

Martha Alvarez, MMC

From: Gary McAulay <gary.mcaulay@gmail.com>
Sent: Tuesday, March 7, 2023 6:55 AM
To: List - City Council; City Manager
Subject: [EXTERNAL] Velzy plaque #23-0104

EXTERNAL EMAIL: Do not click links or open attachments unless you trust the sender and know the content is safe.

Dear Councilmembers

Regarding the proposal to place a marker plaque on the sidewalk at the site of the Dale Velzy's surf shop: I urge you, for the sake of historical accuracy, to choose the last option listed -

*Iconic Velzy surfboard created by Dale "Hawk" Velzy,
first developed and sold at this location in 1950.*

The City has had its problems with historical markers, as you are aware. Unfortunately, legend often works its way into the town's history, and once published, or cast in bronze, it is difficult to undo when errors are eventually discovered. The proponents of this plaque have not produced or published convincing evidence to substantiate any of the first three proposed plaque inscriptions, at either the November 21, 2022 Cultural Arts Commission meeting, or in the staff report #23-0104 for March 7, 2023.

At this location in 1950, Dale "Hawk" Velzy opened the world's first surf shop and was granted a California sales tax number for the new product category: "surfboards"

It is immensely difficult to prove most reputed historic "firsts," especially "the world's first." There is no world registry for events. Documentation in decades past was often thin. A California sales tax number does not establish world primacy. Additionally, surf boards were being commercially produced for many years before Velzy opened his shop. For example, Pacific System Homes manufactured boards for the Swastika Surf Board Company, since the early 1930s. The Swastika Surf Board Company was at 5800 Boyle Avenue in Los Angeles (and changed their name in the late 30's). Surf boards, in 1950, were hardly a new product.

Dale "Hawk" Velzy opened the first surfboard retail shop on this site in 1950

See above. There were several commercial surfboard manufacturers, some beginning as far back as the early 1930s. Tom Blake, another surfing legend, offered several models of boards under his name in the 30's. And exactly how is "surfboard retail shop" being defined? By getting a retail sales tax number? Like so many "firsts," there is quibbling over details and specific definitions. "Surf shop"? "Surfboard retail shop"? "Commercial custom-built surfboard shop"?

Dale "Hawk" Velzy opened his first Surf Shop in 1950 at this location creating a new sales tax category: "Surfboards"

Velzy may have opened *his* first surf shop (lower case, btw) in 1950 at the location, but again: "a new sales tax category"? Surf boards were already being mass produced by at least three companies in California alone. They were obviously being sold somewhere. Is the plaque intended to celebrate a "new sales tax category"? Even if it were so, that's hardly plaque-worthy.

Dale Velzy is a surf legend, and he was an innovative and influential board shaper. However, claims to have opened the "World's first" surf shop are gilding the lily. To make any such claim requires something beyond the legends and stories. It requires more than has been provided, so far, as basis for this project.

As I stated above, the last option offered suitably celebrates Velzy's place in Manhattan Beach history.

*Iconic Velzy surfboard created by Dale "Hawk" Velzy,
first developed and sold at this location in 1950.*

Respectfully,
Gary D. McAulay

Martha Alvarez, MMC

From: Mark Burton <markburton@gmail.com>
Sent: Tuesday, March 7, 2023 6:34 AM
To: List - City Council
Cc: Julie Profet; Rita Crabtree-Kampe; Phillips Lee; Jen & Chris Fenton
Subject: [EXTERNAL] Item # 7: Eastside Library Services

EXTERNAL EMAIL: Do not click links or open attachments unless you trust the sender and know the content is safe.

Honorable City Council:

I, and many other Eastside residents, oppose a new library in Polliwog Park for several reasons. First, our residents don't want library services expanding into Polliwog Park. The last time LA County expanded Eastside Library Service, the County had to close it since it wasn't used by our residents. Second, building a library in our best "open space", passive public park will most likely have a negative impact on Polliwog Park for the neighborhood residents who use the park and the nearby students at MBMS. Quite frankly, the homeless will most likely gravitate to using the park and the library. So, you just expand our homeless challenges to the Eastside. It just doesn't make sense.

Thank you for your consideration. Kind regards, Mark

--

(310) 562-7897

Email: markburton@gmail.com

Martha Alvarez, MMC

From: erin waldner <erin_waldner@yahoo.com>
Sent: Monday, March 6, 2023 10:49 PM
To: List - City Council
Subject: [EXTERNAL] Plaque

EXTERNAL EMAIL: Do not click links or open attachments unless you trust the sender and know the content is safe.

