his team and what are their qualifications in these specific areas? Or will he be using subcontractors and if so, who are they? Did he provide references, beyond simple quotes? I also noticed through my paid AI verification programs that much of his report was written by AI. We all use AI as a tool, but when used too extensively it can yield misleading information, which I found to be the case when reading his comparisons to other cities.

Since the scope of his proposed work is vast (branding, merchandising, media, marketing, etc), how will you possibly measure success?

\$30,000 per month/\$720,000 for the two-year contract is a risky undertaking, particularly when hiring somebody who doesn't have expertise in brand management for a city our size. Please follow the city code and prepare an RFP in order to obtain the best talent for these services.

In January 2024, when former HB Mayor and Council Member Mike Posey approached you to contract with LS&S to privatize the HB public library system, you conducted a study session for several months and then prepared an RFP. You need to follow the same steps here. I also recall when the Canadian company behind the Festival of Flowers approached you, the council did not utilize an RFP to find the best company to produce a light show in Central Park. Thankfully, that did not come to fruition because the company ended up going bankrupt.

Please table this item for now and handle it using the proper procurement method with multiple bids. There are some excellent firms in Orange and LA counties that are better suited for this very important consulting role.

Thank you,

Carol Daus
Huntington Beach resident

From: [Janet Bean](#)
To: supplementalcomm@surfcity-hb.org
Subject: Fwd: Agenda Item #22 26-324.
Date: Monday, April 6, 2026 8:18:17 AM

[You don't often get email from janetbeandesigns@gmail.com. Learn why this is important at <https://aka.ms/LearnAboutSenderIdentification>]

>

> I am writing regarding the agenda item for April 7th council meeting. Webster could replace the written definition of nepotism and just use this as an example.

>

> When a city is in a budget crisis, you don't hire a firm at a ridiculous rate of pay for a long term. Whoever got this unfair, unethical deal, flagrant with nepotism, on the agenda, is not doing what is in the best interest of the city, but only in the best interest in lining the pockets of devout supporters.

>

> Kinda like the deal that was made for the disaster on the pier. November cannot come quick enough. So many people I talk to feel they made a huge mistake in their vote last time and it will show at the polls.

>

> I hope we see some sanity on Tuesday night and that we see NO Votes on this. The optics are so clear and disturbing.

>

> Janet Bean

>

> Sent from my iPad

From: [Amanda Shepherd Yoga](#)
To: supplementalcomm@surfcity-hb.org
Subject: No to \$30k PR Campaign
Date: Monday, April 6, 2026 10:32:17 AM

You don't often get email from amandashepherd yoga@gmail.com. [Learn why this is important](#)

Namaste,

/s/

Amanda Shepherd :)

e: amandashepherd yoga@gmail.com

From: [Amanda Shepherd Yoga](#)
To: supplementalcomm@surfcity-hb.org
Subject: No to Wolffhaus PR Contract at This Time
Date: Monday, April 6, 2026 10:50:45 AM

You don't often get email from amandashepherd yoga@gmail.com. [Learn why this is important](#)

To Whom it May Concern:

Any contracts to redirect Huntington Beach's perception in the media should not be considered until after the next election. It's the choices of the current council that have rendered our city, "the Florida of CA", even though the actual constituent make up is far more purple than we are perceived.

In the meantime, there are simple things HB can do to repair reputational damage, like rehanging the pride flag in June and stopping attacks on our library system. Actions go farther than words.

Thank you for your consideration.

Sincerely,

/s/

Amanda Shepherd
20982 Seacoast Circle
Huntington Beach, CA 92648

Namaste,

/s/

Amanda Shepherd :)
e: amandashepherd yoga@gmail.com

From: [Cathey Ryder](#)
To: supplementalcomm@surfcity-hb.org
Subject: 4/7 Agenda Item #22 Strongly Oppose
Date: Monday, April 6, 2026 11:05:10 AM

To all HB City Council Members,

I strongly oppose the approval of Agenda Item #22. Where is the RFP? A contract this large, over multiple years, deserves the upmost scrutiny.

How much municipal branding experience does this company have? Where is the company website and what type of business license does it have? What I have read so far raises more questions than answers.,

Shame on you for not being more fiscally responsible,

Cathey Ryder
HB Homeowner and Voter since 1985.

