

**Moore, Tania**

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**From:** Fikes, Cathy  
**Sent:** Monday, September 6, 2021 8:28 PM  
**To:** Agenda Alerts  
**Cc:** Frakes, Sandie  
**Subject:** FW: #30 on the Agenda

**From:** David Lewis <lew06@aol.com>  
**Sent:** Saturday, September 4, 2021 4:15 PM  
**To:** CITY COUNCIL <city.council@surfcity-hb.org>  
**Subject:** #30 on the Agenda

Mayor and City Council,

I have reviewed your Agenda Item No. 30 staff report for the pier concession, and sorry staff, but we do not need another version of the now Nevada-based Ruby's chain on our pier! Who's going to want to walk all of the way out there for "take out" only? Where do you sit and eat your food? Who picks up all of the Ruby's litter that will be blowing around? I envision dried spilt milkshakes all over that part of the pier, how does that get cleaned up without washing it directly into the ocean?

Bad choice... as is the poorly run bait shop that's been around for too long.

That leaves the cool-looking place to watch the surfers and the sunsets, proposed to be called Huntington's. Count me in to be a regular. And it's going to be run by locals, what are you council folks always saying about maintaining "local control"?

I hope you agree.

Thank you,

Lew

6672 Sun Drive  
Huntington Beach

**SUPPLEMENTAL  
COMMUNICATION**

Meeting Date: 9/7/2021

Agenda Item No.: 30(21-653)

**Moore, Tania**

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**From:** Fikes, Cathy  
**Sent:** Monday, September 6, 2021 8:43 PM  
**To:** Agenda Alerts  
**Cc:** Frakes, Sandie  
**Subject:** FW: 21 Main Street

**From:** Kendelyn Michaels <kendelyn@gmail.com>  
**Sent:** Sunday, September 5, 2021 9:30 AM  
**To:** CITY COUNCIL <city.council@surfcity-hb.org>  
**Subject:** 21 Main Street

Mayor Carr, Mayor Pro-Tem Delgleize, and Council Members,

I read the staff report regarding 21 Main Street and I respectfully disagree with staff on its recommended action. As one of the "most recognized landmarks on the west coast", it seems that a location on the Huntington Beach Pier deserves something new and distinctive. It should also accentuate everything positive and unique about the location. Huntington's, being described as a new "locals" eatery, would allow people a place surrounded by all of the natural beauty associated with being out over the water on the pier, as well as optimizing amazing views of both the surfers and the gorgeous sunsets.

Ruby's Diner was a charming restaurant at the end of the pier, but it seems a smaller "adapted" version of it, with just a walk-up window, would lose the original appeal associated with the brand. It may simply look like a reduced version of a failed venture. And then, with burgers and shakes "to go", what happens to all of those wrappers and disposable cups as people try to discard them outside on the windy pier?

Personally, I would rather walk the pier to go to Huntington's. It sounds like a great destination to meet friends, and to take family from out-of-town, to show off everything I love about living in HB.

Respectfully,

Kendelyn Michaels  
(11-year resident)

**SUPPLEMENTAL  
COMMUNICATION**

Meeting Date: 9/7/2021

Agenda Item No.: 30 (21-653)

**Moore, Tania**

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**From:** Fikes, Cathy  
**Sent:** Monday, September 6, 2021 8:43 PM  
**To:** Agenda Alerts  
**Cc:** Frakes, Sandie  
**Subject:** FW: Regarding agenda Item 30 - 21 Main St. on the HB pier

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**From:** Mike Markette <mike@markette.com>  
**Sent:** Sunday, September 5, 2021 10:54 AM  
**To:** CITY COUNCIL <city.council@surfcity-hb.org>  
**Subject:** Regarding agenda Item 30 - 21 Main St. on the HB pier

Dear Mayor Carr & City Council,

Regarding agenda Item 30 - 21 Main St. on the HB pier

I moved to Huntington Beach in 1994 and serve today as an concessionaire consultant to great US airports like SFO. I encourage you to adopt strong guidelines to make the heart of our city and our neighbors successful. Regarding the Main Street pier, I suggest

- Local Huntington Beach ownership, preferably owners with a long HB history who are great at engaging all guests, young old, or canine.
- Lively and eye pleasing environment, pleasing visitors even if they do not enter the store.
- Healthy choices and options for everyone, be it retail or food and beverage

Huntington's must be the leader for all of the above plus Huntington's will crush a criteria not mentioned- maximized revenue for the city. The bait shop is tired and dated. Lets have the money our neighbors and visitors spend stay in HB

Thank you.

Michael Markette  
714-844-5467

**SUPPLEMENTAL  
COMMUNICATION**

Meeting Date: 9/7/2021

Agenda Item No.: 30(21-653)



**Moore, Tania**

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**From:** Fikes, Cathy  
**Sent:** Monday, September 6, 2021 8:44 PM  
**To:** Agenda Alerts  
**Cc:** Frakes, Sandie  
**Subject:** FW: City agenda Item #30

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**From:** RICK REZA <rickreza@yahoo.com>  
**Sent:** Sunday, September 5, 2021 11:04 AM  
**To:** CITY COUNCIL <city.council@surfcity-hb.org>  
**Subject:** City agenda Item #30

Mayor and City Council,

I have reviewed your Agenda Item No. 30 staff report for the pier concession and am surprised at the staff recommendation for a Take Out only concept that far out on the pier. And it's another version of the bankrupted Ruby's no less. It seems the new owners based in Las Vegas, bought the brand for franchising purposes.

Our landmark HB Pier deserves better than another chain franchise. Who's going to want to walk all of the way out there for "take out" only? Where do you sit and eat? I can envision lots of Ruby's wrappers blowing into our ocean. Such a poor choice!