Hi - I'd like to voice my support of placing a historic marker at 117 Manhattan Beach Blvd in recognition of the spot's place in surfing history.

Thank you,
Erin Waldner

Sent from my iPhone

Martha Alvarez, MMC

From: Josh Stern <designsbygoose@gmail.com>
Sent: Monday, March 6, 2023 8:24 PM
To: List - City Council
Subject: [EXTERNAL] In support of the Velzy Plaque

EXTERNAL EMAIL: Do not click links or open attachments unless you trust the sender and know the content is safe.

Hi City Council,

I am writing in the hopes that you all vote to approve the plaque installation honoring Dale Velzy and his surf shop, which was the first known retail shop in the world.

I grew up in Manhattan Beach, and have lived here in the South Bay for my entire life. I was quickly embraced by our surf community. I have been working as a professional surfboard builder for 10 years now, and have been fortunate to work with, and learn from, people who worked directly with Velzy, going back as far as when he was shaping his balsa surfboards under the pier. Surfing, and the ocean, are essential parts of life in Manhattan Beach, and our waves and beaches continuously attract countless visitors to our small town.

A plaque honoring and remembering his contributions to the evolution of surfing is essential in my opinion. We are so lucky that our small little town quietly became the hub of all things beach culture, then and now. Not only will a plaque honor and remember Velzy and his historical contributions to our city, but hopefully it will serve as inspiration for future visitors, and current members of the community to seek out the people still making surfboards right here in town.

Thank you for considering.

All the best,

Josh "Goose" Stern

Martha Alvarez, MMC

From: Scott Jakubowski <scott.jakubowski@blacklinego.com>
Sent: Monday, March 6, 2023 8:05 PM
To: List - City Council
Subject: [EXTERNAL] Surf Boards by Velzy plaque

EXTERNAL EMAIL: Do not click links or open attachments unless you trust the sender and know the content is safe.

To whom it may concern,

I am voicing, my support for the Dale and Velzy plaque. It means so much for Southbay and for the Manhattan Beach community for this historical plaque to be placed, please for the surfing culture, and for Manhattan Beach culture allow this to happen.

Kind regards

Scott Jakubowski

Martha Alvarez, MMC

From: Mike Michalski <mike@realestateedge.com>
Sent: Monday, March 6, 2023 5:01 PM
To: List - City Council; City Clerk; Rachel Johnson; Bruce Moe
Subject: [EXTERNAL] New Neighborhood Watch Crime Report
Attachments: Twitter - BHPD.JPG

EXTERNAL EMAIL: Do not click links or open attachments unless you trust the sender and know the content is safe.

Dear Council, Chief Johnson and City Manager Moe:

I just received the latest Neighborhood Watch Crime Report and am extremely disappointed that someone has made the decision, in the midst of a rising crime wave and community-wide concerns for public safety (as evidenced by last Wednesday's turnout at the Joslyn Center), to modify the report to make it virtually useless, in terms of informing the public about recent crimes, and to eliminate the very valuable CompStat Dashboard, thereby providing as little timely information to the public as possible about criminal activity and crime trends in the community and essentially leaving the residents in the dark.

I strongly urge MBPD to reconsider this decision as this new report does not come close to meeting the community's need for transparency and timely information concerning criminal activity in our city and is contrary to the historical cooperation that MBPD has provided Neighborhood Watch.

Several points:

- **The residents want to know what crimes are being committed in the immediate vicinity of their homes.**
Old Report: Divided up the city into a manageable 11 districts and assigned reported crimes to those districts and also the specific block numbers for the crimes in question.
New Report: Eliminates the districting system that we've used for decades in favor of a much less helpful system that divides the city up into four large quadrants. Now, for example, a crime that occurs in the southwest corner of the Hill section will be lumped into my district, even though I live a good mile away in the Tree section close to the greenbelt. And, under the new reporting system, I won't have any idea where this crime occurred because the block numbers have been entirely eliminated.
- **The residents want to know what types of crimes are occurring and whether they were preventable and PD should want to hi-lite the latter, in particular, as part of their public service reminder to harden the target.**
Old Report: Provided not just the general crime category (Theft, Burglary, Auto Theft, Vehicle Burglary, etc) but also some basic details regarding each crime and hi-lited crimes in red if they were crimes of opportunity (unlocked car or open garage door, for two examples). The residents also want timely information about serious crimes like armed robberies so we don't end up having to rely on notoriously unreliable sources of information like the neighborhood rumor mill or social media. The old report provided some detail on that as well (although more detail would have been helpful).
New Report: Only reports the general crime categories and eliminates all the crime detail, which not only deprives residents of valuable and timely information on crimes in their immediate neighborhood, it also runs counter to the public policy narrative of reminding residents to "harden the target" (since those reading the report would have no idea if the crimes committed were preventable or not). And, with all of the details of the crimes in question now expunged, the new report will only serve to increase residents' reliance on poor sources of information like rumor and social media whenever there is a serious crime of community-wide interest like an armed robbery or a smash & grab.