Cathey Ryder
" Optimism is the faith that leads to achievement. Nothing can be done without hope and confidence." Helen Keller

From: [Erin Spivey](#)
To: supplementalcomm@surfcity-hb.org
Subject: Agenda Item 22
Date: Monday, April 6, 2026 1:33:02 PM

[You don't often get email from erinisalibrarian@gmail.com. Learn why this is important at <https://aka.ms/LearnAboutSenderIdentification>]

Dear City Council and City Staff,

I am writing to oppose Agenda Item 22: approval of professional services by Wolffhaus.

1. A contract of this size, \$720,000 over two years, should go through a public bidding process.
2. There is no point in addressing a PR issue until the underlying causes are addressed. For example, ending the segregation of puberty book in the library. Until negative causes are resolved there is no point in addressing the negative effects.
3. This deal appears to be cronyism. Perhaps it isn't! But it is an ethical city council's job to avoid even the APPEARANCE of impropriety.

As ever,
Erin Spivey
Lifelong resident
Candidate for City Council
Sent from my iphone, please excuse any typos

From: stephanie_erickson
To: supplementalcomm@surfcity-hb.org
Subject: Resolution No. 2026-07 Weed, rubbish, and refuse/ Wolfhause
Date: Monday, April 6, 2026 1:53:30 PM

You don't often get email from smerickson2016@gmail.com. [Learn why this is important](#)

1 Weeds are growing up against the backyard block fences of residents on Cascade Street, and Caltrans will not completely clear the weeds and lay cement so the weeds do not grow back after a few months. This resolution should add a #4 holding outside county or private companies responsible for the removal of their weeds, rubbish, and refuse.

There have been fires in the Cascade area caused by these weeds in the past. Public works, the mayor, and HBPD know of this problem, and it is the city's responsibility to ensure Caltrans takes care of their crap that grows next to the block walls of HB residents.

#2 Has the city interviewed any other Brand, Media, Press, and Digital Ecosystem Comprehensive Audit, Marketing, and Assessment Service companies? If you have the list, it should be listed somewhere for the public to see.

Stephanie Erickson

From: [Kris Walker](#)
To: supplementalcomm@surfcity-hb.org
Subject: 22(26-324) Wolffhaus contract
Date: Monday, April 6, 2026 1:54:57 PM
Attachments: [WolffhouseEndorsement26.docx](#)

You don't often get email from walker kris@bellsouth.net. [Learn why this is important](#)

To whom it may concern,

Attached is a letter of endorsement for the subject of consideration of use of Wolffhaus.

Sincerely,


Kris Walker

RAM Technology Branch Chief

Aviation and Missile Center (AvMC)

Combat Capabilities Development Command (DEVCOM)

FCDD-AMR-SR

 : 256-655-5085

UNCLASSIFIED

To the Council Members of Huntington Beach,

I have had the opportunity to partner with Wolffhaus over 10 years across a range of ventures in the nanotechnology and automotive industries. In that time, they have consistently delivered high-impact/cost effective work that strengthened our brand presence and transformed our products from commercially viable offerings into a recognized and respected name within the market.

Within our nanotechnology group, Wolffhaus played a critical role in shaping our identity and growth trajectory. Their work extended far beyond traditional creative services—they developed a comprehensive brand foundation, led the full creative strategy, and executed across merchandising, influencer partnerships, and vendor negotiations. This level of ownership and execution significantly accelerated our expansion and positioned us for long-term success.

Tyler Wolff of Wolffhaus exemplifies what it means to be a high-level professional. He brings a rare combination of strategic insight and creative vision, with an ability to quickly identify challenges and deliver effective, results-driven solutions. His leadership and attention to detail consistently translate into measurable creative brand impact.

Just as important is Tyler's deep commitment to community. I have personally witnessed him going above and beyond business as usual—fostering collaboration, building lasting partnerships/friendships, and creating opportunities that truly bring people together. This genuine dedication sets him apart, making him not only an exceptional business partner but also a major impact on his community.

In my background, I bring over 25 years of experience working within the Department of Defense and the automotive industry, and I currently serve as the Reliability Technology Branch Chief at the Aviation and Missile Command at Redstone Arsenal, Alabama. Based on my experience, I am confident that Wolffhaus would be a strong and impactful addition to the Huntington Beach community in any capacity.

