

**Martha Alvarez**

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**From:** Tracey windes <traceywindes@gmail.com>  
**Sent:** Thursday, July 9, 2020 12:31 PM  
**To:** List - City Council  
**Subject:** [EXTERNAL] Support of Police & Fire Departments

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I have been a resident of Manhattan Beach for 35 years and sincerely appreciate the integrity, professionalism, and expertise of the Manhattan Beach Police Department and the Manhattan Beach Fire Department. They are quick to respond to all emergencies and handle any issues that arise in a timely and thorough manner. I have experienced the support of both organizations in my home and on the street where I live. It is comforting to know that MBPD and MBFD will respond to life-threatening and less severe issues expeditiously, intelligently and attentively. Thank you and kudos to the police and fire departments for keeping us safe and informed 24 hours a day.

—Tracey Windes

## Martha Alvarez

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**From:** Elyse Gura <evgura@yahoo.com>  
**Sent:** Wednesday, July 8, 2020 4:40 PM  
**To:** List - City Council; Bruce Moe  
**Cc:** Elyse Gura  
**Subject:** [EXTERNAL] Fw: A strategy to ENCOURAGE wearing masks==>> Aligns perfectly with businesses which have signed Safe in the South Bay pledge  
**Attachments:** Encouragement, not enforcement\_ a strategy to promote wearing face masks.pdf;  
Encouragement, not enforcement\_ a strategy to promote wearing face masks.pptx

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The strategy should promote the 18 businesses that have signed the Safe in the South Bay pledge

[https://patch.com/california/manhattanbeach/manhattan-beach-businesses-take-safe-south-bay-pledge?utm\\_source=local-update&utm\\_medium=email&utm\\_campaign=alert](https://patch.com/california/manhattanbeach/manhattan-beach-businesses-take-safe-south-bay-pledge?utm_source=local-update&utm_medium=email&utm_campaign=alert)

Elyse

----- Forwarded Message -----

**From:** Elyse Gura  
**To:** Steve Napolitano ; Richard Montgomery  
**Cc:** Nancy Hersman ; Hildy Stern ; Suzanne Hadley ; Elyse Gura  
**Sent:** Tuesday, July 7, 2020, 08:07:22 PM PDT  
**Subject:** A strategy to ENCOURAGE wearing masks

Hi there

I've attached a strategy to encourage people to wear their masks VOLUNTARILY ..rather than focusing on enforcement. It role models people (city officials as well as ordinary residents & visitors) enjoying themselves WHILE doing the right thing (wearing a mask and, when appropriate, maintaining social distance).

Positive role models, desired behavior.

Because it includes venues throughout our city, it will also serve to promote our local business. Finally -- it ties in with our new slogan Our Community Our Health Our Responsibility

I had planned on more detail and then decided to get you all the basics rather than spending more time on it.

It's a draft of a strategy -- so that means I am putting it out for comment, support, change, (hopefully not ridicule 😊).

I've got two versions attached -- one in Powerpoint and the other in .pdf. I have a Google Slides version (the original) also.

Elyse

# Encouragement, not enforcement: a strategy to promote wearing face masks

Elyse Gura  
July 2020

# At issue: How can Manhattan Beach increase the number of people who will voluntarily wear masks

Why is voluntary compliance with mask recommendations important?

- ◆ As of July 6, Manhattan Beach experienced the 4th death attributable to COVID19 and showed a >84% increase in month-over-month confirmed COVID19 cases.
- ◆ Manhattan Beach prefers not to focus its police department on mask enforcement
- ◆ Infectious disease experts cite wearing a mask as one of the key strategies in preventing or significantly reducing the spread of disease

**Recommendation:** Develop a 3-pronged program focused on encouragement, not enforcement, to increase voluntary compliance

1. Role Model Recommended Behavior
2. Use Social Media
3. Promote Local Business

# Role Model Recommended Behavior

**Take photos and videos of city officials, residents & visitors wearing masks throughout the city and publish!**

- Suzanne at the Library, Richard at a local business\*\*, a group enjoying outdoor dining (distance maintained), at the Farmer's Market, at Metlox Plaza, walking the Strand (social distance maintained!), at the Dog Park, etc.
- Publish on the City Website, Easy Reader, Beach Reporter
- **Make sure to take pictures & videos of younger people doing the right thing**
- Publish on daily COVID reports -- as our incidence "curve" flattens and declines -- to show the impact of wearing a mask

**\*\*Each photo or video at a local business acts to promote that business as well as the recommended behavior**

# Use the photos and videos on social media

Publish on Twitter ([#Our Community](#) [#Our Health](#) [#Our Responsibility](#))

Publish on Instagram

Publish on Manhattan Beach FB page

The photos and videos role model [#our community](#) promoting [#our health](#)  
because it is [#our responsibility](#)



# Extras

1. Create a Manhattan Beach mask with city logo or roundhouse or pier. Find a local business to help design & manufacture.
2. Create a program to distribute and/or sell the masks. Use proceeds from selling the masks to ???????
3. Can we put up electric “billboards” with the photos or videos (like the sign at the end of Pier in Hermosa Beach)?
4. Do we have a famous person who is a MB resident who will help us promote? Wear a logo mask him or herself ? (Kerri Walsh Jennings??)