Of particular concern are forced entry home burglaries, which are a quantum leap's difference from an e-bike stolen out of an open garage. This new report does not distinguish the two, it merely says there were three residential burglaries over the past week, thereby creating additional and needless speculation and consternation within the community.

The same need for greater detail is also true of vehicle burglaries (no indication whether any of the 5 vehicle burglaries reported last week were unlocked vehicles or forced entry or catalytic converter thefts) and robberies (armed or not, new report doesn't say).

- **The CompStat Dashboard can certainly be improved but it is still an invaluable source of real time statistical information and year-over-year comparisons of crime data.**

Old Report: Included Compstat Dashboard in which crime data was broken down into general categories and analyzed in terms of short-term trends as well as on a year-to-date and year-over-year basis. Also included a 5-day crime map.

New Report: Eliminates all of this useful weekly Dashboard information. There is some indication of a possible Monthly Crime Report but that would not be nearly as timely as the Dashboard's weekly data. Other than that, I can't say how helpful the proposed Monthly Crime Report will be as I have not seen it (apparently still in development).

I would strongly urge that we work with the existing (old) report's framework to improve the weekly crime update information (the new report's description of Notable and Upcoming Events is a useful addition). The public wants and needs more information, not less.

I would also urge more regular real-time posting by MBPD on social media whenever there are big events occurring like a stolen vehicle chase & arrest or an armed robbery (Beverly Hills does this - see attached - and it takes two minutes to post on Twitter).

Thank you,

Mike Michalski

Michalski & Fujita

Re/Max Estate Properties

RealEstateEdge.com

(310) 729-4255



Beverly Hills Police  @BeverlyHillsPD · Jan 30

...

The suspect was arrested for aggravated trespassing after entering the guest house behind the occupied main house.



nixle.us

Trespassing arrest from BHPDalert : Nixle
Officers were in the 900 block of North Alpine Drive for a burglary in progress call. The suspect ...



4



2



9



2,074



Beverly Hills Police  @BeverlyHillsPD · Jan 30

...

The suspect was located on the property and arrested. The roadways will be opening soon.



nixle.us

Deactivated Alert from BHPDalert : Nixle
Officers were in the 900 block of North Alpine Drive for a burglary in progress call. Officers ...



8



1,677



Beverly Hills Police  @BeverlyHillsPD · Jan 30

...

Officers are in the 900 block North Alpine Drive for a burglary in progress call. Traffic will be affected on Sunset Blvd near Alpine Dr



1



2



11



2,402



Martha Alvarez, MMC

From: Ron Vilarino <recycleron@icloud.com>
Sent: Monday, March 6, 2023 4:03 PM
To: List - City Council
Subject: [EXTERNAL] Support For Velzey Honor Plaque

EXTERNAL EMAIL: Do not click links or open attachments unless you trust the sender and know the content is safe.

Dear Manhattan Beach City Council:

The entire Vilarino Family, Manhattan Beach residents from 1948 to 1975, support installing a historic plaque honoring Dale Velzy and his contribution towards the surfing community. Put Manhattan Beach on the map for recognizing Velzy and embrace the South Bay's rich history.

Sincerely,
Ron Vilarino
Steve Vilarino
Jeff Vilarino (designer of the MB's first graphic logo) Marian Vilarino (96 years old)

Sent from my iPhone

Martha Alvarez, MMC

From: susan steward <susan_steward131@yahoo.com>
Sent: Monday, March 6, 2023 3:03 PM
To: List - City Council
Subject: [EXTERNAL] Valzy Commemorative Plaque Installation

EXTERNAL EMAIL: Do not click links or open attachments unless you trust the sender and know the content is safe.

Hello MB City Council,

I'm writing in support of the Valzy surf shop memorial plaque to be located at the bottom of Manhattan Beach Blvd. As a native of MB what better way to honor our history, lifestyle and town. When this was done for the LaMar is was an amazing display of our history. I always enjoy watching visitors who stop and read its history.