Respectfully,

Kristin Walker

RAM Technology Branch Chief

Aviation and Missile Command

From: tjengland41@yahoo.com
To: Supplementalcpmm@surfcity-hb.org
Subject: Wolffhaus " Brand, Media, Press and Digital...,Audit, Marketing,.....etc"
Date: Monday, April 6, 2026 1:49:26 PM

I totally disapprove of you hiring Tyler Wolf, your former political protege, to quote "improve the international reputation of Huntington Beach" at \$30k a month. Who is responsible for our loss of tourism trade due to the negative publicity the City Council member has repeatedly caused? This cronyism ties into Kevin Elliot's previous raid of our city treasury. How much money will Mr Wolff make off of Surf City merchandise alone? This idea reeks to high heaven of corruption. Don't do it!

From: [Richard McNeil](#)
To: supplementalcomm@surfcity-hb.org; [CITY COUNCIL \(INCL. CMO STAFF\)](#)
Subject: Agenda Item 26-324 WolffHaus / Supplemental Communications
Date: Monday, April 6, 2026 2:11:22 PM

You don't often get email from spankyc64@gmail.com. [Learn why this is important](#)

Dear Honorable Council Members,

I am a lifelong resident of HB and a 30 year plus homeowner / taxpayer. I urge you to vote no on agenda item 26-324 to approve a contract between city and WolffHaus Creative. At the very least, table this item for now and open an RFP to allow competitive bids.

There is scant information available on Wolffhaus, beyond its principal's marketing work on motorsports, liquor and music video production. There is no indication in the proposal that they have any experience in city management or branding. Their web domain was only registered a year ago and has been lingering in "coming soon" limbo since then.

The project proposal and slideshow have the appearance of AI generated content, which is confirmed after running them through detection software. Combined with lack of any history of successfully managing similar projects, this should be a huge red flag. Ties to current city leadership are even more troubling and another reason to initiate RFP to avoid the appearance of conflict.

Recent history shows that jumping into contracts with little due diligence leads to costly outcomes. Taxpayers are on the hook for the \$100K light show EIR and fees related to that case, which still has not been settled. Information was publicly available before the SOF contract was signed that the promoter was in dire financial straits and facing bankruptcy. Many residents raised concerns, but were ignored.

Three quarters of a million dollars dwarfs the SOF debacle. Please make the fiscally responsible choice this time around.

Respectfully,

Richard McNeil

From: [Frakes, Sandie](#)
To: supplementalcomm@surfcity-hb.org
Subject: FW: Agenda Item #22: Wolffhaus Marketing Contract
Date: Monday, April 6, 2026 2:12:55 PM

From: dfgbentley@gmail.com <dfgbentley@gmail.com>
Sent: Monday, April 6, 2026 2:12 PM
To: CITY COUNCIL (INCL. CMO STAFF) <city.council@surfcity-hb.org>; city.manager@surfcity-hb.org
Subject: Agenda Item #22: Wolffhaus Marketing Contract

Some people who received this message don't often get email from dfgbentley@gmail.com. [Learn why this is important](#)

The City Council is proposing to award a \$720,000 sole source contract to Wolffhaus, an organization with no discernible track record in the areas of “brand, media, press and digital ecosystem marketing.”

WHY, after your council has been involved in a series of shady deals with your cronies (Pacific Airshow and Symphony of Flowers, for instance) would you risk yet another embarrassment or lawsuit??

WHY NOT put out a standard RFP to make sure you get the best marketing company??

Oh, and WHY isn't this marketing effort part of the responsibilities of Visit HB, the organization that you're paying millions of dollars to bring attention, tourism and revenue to HB??

This smells of your usual cronyism and self-dealing, and it's especially suspicious when it comes immediately before election season!!

Diane Bentley
25-year HB resident

From: [Taryn Palumbo](#)
To: supplementalcomm@surfcity-hb.org
Subject: Comments on Agenda Item #22: 26-324 Presentation of Professional Services Contract Between the City of Huntington Beach and Wolffhaus for Brand, Media, Press and Digital Ecosystem Comprehensive Audit, Marketing, and Assessment Services for City Council...
Date: Monday, April 6, 2026 2:41:07 PM
Attachments: [HB Council Letter Wolffhaus Opposition.docx.pdf](#)

[You don't often get email from taryn4hb@gmail.com. Learn why this is important at <https://aka.ms/LearnAboutSenderIdentification>]

Good Afternoon,

Please find attached my supplemental communication in response to Agenda item #22 on the City Council agenda.