The Let's Go Fishing bait shop that has been there forever, operated by a family out of Los Angeles, has terrible product offerings, not even a cup of coffee. When I walk the pier around 9:30am, they are still not even open. Fishing begins when the pier opens at 5am!

That leaves Huntington's a very cool looking place to watch the surfers and the sunsets! Oh and it's going to be run by HB locals, now were talking!

Oh and Huntington's will generate twice the rent of Ruby's and quadruple that of bait shop, this seems like an obvious choice.

I hope you all agree!

Thank you for your consideration.

Longtime HB Resident and Longtime HB Business Owner

Rick Reza

## Huntington Beach Capital Partners, Inc.

Rick Reza / President  
5048 Edinger Ave  
Huntington Beach, CA 92649  
Phone (714) 713-8618 Fax (714) 707-4750  
[rickreza@yahoo.com](mailto:rickreza@yahoo.com)  
DRE. 00970335 NMLS. 273226 CO. NM 1375930

**SUPPLEMENTAL  
COMMUNICATION**

Meeting Date:

9/7/2021

Agenda Item No.:

30 (21-653)

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**Moore, Tania**

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**From:** Fikes, Cathy  
**Sent:** Monday, September 6, 2021 8:45 PM  
**To:** Agenda Alerts  
**Cc:** Frakes, Sandie  
**Subject:** FW: Support for Let's Go Fishing

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**From:** Brian Olson <williambrianolson@yahoo.com>  
**Sent:** Sunday, September 5, 2021 4:36 PM  
**To:** CITY COUNCIL <city.council@surfcity-hb.org>  
**Subject:** Support for Let's Go Fishing

Dear Mayor Carr & City Councilmembers,

I am expressing strong support for the Let's Go Fishing project (agenda item 30).

As a longtime resident of Huntington Beach, I have many fond memories of going to Neptune's Locker on the pier and having lunch. To this day I remember drinking beers in mason jars.

I am hoping you will select the Huntington's proposal which would bring back the feel of a "locals" joint over that of another chain/franchise takeout only concept.

Sincerely,

William Olson

**SUPPLEMENTAL  
COMMUNICATION**

Meeting Date: 9/7/2021

Agenda Item No.: 30(21-653)

**Moore, Tania**

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**From:** Frakes, Sandie  
**Sent:** Tuesday, September 7, 2021 7:48 AM  
**To:** Agenda Alerts  
**Cc:** Fikes, Cathy  
**Subject:** FW: Agenda Tuesday Sept 7th

**From:** Eric Stein <ericstein425@gmail.com>  
**Sent:** Monday, September 6, 2021 6:19 AM  
**To:** CITY COUNCIL <city.council@surfcity-hb.org>  
**Subject:** Agenda Tuesday Sept 7th

First, thank you City Council for the work you do.  
I am sure you don't hear that enough.

Comment on:  
21-637 21 Main Street RFQ - Pier Concession Opportunity

I'd love to see any products sold come from our local community (meaning made here), and/or any food be health-promoting, meaning absent of preservatives or unnatural ingredients (species-specific foods).

THANK YOU!

Eric Stein

**SUPPLEMENTAL  
COMMUNICATION**

Meeting Date: 9/7/2021

Agenda Item No.: 30(21-653)



**Moore, Tania**

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**From:** Frakes, Sandie  
**Sent:** Tuesday, September 7, 2021 7:48 AM  
**To:** Agenda Alerts  
**Cc:** Fikes, Cathy  
**Subject:** FW: HB Pier Concession

**From:** Justin Case <casejustin589@yahoo.com>  
**Sent:** Monday, September 6, 2021 8:03 AM  
**To:** CITY COUNCIL <city.council@surfcity-hb.org>  
**Subject:** HB Pier Concession

**SUPPLEMENTAL  
COMMUNICATION**

Meeting Date: 9/7/2021

Dear Mayor Carr, Mayor Pro Tem Delgleize & City Council-members, Agenda Item No.: 30(21-653)

I was surprised to read the staff recommendation in its report for Agenda Item 30.

Choice 1 - Let's Go Fishing & Surf City Snack Bar, LLC

Current El Monte based Bait Shop operator that proposes to do a \$28k remodel and pay annual rent of approximately \$50k-\$60k. No mention of adding indoor or outdoor seating.

Choice 2 - Ruby's Hospitality Group, LLC consisting of 3 individuals that live in Las Vegas, NV. They acquired the master franchise rights to the Ruby's brand. \$520k remodel and pay approximately \$90k in annual rent. Reports says the concept will be "take out" only with a streamlined menu. No indoor dining and no mention of outdoor dining.

Choice 3 - Surf City Partners, LLC

Consists of 5 locally HB based partners, seemingly with lots of restaurant experience. \$532k remodel, projected annual rent of \$180k

Concept includes "...high quality comfort food & beverages breakfast, lunch and dinner, outdoor dining, surf line views, occasional live music..." "Additionally there would be two mobile retail carts for fishing pole rentals, the sale of bait and tackle and the sale of coffee, hot chocolate and bottled water."

So staff is recommending the new Las Vegas owners of Ruby's brand to put in a "take out" only franchise with no seating in or out with city rent revenue of only \$90k annually?

Rather than the locally based Surf City Partners that are proposing to provide 3 meals a day, seating indoors and out, live entertainment, still service the fishing enthusiasts via a cart and double the rent at \$180k?

Unless I'm truly missing something here, the best choice for HB seems to clearly be Surf City Partners, LLC. I hope you all as the ultimate decision makers agree!

Thank you!

Longtime HB Resident



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