If there is a need for donations to help do this, please send me a link.

I appreciate all you do for our beautiful City.

Sincerely,
Susan Steward

Martha Alvarez, MMC

From: Jim Lindberg <jimlindberg7@gmail.com>
Sent: Monday, March 6, 2023 1:47 PM
To: List - City Council
Subject: [EXTERNAL] Dale Velzy Plaque

EXTERNAL EMAIL: Do not click links or open attachments unless you trust the sender and know the content is safe.

Hello, my name is Jim Lindberg and I am an over 50 year resident of ManhattanBeach and I want to cast my vote that there should be a plaque commemorating Dale Velzy and the first retail surf shop at 117 ManhattanBeach Boulevard.

Thank you!

-Jim

Martha Alvarez, MMC

From: Peter Landecker <plandecker@yahoo.com>
Sent: Monday, March 6, 2023 12:10 PM
To: List - City Council
Cc: Sue C Cutler
Subject: [EXTERNAL] Scout House Support

EXTERNAL EMAIL: Do not click links or open attachments unless you trust the sender and know the content is safe.

We are strongly supportive of building the new Community Center and Scout House as soon as possible.

Peter Landecker and Sue Cuttler
1736 Nelson Avenue
Manhattan Beach

[Sent from Yahoo Mail for iPhone](#)

Martha Alvarez, MMC

From: m p <sagotk@hotmail.com>
Sent: Sunday, March 5, 2023 7:26 PM
To: List - City Council
Subject: [EXTERNAL] PLEASE SUPPORT VELZY PLAQUE

EXTERNAL EMAIL: Do not click links or open attachments unless you trust the sender and know the content is safe.

Greetings Council

Please consider & support a commemorative plaque for VELZY.

Sincerely,

Marcus Prom
Sagotk@hotmail.com
904 655 9063

Martha Alvarez, MMC

From: Steve Pezman <steve@surfersjournal.com>
Sent: Saturday, March 4, 2023 11:45 AM
To: List - City Council
Subject: [EXTERNAL] Velzy Plaque

EXTERNAL EMAIL: Do not click links or open attachments unless you trust the sender and know the content is safe.

Dear Sira,

I am sending this to voice my support for the proposed Velzy plaque. He was the first major stimulus for the growth of surfing to its current worldwide stage and it all started with his building surfboards under the Manhattan Beach pier, followed by his opening the first surf shop in a corner storefront across up from the base of the pier. His colorful personality attracted youth to the sport when it was mainly an adult endeavor due to the unwieldy heft and size of the surf craft at that time. His influence goes on and on, but he is very much deserving of a commemorative plaque.

Thank you for your consideration,

Steve Pezman

(ex-publisher of Surfer Magazine then Co-Founder of The Surfers Journal)

Martha Alvarez, MMC

From: Jon Chaykowski <rideformbef@yahoo.com>
Sent: Friday, March 3, 2023 10:55 AM
To: List - City Council
Subject: [EXTERNAL] Senior & Scout center COST increase

EXTERNAL EMAIL: Do not click links or open attachments unless you trust the sender and know the content is safe.

Dear Council Members,

I did see the \$1.7M increase but was not sure of details. I know more now.

The existing \$2.9M commitment made by City is very generous and maybe all that is appropriate.

Further discussion on costs (which now seem like possible runaway costs) and budget are appropriate.

This may sound like a change of my position on Council action. However, I believe that fiscal responsibility should be order for City Council and committee for Senior & Scout center. More effort scrutiny needed.

Sincerely,
Jon C.

Martha Alvarez, MMC

From: Jon Chaykowski <rideformbef@yahoo.com>
Sent: Friday, March 3, 2023 8:26 AM
To: List - City Council
Subject: [EXTERNAL] Proposed Senior & Scout facility

EXTERNAL EMAIL: Do not click links or open attachments unless you trust the sender and know the content is safe.

Dear City Council Members,

My wife and I STRONGLY support the proposed Senior & Scout Center for our community.

We believe that an active lifestyle returns many benefits to individuals and a community. Senior and Scout activities are vital contributors to such a lifestyle.

The proposed facility is a great idea, would be a significant asset for our City, should be built and would be utilized and supported by a wide cross section of our community.

The current facilities are old, inadequate and need to be replaced. So, I STRONGLY support and have donated to the proposed facility. I ask our City Council Members to approve MB City support.