Thank you,

Taryn Palumbo
Candidate, Huntington Beach City Council

April 6, 2025

Honorable Mayor and Members of the City Council
City of Huntington Beach
2000 Main Street
Huntington Beach, CA 92648

RE: OPPOSITION — Agenda Item: Professional Services Contract Between the City of Huntington Beach and Wolffhaus for Brand, Media, Press and Digital Ecosystem Comprehensive Audit, Marketing, and Assessment Services

Dear Mayor and Councilmembers,

I am writing as a candidate for Huntington Beach City Council and as a resident and taxpayer to formally oppose the proposed professional services contract with Wolffhaus for brand, media, press, and digital ecosystem audit, marketing, and assessment services. While I understand the need for this work, I am compelled to be direct: the reputational damage this contract seeks to address was created by the decisions and conduct of this City Council. Huntington Beach residents should not be asked to pay to repair a problem of the Council's own making.

The Council Created This Problem

Huntington Beach's brand and reputation did not deteriorate on their own. Over the past several years, a series of high-profile decisions by this Council — including actions that drew national and international media scrutiny — have undermined public confidence in our city and damaged the image of Huntington Beach on a scale that now apparently requires a paid outside consultant to address. The Council's choices generated the headlines. The Council's choices invited criticism. It is neither fair nor fiscally responsible to now ask residents and taxpayers of this city to pay for the City's rehabilitation.

Accountability Before Expenditure

Before the City spends taxpayer dollars on brand rehabilitation, the Council owes residents a candid accounting of which specific decisions and actions contributed to the reputational damage this contract is meant to remedy. Without that acknowledgement, approving this contract sends the message that the Council can create a crisis, hand the cleanup bill to the public, and move on without consequence. That is not leadership — it is an abdication of accountability.

What Is Visit Huntington Beach For?

I am also unclear how this contract works with and/or aligns with the goals and interests of VisitHB. Visit HB exists as the City's designated destination marketing organization. Brand development, reputation management, media presence, and digital ecosystem strategy are core to its stated mission. The City already funds Visit HB for precisely the kind of work this contract proposes to commission from an outside vendor.

Before approving this contract, I would like to know: Has Visit HB been asked to perform this work? If so, why was that deemed insufficient? If not, why not? Approving this contract without addressing the overlap would mean Huntington Beach residents are potentially paying twice for the same function. That is not fiscally responsible, and it demands a clear, public explanation.

Unresolved Questions About Cost, Scope, and Vendor Selection

Even setting aside the fundamental questions of accountability and redundancy, this contract raises serious additional concerns that have not been adequately addressed:

- Was a public Request for Proposals (RFP) issued for this contract? Did the City receive and formally evaluate competing bids before selecting Wolffhaus, or was this vendor chosen without a competitive process? If no public RFP was conducted, the Council must explain why — and whether that decision complies with the City's own procurement policies.
- What is the total contract value, from which fund will it be paid, and has this expenditure been budgeted — or does it require a budget amendment?
- How does this scope of work differ from what Visit HB is already contracted and funded to provide? Has a formal analysis of that overlap been conducted?
- What specific, measurable outcomes are expected, and how will the City evaluate whether the investment delivered results?
- Will the audit findings and all deliverables be released publicly, or will any portion be shielded from residents?
- What provisions exist to protect the City if performance benchmarks are not met?

A Better Path Forward

The best way to rehabilitate Huntington Beach's brand is not to hire a marketing firm — it is to address the decisions that created a negative reputation in the first place. Before taxpayer dollars are spent on a PR campaign, I suggest looking at what decisions could be made internally by the City Council to address the root causes of concerns this Council is trying to fix.

The residents of Huntington Beach deserve a city government that takes responsibility for its decisions. They deserve transparency about how their money is spent. And they deserve leaders who understand that no marketing campaign can substitute for good governance.

For these reasons, I respectfully but firmly urge the Council to vote NO on this item.

