

From: [D.G](#)
To: supplementalcomm@surfcity-hb.org
Subject: Lifeguard tower advertising for casino/resort
Date: Wednesday, May 27, 2026 9:42:29 PM

Councilmembers:

The memo proposing the advertising for a specific resort and casino with the San Manuel nation talks about a direct economic impact of 300 thousand dollars. Is that direct impact for the cities directly adjacent to the resort and casino? (Highland, San Bernardino) What fee will Huntington Beach charge for the casino/resort advertising? What is the actual anticipated revenue for Huntington Beach from that advertising? Please provide a copy of the proposed contract with the San Manuel nation.

Thank you.

Pat Quintana

From: [D.G](#)
To: supplementalcomm@surfcity-hb.org
Subject: lifeguard tower advertising letter 2
Date: Thursday, May 28, 2026 11:58:24 PM

Dear council members:

In reviewing the material from the May 2025 Rio Media agenda item, it was clear at that time that the proposed advertising would not include advertising for gambling. Who approached you to convince you to eliminate that provision? Rio Media? The potential gambling entity? What is the history? If you make an exception for the San Manuel nation you would need to do the same for any gambling provider. HB is to receive 70 percent of the revenue generated. What is that amount?

Sincerely
Pat Quintana

From: [Michele Burgess](#)
To: supplementalcomm@surfcity-hb.org
Subject: Comments for Agenda Item 26, File 26-485, City Council Meeting 6/2/2026
Date: Friday, May 29, 2026 1:56:10 PM

Hmmm... this City Council previously thought it was a great idea to spend a whopping \$750,000 to rebrand and improve the image of Huntington Beach.

So how would plastering our lifeguard towers with ads for casinos and gambling fit into that scenario? Is it family friendly? Would it make our beautiful beach more visually appealing?

Seems rather counterintuitive.

We can restore our city's image by giving people more good reasons to come here, not further repel them with eyesores that ruin the view and encourage them to gamble away their money somewhere else. "The beach is so nice today; we can even see Catalina, and I love the pier, the surfers, the beautiful sunset. Oh look, they have a big casino in San Bernardino County. Let's go there next weekend instead of coming back here. We can get a babysitter for the kids."

You voted to sell alcohol at the Sports Complex. You're set to approve a conditional use permit to allow a full liquor license for Distractions Lounge, a bikini bar that's about 600 feet from an elementary school.

Now you want to use our lifeguard towers as billboards to advertise gambling. The agreement signed with Rio Media in 2025 specifically prohibits ads that include alcohol, tobacco, vape, gambling, politics, religion, and sexual content. There is a good reason for that restriction. Which carveout will the next amendment allow, so you can bring in a little more money?

Also, the 2025 agreement projected about \$700,000 earned annually from 22 lifeguard towers. Is the anticipated "\$300,000 in direct economic impact" referenced in your Items Report for just one year? Is it included in that \$700,000 or in addition to it?

If you want to balance the budget, I suggest you stop wasting millions on unnecessary special elections, endless lawsuits and failed legal appeals, Pacific Airshow giveaways, and potential cronyism. You could also finally accept the \$825,000 grant from Friends of the Library.

I am firmly opposed to the City advertising gambling or any other currently prohibited activities on any lifeguard towers. Please do not trash our valuable beach with inappropriate visual blight.

Michele Burgess
HB resident since 1961

Seen on local social media pages:

HUNTINGTON BEACH: NOW AVAILABLE IN 30 SECOND ADS



**BECAUSE NOTHING SAYS "PUBLIC SERVICE"
LIKE A TACO BELL AND A \$9.99 DROWNING FEE.**

HUNTINGTON BEACH: WHERE THE ONLY THING GETTING SAVED IS THE BOTTOM LINE.