Sincerely,
Jon Chaykowski

Matt Warshaw

Oxford English Dictionary, source citations for surfing

Editor, Surfer Magazine

Curator, the Encyclopedia of Surfing

RECEIVED

2023 MAR -7 AM 8: 59

CITY CLERK'S OFFICE
MANHATTAN BEACH, CA

"Hello,

My name is Matt Warshaw, and I'm the executive director of the Encyclopedia of Surfing, a nonprofit located in Seattle, and the author of the History of Surfing and other surf-related books.

I'm reaching out today in support of the initiative to install a plaque at the site of Dale Velzy's original surf shop, located at 117 Manhattan Beach Boulevard. The shop itself was tiny and dark and didn't look like much—but it represents a huge development in surf culture, and carries the name of one of the most transformational figures in surf history. The fact that the first-ever surf shop was located in downtown Manhattan Beach is a wonderful feather in the cap of the city, and deserves to be noted and celebrated.

Thank you for reading, and please get in touch with me if you have any questions or comments!

Best,

Matt Warshaw

Executive Director, Encyclopedia of Surfing

<https://eos.surf/>

Bing Copeland
Owner, Bing Surfboards
Manhattan Beach Surf Club

RECEIVED

2023 MAR -7 AM 8: 59

CITY CLERK'S OFFICE
MANHATTAN BEACH, CA



February 9, 2023

To the City Council of Manhattan Beach.

My name is Bing Copeland, In 1938 my family built a home at 814 Highland Ave. Manhattan Beach. In 1948, at 12 years old I became fascinated with the older surfers at the Manhattan Pier. At that time Dale Velzy was the lifeguard on the pier. One day he asked me if I wanted to try an old board he had on the beach and that was the beginning of my surfing career. In 1950 Velzy opened the worlds first retail surf shop just up from the pier on Ocean drive. His shop became my favorite place to hang out after school and on weekends. I ended up being his shop helper and working with Dale I learned a lot about surfboards, life (and girls) which later lead me starting my own successful surfboard business in 1959. In my opinion, Dale Velzy deserves the recognition and a plaque in Manhattan Beach showcasing his contribution to the surfing world.

Bing Copeland

Karl "Buddy" Bohn

Lifetime Achievement Honoree, 2011

Section Chief, L.A. County Lifeguard

Director Junior Lifeguard Program

The History of Lifeguards, author

Editor; US Life Saving Magazine and County Lifeguard Magazine

Dept Rep; International Surf Festival Committee

Created the Medal of Valor with LACOLA and the RB Chamber

RECEIVED

2023 MAR -7 AM 8:59

CITY CLERK'S OFFICE
MANHATTAN BEACH, CA

Catalina Classic

Established 1955

February 17, 2023

On behalf of the Catalina Classic Paddle board Association and as the CEO and Founding Director, I am writing in full support of a commemorative plaque honoring Dale Velzy, his ground breaking role in the world of Surf Culture, and the first (documented) custom surfboard shop he created. Manhattan Beach would be remiss in not acknowledging this piece of surf history.

Dale Velzy was a true pioneer influencing the "modern" surfboard, lifeguard rescue boards, and racing paddle boards. Many of these boards are still used and collectable today. Dale Velzy was a regular mentor to young surfers and lifeguards. He had a big heart and regularly shared it. He was a true legend.

The International Paddle board races of the 1950's gave Velzy the opportunity to create many of the fastest paddle boards and race winners and showcased Manhattan Beach and the South Bay as a premier surfing and paddling destination.

When we resurrected the "International Paddle board Race" in 1982 (now known as the Catalina Classic), Velzy extended his gratitude and stated, "Thanks! Your race put me back in business!" Many of the paddle boards made today have followed in his wake.

The Catalina Classic fully endorses and encourages the approval of commemorating a great Man, Pioneer, Surfer, surfboard builder, and all around South Bay Legend!

Thank you for your consideration in this matter.

Respectfully,

BUDDY

The Catalina Classic Paddle board Association, Inc.

Karl 'Buddy' Bohn

CEO, Founding Director, 501c4

(310) 270-8957

surfbuddy1@gmail.com

RECEIVED

2023 MAR -7 AM 8:59

CITY CLERK'S OFFICE
MANHATTAN BEACH, CA

Paul Holmes
Author; Dale Velzy is “Hawk,
Hobie, Master of Water, Wind and Waves and Bing Surfboards and more
Editor; Surfer Magazine
Co-producer Surfer tv series
Editor; Tracks, Australia
Senior Editor; Croul Publications



RE: Proposed commemorative plaque at 117 Manhattan Beach Blvd., location of Dale Velzy's historic "World's First Surf Shop"

Although surfing originated in ancient Hawaii, it was in California that surfing developed into the sport, lifestyle, and industry we recognize today. The Los Angeles South Bay — Manhattan Beach, Hermosa Beach and Redondo Beach — was the historic crucible of that development, and local surfer and craftsman Dale Velzy played a hugely influential role there.