This letter is submitted for the public record.

Respectfully submitted,

Taryn Palumbo

Candidate, Huntington Beach City Council

Huntington Beach, CA

Taryn4HB.com

From: [Michele Burgess](#)
To: supplementalcomm@surfcity-hb.org
Subject: Comments for Agenda Item 22, File 26-324, City Council meeting 4/7/2026
Date: Monday, April 6, 2026 3:01:31 PM

Presentation of Professional Services Contract Between the City of Huntington Beach and Wolffhaus for Brand, Media, Press and Digital Ecosystem Comprehensive Audit, Marketing, and Assessment Services for City Council Consideration

This should never have been brought forward without going through a full and public RFP process and getting competitive bids. An astronomical \$30,000 per month for 2 years is a ridiculous amount to spend on attempting to repair our city's trashed reputation due to the culture war actions of this city council, and to help replenish the coffers after wasting millions on endless lawsuits that go nowhere.

It reeks of cronyism, lack of transparency, and perhaps even kickbacks. We are still reeling from the Code 4/Pacific Airshow fiasco, and the close call with the now bankrupt Symphony of Flowers.

Wolffhaus — no working web site, they have done no projects for cities of similar size but have done work with celebrities and retail brands, they have done promo videos for Code 4/Kevin Elliott, Tyler Wolffhaus is Ceason Baker's boyfriend (nepotism). What could go wrong?

We already spent \$30,000 on Wolffson's audit, no need to add another \$720,000 to the exorbitant cost. The Chamber of Commerce and HB Visitors Bureau can do a lot of this. Or maybe hire a qualified city employee who could do the job for less than three-quarters of a million dollars we don't have.

VOTE NO ON THIS AGENDA ITEM!

Michele Burgess
HB resident since 1961

From: [Vanessa Nalle](mailto:Vanessa.Nalle)
To: supplementalcomm@surfcity-hb.org
Subject: 4/7/2026 Agenda item 26-324
Date: Monday, April 6, 2026 3:08:03 PM

You don't often get email from nallevanessa@gmail.com. [Learn why this is important](#)

Hello HB City Council members,

Many of you know me, and you are aware that if I am in contact regarding an agenda item that caught my eye, it is for a good reason.

Regarding agenda item 26–324, please consider this my official opposition to the approval of the proposal submitted by Wolffhaus.

As a resident and taxpayer, I am concerned that the cost of this proposal is extraordinarily high and not commensurate with the credentials or past performance demonstrated on Mr. Wolff's website. Furthermore, the deliverables remain vague, and the monthly rate matches that of high-end prestige agencies with far more notable experience and client pedigrees.

To ensure proper due diligence, I request that the Council provide to myself and any other interested Huntington Beach residents the following before any vote for approval:

- An opportunity for review of the alternative proposals considered.
- Disclosure of any potential conflicts of interest or connections between city officials (including family members) and Tyler Wolff.
- Evidence of a competitive RFP process to identify more cost-effective avenues for these services.

There are many qualified community members in this field who could provide objective consultations on alternatives. Has the Council reached out to any other local professionals for their expertise?

Until the community can see evidence of a transparent and thorough vetting process, I urge the Council not to approve this proposal prematurely.

Thank you,

Vanessa Nalle

From: [Elizabeth SanFilippo](#)
To: supplementalcomm@surfcity-hb.org; [CITY COUNCIL \(INCL. CMO STAFF\)](#)
Subject: Item 26-324
Date: Monday, April 6, 2026 3:18:35 PM

As a home owner and long term resident, I am opposed to hiring a public relations consultant. There are better uses of taxpayer funds to benefit our city.

Thank you for your consideration.

Elizabeth SanFilippo

From: [Tina Viray](#)
To: supplementalcomm@surfcity-hb.org
Subject: Re: Automatic reply: WOLFFHAUS REPORT REGARDING SURF CITY STORE
Date: Monday, April 6, 2026 4:28:42 PM
Attachments: [WOLFFHAUS REBUTTAL.docx](#)

You don't often get email from tinaviray@verizon.net. [Learn why this is important](#)

Attached is a reply to the report that was submitted to council by Wolffhaus, that includes reference to the Surf City Store. The report is being presented at the April 7 council meeting. The report contains so many inaccuracies, I believe is it important that you see the reality. We have worked so hard for the City to create and promote a logo that has really caught on with locals and visitors alike. We look forward to continuing the relationship with the recently approved contract renewal.