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## Martha Alvarez

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**From:** Mica <mica.linsley@gmail.com>  
**Sent:** Tuesday, July 7, 2020 5:54 PM  
**To:** List - City Council  
**Subject:** [EXTERNAL] Re: Statements made last week

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I have not been able to stop thinking about this statement since I first heard it last week.

"This is not the plague. I don't know anyone who has died of COVID. Maybe you do," (Suzanne Hadley)

I'm horrified that someone in leadership would say such a thing. No, I do not know anyone who has died of Covid-19. But my daughter who lives in New York does, and has many friends with connections to people currently suffering. And my son-in-law, a doctor, risks his life and that of his family every single day trying to help people. Have you seen what it's like to insert a respirator, have you seen the faces of those not able to comfort their ill loved ones, can you feel the pain of someone caring for a relative who is ill? Have you no compassion for those who are suffering? Is going to the beach more important? No, I do not know any of these people either, but I have compassion for them, my heart breaks for them. I feel that our city council has absolutely no idea what devastating loss feels like, a loss that never should have happened. Contracting and dying, or even just suffering from this virus is devastating. It should not be happening.

On a side note, our family suffered a devastating loss years ago. I will never forget the compassion that the mayor of Manhattan Beach showed our family, our neighbors and friends, the entire city. I will forever be grateful. Where has that compassion gone? I'm extremely disappointed in the attitude of our wonderful beach town. Why are we not being encouraged to protect each other? Leadership should be coming from the top, there is absolutely no leadership in our lives these days. Why has our city council become like that? Why is wearing a mask not encouraged? Is it too inconvenient for us? Too much of a bother? It doesn't affect us.... really? Are we that selfish and self-centered now? I guess so.....

(end of rant)  
Mica Linsley

And for Redondo Beach residents with signs that changed the letters BLM to Beach Life Matters is absolutely horrific. I'm embarrassed for them beyond belief!

On Mon, Apr 20, 2020 at 10:53 AM Mica <[mica.linsley@gmail.com](mailto:mica.linsley@gmail.com)> wrote:

I had received this email from the Downtown Business District back at the beginning of April, and I had replied back with some of my thoughts. Jill Lamkin had recommended that I contact The Manhattan Beach City Council. I'm not one who like to get involved in these types of things, but as I currently sit here ordering more from my favorite shops to help them out (and doing Christmas shopping), I know that I won't be able to help with



the recovery when shops and restaurants slowly open again. So I decided that maybe I should share my thoughts with you. I have a lot of first hand experience with how short term rentals have benefitted our lovely town. When it became illegal last year, I just shook my head when I realized how much income our shops and restaurants will be losing. And now visitors are needed more than ever.

----- Forwarded message -----

From: **Jill Lamkin** <[jill@downtownmanhattanbeach.com](mailto:jill@downtownmanhattanbeach.com)>

Date: Wed, Apr 8, 2020 at 2:34 PM

Subject: Re: Small Local Business recovery

To: Mica <[mica.linsley@gmail.com](mailto:mica.linsley@gmail.com)>

Hello! Thank you so much for your support of Downtown Manhattan Beach. I cannot say enough about how much our local residents have stepped in to help support our local businesses and our gratitude is enormous.

I think you raise an interesting point about vacationers and short term rentals. I, however, work for the Downtown Business District, not the City of Manhattan Beach. This is a topic that was decided by City Council, so your feedback should be directed to them. Here is the link where you can find their contact information:

<https://www.citymb.info/government/city-council/contact-city-council-3501>

Again, thank you for supporting your local businesses—stay healthy and safe!!

On Apr 8, 2020, at 1:40 PM, Mica <[mica.linsley@gmail.com](mailto:mica.linsley@gmail.com)> wrote:

I'm a long time local, moved here in 1977. We are walking distance from downtown Manhattan Beach. I love all the small businesses and restaurants in our downtown. In the last three months, I've bought gifts, puzzles, gift cards, take out food, etc from our favorite shops and restaurants. When everything starts to open up again, I probably won't be the one who can continue to help them recover, as I've already spend quite a bit of \$\$ during this time, and we have limited income. I have personal knowledge about how much visitors spend in our downtown when they are vacationing here. I would highly recommend that you relax the rules of short term vacation rentals. Our downtown will need visitors, visitors spend lots of money in our shops and restaurants, visitors do not stay here for a month

at a time, they stay for a few days and maybe as long as a week. And they spend money! With the current law prohibiting short term rentals, they will not be coming. We know. We have personal knowledge of this. We know how much they spend, what they buy, where they eat. Manhattan Beach will desperately be needing out of town visitors. Us locals can't do it alone.



**Jill Lamkin**

Executive Director, Downtown Manhattan Beach Business + Professional Association

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[www.downtownmanhattanbeach.com](http://www.downtownmanhattanbeach.com)