Surfing was introduced to Southern California in the early 1900s. Prior to World War II, however, there were few surfers. Surfboards were big and heavy, hewn from solid redwood, and hard to find. Most were self-made by necessity, in garages or backyards. There were no professional manufacturers, although there were surfboards made in Los Angeles during the 1930s by the woodworking company Pacific System Ready Kit Homes. Hollow boards, made of plywood screwed onto a wooden frame, were similarly manufactured by The Los Angeles Ladder Company.

But in both cases surfboards were strictly a sideline to their main business. After WWII, lighter surfboards were made of balsa wood and a newfangled material called fiberglass. A young Dale Velzy started making such boards, first in his mother's garage, then literally on the beach at Hermosa, where he grew up, and later at Manhattan after the formation of the local surfing club at the pier in the late 1940s. City officials, however, were not impressed with Velzy's balsa wood shavings blowing all over the beach and told him he'd have to stop. Thus, in late 1949 or early 1950, Velzy rented a small shop just up the road.

As Velzy told me in an interview for his biography: "One day, just after I opened, a guy in a suit and tie walks in and tells me he's with the City and that if I am making surfboards for sale I need a business license and a state resale number. So I did ... and that's how I got the first state resale number for making surfboards."

The term “surf shop” didn’t exist at the time. In fact, it was not coined until the late 1950s when Jack O’Neill, an early maker of wetsuits, opened a shop by that name in Santa Cruz. Still, Dale Velzy’s Manhattan Beach workshop can be legitimately recognized as the world’s first stand- alone facility that was exclusively devoted to surfboard manufacturing and retailing. It paved the way for many more South Bay surfboard makers — several, like Bing Copeland and Greg Noll, mentored in the trade by Velzy — that opened up to meet the huge surge in demand following the 1959 release of the Hollywood movie “Gidget” that made surfing a youth culture phenomenon.

Biographer of Dale Velzy, Bing Copeland and Hobie Alter, Paul Holmes is a former Editor of Surfer Magazine (1981 – 1990) and Contributing Editor for Longboard Magazine (1995 – 2010). He wholeheartedly supports the proposed Velzy shop commemorative plaque.

RECEIVED

2023 MAR -7 AM 8: 59

CITY CLERK'S OFFICE
MANHATTAN BEACH, CA

Don Craig
Founder, Old Guys Rule
Merchandiser for Quick Silver, Rip Curl and O'Neill
Member Manhattan Beach Surf Club 1950

Dear City Council of Manhattan Beach,

My name is Don Craig and I'm the owner and creator of a small brand called Old Guys Rule. I wanted to write and say congratulations on making the decision to create a Plaque for Dale Velzy opening the World's First Surf Shop. Dale was a life long friend of our family and was an inspiration to every surfer who came along after him. He inspired both Bing Copeland and Greg Noll whose names are still known world wide as pioneers in Surfing as well. The South Bay back in the 50's and 60's was where most of the energy was born surrounding surfing.

Today shops like Becker, Spyder, ET, and Dive N Surf carry on the tradition set forth by Dale Velzy. Who would have thought that the Surf Industry would ever become over a Billion Dollar Industry.

Thanks for making the right decision to honor Dale Velzy for his early vision.

Regards,

Donald Craig

Old Guys Rule
San Clemente, Ca. 92672
don@oldguysrule.net

John Leininger
2016 Inducted, Surfer's Walk of Fame
Surf business, 50+ years

RECEIVED

2023 MAR -7 AM 8: 59

CITY CLERK'S OFFICE
MANHATTAN BEACH, CA

To Whom It May Concern,

I fully support the installation of the Velzy plaque which describes the shop as the first surf shop in the world.

Velzy was one of the most iconic individuals in the surfing world! He was one of the earliest board builders of the modern surfboards and one of the leaders of the surf culture.
! His character represents many characteristics of surfers lifestyle today!

The opening of his surf shop on Ocean and Manhattan Beach Boulevard is considered the first surf shop to deal exclusively with the sale of surfboards retail!!! Many at that time didn't even know what a surfboard was. He was the first to be issued a business license for the same of surfboards!!!