Thank you for your time and consideration,
Tina Viray
Owner
Surf City Store
Huntington Beach Pier

On Monday, April 6, 2026 at 04:09:30 PM PDT, City Council AutoReply <city.council.autoreply@surfcity-hb.org> wrote:

This is an automatic message. Thank you for contacting the City of Huntington Beach City Council. This message has been received by all members of City Council. If your communication is a comment regarding a City Council meeting agenda item, note that those communications will only be received by supplementalcomm@surfcity-hb.org. Communication must be received by 5:00PM on Monday prior to the City Council meeting.

City Council Office
714-536-5553

SURF CITY STORE

Honorable Council members,

I have just been made aware of a report submitted by Tyler Wolf, of Wolffhaus to the Council that has been placed on the April 7 agenda. I have read the report in detail and feel it is necessary to correct many inaccuracies. I am only addressing those issues related to merchandising and The Surf City Store.

- This report claims to be an audit; however, Mr. Wolf did not consult with anyone associated with the Surf City Store. I'm sure such a discussion would have led to vastly different conclusions.
- We have partnered with the City for over thirty years. We have placed millions of trademarked products worldwide. We not only promote the logo, but as Ambassadors to the City we support local schools, charities, and organizations such as Sister City.
- The city's trademark, Surf City, Huntington Beach has been protected, although the City let the trademark lapse. I sent notification with a recommendation to renew it and noted that under Common Law Trademark Protection we would continue to enforce the trademark by consistent use of the trademark in our local geographic marketplace.
- While Wolffhaus notes an overwhelming infringement of the trademark, that is not the case. We constantly monitor and report to the City any infringement. Knowledge of trademark law would allow an understanding that if the trademark is modified it cannot be enforced as infringement.
- We have also, without fee, consented to the City's use of my trademarked graphics on any non-merchandising applications, i.e. uniforms, signage, stationery, etc.
- As far as comparing our 600 sq ft space with sales from national brands or other larger cities, it is the classic apples to oranges comparison. In a direct comparison of other Huntington Beach Concessionaires, we consistently outperform gross sales.
- Under Structural Risk: The fee has doubled. We place ads in local news as well as online. We are currently partnering with a local Surf Camera for ad placement. Our website is currently under redesign with a local firm. We are audited by City contractors and never have a problem. Missed retail outlets, we were licensed by the City over 30 years ago, because their attempt to place products with local retailers did not work. Creatively, we launch new artwork, designs, and novelties routinely. Although we have been successful for over 30 years we don't rest on our past.
- The Surf City, Huntington Beach logo with the board graphics has been successful because we made it so. Given the inaccuracies and omissions of this report, any estimates or recommendations lack factual basis. Thank you, Tina Viray

From: [Jan Madnick](#)
To: supplementalcomm@surfcity-hb.org
Subject: wolffhaus contract
Date: Monday, April 6, 2026 4:41:55 PM

To City Council and Staff,

I'm frankly incredulous that after the many issues you've already had with deciding to spend OUR TAX DOLLARS on such projects as The Symphony of Flowers with a vendor which you failed to properly vet (who went bankrupt), you would approve an extremely expensive contract with Tyler Wolff without an RFP. In fact, how do you think it's responsible governing to not even entertain bids on this idea? I imagine there are many firms here in HB who do the same work who would be happy to submit an RFP.

We do pay VHB to do basically the same thing----so why aren't they?

This smacks as cronyism --which has been typical of your time on the City Council.

Why not actually do things the right way for a change?

With all of the infrastructure needs in this city, it's hard to see how you'll justify this huge contract when, actually, our reputation could improve if you stop making us the CA MAGA city and actually act in the best interest of HB instead of yourselves.

Here's hoping you decide to do things the right way,

Jan Madnick

44 year resident.