The Manhattan Pier was the gathering place of many of the early surf pioneers! This plaque would remind surfers and others the significance of the city of Manhattan Beach had on the history of surfing!! Today surfing is used as a backdrop to sell merchandise such as cars, real estate travel, clothing, etc. Hopefully the City of Manhattan Beach will see fit to honor Dale Velzy and surf shop location by allowing this plaque to be placed in the sidewalk at Ocean and Manhattan Beach Blvd.!!

Thank you for your consideration

John Leininger
January 23, 2023

Leroy "Sonny" Vardeman
Los Angeles County Ocean Lifeguard 35 years
Medal of Valor recipient, 1981 and 2000
Hermosa Beach Seals member, 1950

RECEIVED

2023 MAR -7 AM 8:59

CITY CLERK'S OFFICE
MANHATTAN BEACH, CA

Dear Manhattan Beach City Council,

Please allow me to introduce myself.

My name is Sonny Vardeman I'm a longtime surfer (since 1949, 2004 Hermosa beach Walk of fame inductee)

Retired Surfboard builder (Vardeman Surfboards. International surfboard builders Hall of fame 2011)

Retired Los Angeles County Ocean Lifeguard Captain.(38 years of service. Two Medals of Valor. Lifetime achievement award.)

I had the privilege of surfing with Dale Velzy many times during the 1950's.He was one of the best surfers in the late 1940's and most of the 1950's.

Dale designed & shaped balsa wood surfboards for me that performed outstanding in the California surf and large 20ft. Surf of Hawaii.

I'm a longtime resident of Hermosa Beach (since 1938).

The city of Hermosa has two Surfer Statues and many surfer Walk of Fame Plaques on the pier. Most all of the Honorees were Dale Velzy's DISCIPLES !

I would highly endorse a Plaque be placed at 117 Manhattan beach boulevard to Honor Dale Velzy who opened the WORLD'S 1st. Surf shop at that location.

Thank you for your consideration.

Sonny Vardeman

sonnyvard @ [Gmail.com](mailto:sonnyvard@gmail.com)



Sonny Vardeman
Redondo Breakwater, 1959

Front; Rick Stoner, Mike Bright, John Macfarlane, Walter Hoffman, Bing Copeland,
Top; Steve Vorrhees, Sonny Vardeman, Charlie Ramers,
All Velzy surfboards

Steve Pezman
Co founder, Surfer's Journal
Editor, Surfer Magazine
Author of numerous surf publications
Over 50 years documenting Surf history

RECEIVED

2023 MAR -7 AM 8: 59

CITY CLERK'S OFFICE
MANHATTAN BEACH, CA

When I started surfing in 1957 Dale Velzy was already established as the chief Californian historical presence in the sport of surfing. After he moved from building boards under the pier the store front he occupied became the very first four wall surf shop in the world. That location well deserves the recognition that you are attempting to bestow on it.

Sincerely,
Steve Pezman

RECEIVED

Chip Post

LA County Lifeguard, 1957-68
Hermosa Beach City Council, 1972
Hermosa Beach City Attorney, 1977-1981
California Department of Attorney General 1980s
Chair, Surfrider's Foundation, 1990s
Surfer's Environmental Alliance

2023 MAR -7 AM 8: 59

CITY CLERK'S OFFICE
MANHATTAN BEACH, CA

Hello, Manhattan Beach City Council

I'm Chip Post writing to encourage the installation of a plaque commemorating the establishment of the world's first surf shop by Dale Velzy at 117 Manhattan Beach Boulevard in 1950, also the year I started surfing at age twelve.

Here's some reasons why I think his was the first commercial shop.

In 1950 surfing was the domain of a small group of counter-culture individualists. Everyone knew everyone else and it would have been known had there been a commercial surf shop in existence. People made their own boards and a few made them for their friends, but not commercially. Surfboards were redwood, balsa/redwood, or plywood "kook boxes," too heavy at eighty to one hundred pounds for anyone not fully grown. The market was on the cusp of exploding with the development of light weight balsa and fiberglass boards which could be handled by twelve-year-olds like me. I think Dale was the kind of person who would have seen the commercial potential of surfing, but even he felt he needed to survey the stretch from El Porto to Rat Beach for several months to determine if there were enough surfers to support a surfboard business. He also saw the potential for surfing to become a pop culture phenomenon when he expanded into surf movies and popular music.