From: [Frakes, Sandie](#)
To: supplementalcomm@surfcity-hb.org
Subject: FW: Agenda Item # 22
Date: Monday, April 6, 2026 4:48:24 PM

-----Original Message-----

From: Suzanne Hart <hb.diva@yahoo.com>
Sent: Monday, April 6, 2026 4:41 PM
To: CITY COUNCIL (INCL. CMO STAFF) <city.council@surfcity-hb.org>
Subject: Agenda Item # 22

[Some people who received this message don't often get email from hb.diva@yahoo.com. Learn why this is important at <https://aka.ms/LearnAboutSenderIdentification>]

Dear City Council,
Regarding agenda item 22, please follow the proper procurement methods by utilizing an RFP.
Thank you for your consideration,
Chris and Suzanne Hart
Sent from my iPhone

From: [Pat Goodman](#)
To: [McKeon, Casey](#); [CITY COUNCIL \(INCL. CMO STAFF\)](#); supplementalcomm@surfcity-hb.org
Cc: [Hopkins, Travis](#)
Subject: April 7, 2026 Agenda Item # 22 Please Table This Item
Date: Monday, April 6, 2026 4:49:03 PM

Dear Mayor Mckeon and City Council,

I am writing regarding Item 22 on the upcoming agenda — the proposed professional services contract with Wolffhaus for city branding and marketing services, valued at up to \$720,000 over two years.

I have several concerns and questions I hope the Council will consider before approving this contract.

Before approving this contract, I urge the Council to raise these questions and request answers from staff by some future date:

1. Require clarification on how the City will coordinate with VHB, and any issues around the trademark license agreement.
2. Request a complete, finalized Exhibit A which identifies City positions responsible for this project and clear accountability structures i.e. hours, hourly rate, reimbursable expenses.
4. Have City legal staff review contract Item 14 to include Trademark and Intellectual Property, and identify VHB as the registered owner of Surf City USA. How will this ownership impact this project's outcome?
5. How does the contractor's private sector experience translate to the complex public-private landscape of municipal destination marketing.
6. Establish an RFP process for this contract. This will provide the public with some level of transparency and independence for the council. It also provides the opportunity for the best possible product.
7. The consultant's audit identified that 75%–80% of 100 sampled media stories about Huntington Beach were negative or political rather than reflective of Huntington Beach's businesses, events, and coastal culture. The Council has direct influence over this media coverage.

While recent efforts by Mayor McKeon to promote a more positive civic narrative at the beginning of council meetings, the underlying causes of negative media coverage must be addressed. These include ongoing contentious and unnecessary litigation, disruptions to public library operations, instability among boards and commissions, transparency concerns related to the Pacific Airshow settlement and Symphony of Flowers, conduct at public meetings, and claims of election fraud. None of these issues promote civic pride or good governance. A branding strategy will only be as effective as the governance it represents.

I look forward to your discussion of this item.

Pat Goodman
Huntington Beach, CA

From: [Benjamin P Davis](#)
To: supplementalcomm@surfcity-hb.org
Subject: Opposition to Agenda Item 22 for 04/07/2026 Council Meeting
Date: Monday, April 6, 2026 4:57:30 PM

You don't often get email from benpdavis2025@gmail.com. [Learn why this is important](#)

Dear Mayor and Members of the City Council,

I respectfully urge you to reject Agenda Item 22 concerning the proposed professional services agreement with Wolffhaus. A contract of this magnitude warrants a transparent, competitive bidding process to ensure public trust and fiscal responsibility. Moving forward without such a process raises legitimate concerns about fairness and invites questions that could easily be avoided. Even the perception of preferential treatment can erode confidence in city leadership, and it is the Council's responsibility to uphold not only ethical conduct but also the appearance of integrity in its decisions.

More importantly, investing in public relations efforts before addressing the underlying issues affecting the City's reputation is premature. Challenges such as controversial policy decisions and community concerns should be resolved at their source rather than reframed through marketing. Even Wolffhaus's own presentation notes that a key concern is that most high visibility press is political or controversy-focused and this hurts tourism, the economy, and civic pride. Charging more for logos on t-shirts won't fix these problems caused by decisions of the Council. Until those root causes are meaningfully addressed, allocating significant taxpayer funds toward image management risks being ineffective and misdirected. A more responsible approach would prioritize substantive policy improvements first, ensuring that any future communications efforts reflect genuine progress rather than attempting to compensate for unresolved issues.

Ben Davis
Candidate, Huntington Beach City Council