Dale Velzy was exactly the kind of guy who would have taken the chance to start the world's first surf shop.

Chip Post
PO Box 418
Bollinas, CA 94924
415 717 9648

PS I grew up in Hermosa and first knew Velzy when he was making a few boards from his mother's garage on Loma Drive. I used to sit with friends on the floor of his shop on MB Blvd. suffering the din of his planer and the dust of its shavings. We'd annoy him by picking the centers out of his balsa wood lumber. He had his rough edges but was kind to us kids, telling us we were "lookin' really good in the water." And subtly encouraging us to get his latest model. I went on to become a lawyer and worked mainly in state and local government law. (I think the evidence supports the proposition that his was the first shop. An objector would need to prove it was not, as I see it.)

A plaque will be a good place to go to remember Dale.

Gary Crum

Section Chief, Los Angeles County Lifeguards, 17 years

Chairman, International Surf Festival

Race Director for Dwight Crum (father, founder) Pier to Pier Swim

RECEIVED

2023 MAR -7 AM 8:59

CITY CLERK'S OFFICE
MANHATTAN BEACH, CA



Los Angeles County Lifeguard Association Trust Fund

524 Garnet Street, #B, Redondo Beach, CA 980277

January 14, 2023

To whom it may concern:

On behalf of the Los Angeles County Lifeguard Association Trust Fund, I would like to go on record in support of the proposed Velzy "surf shop" commemorative plaque at 117 Manhattan Beach Blvd. Dale Velzy opened up the world's first "surf shop" at this location in 1950. Dale Velzy was a true pioneer in the surfboard building business and his innovations changed surf culture forever. The following excerpt from "Surfer Magazine" outlines some of Velzy's roll in the surf culture:

"There would be no surf business without Dale Velzy, and hence no surf life as we know it. He was the first to put a name on a surfboard, the first to sponsor a surfer, the first to open a surf shop and the first to print a surf company t-shirt. Velzy bankrolled one of the most impressive surf teams in history, with Miki Dora, Mickey Munoz, Dewey Weber, Mike Doyle and Donald Takayama all riding for him. He bought Bruce Brown (The Endless Summer) his first camera and paid his living and travel expenses for a year."

The Daily Breeze described the Velzy "surf shop" as follows:

"Velzy Surfboards wasn't fancy by any means, but it was the first retail surf shop in the world when it opened in 1950." Velzy's balsa wood boards were becoming increasingly popular among surfers, and he worked constantly to keep up with demand. Though surfing's breakthrough to the mass media was still a decade off, the early 1950s were a boom time for the sport along the Southern California coast.

In addition to Dale Velzy's career as a surfboard builder, he also served several years as a Los Angeles County Lifeguard, primarily working at the Manhattan Beach Pier. Velzy was one of the top board paddler's on the coast. The International Surf Festivals Pier to Pier paddle is named in his honor. Manhattan Beach's history has always been intricately tied to the beach and surf culture. It seems totally appropriate that this plaque be added to help commemorate this historical site and secure Manhattan Beach's role in surfing history.

Thank you for your consideration.

Gary Crum, Trustee

The Los Angeles County Lifeguard Association Trust Fund is a 501(c)(3) non-profit corporation

Fran Hoff Velzy
Married to Dale Velzy 27 years
Owner, Surfboards by Velzy

RECEIVED

2023 MAR -7 AM 9:00

CITY CLERK'S OFFICE
MANHATTAN BEACH, CA

Jan. 9, 2023



Hi Jacquelyne,

It was so nice talking with you about Dale Velzy.

We had almost 30 years together and he told many stories. He loved to remember the times he would ride his horse to the beach. He also loved to remember the days of shaping boards under the pier. And of course his new shop and all the guys that would visit and hang out. It was before my time but it must have been a fantastic time in surfing.

I am hoping that this project does get an approval as it is well deserved.

Thank you for all your hard work,

Fran Hoff
Owner, Surf Boards by Velzy
949-492-4047

Don Guild

Owner Guild drug Store and the Antique Guild
Photographer of only known photo of Velzy's Surf Shop, 1952
Pioneer surfer since 1935

RECEIVED

2023 MAR -7 AM 9:00

CITY CLERK'S OFFICE
MANHATTAN BEACH, CA

At first they didn't call it surfing, they called it paddle boarding.

Before 1950 there were no accolades that I know of that were coming out of anywhere about surfing.

Not that many people were surfing at that time.

There must have been a demand because people had to make their own boards. Before fiberglass if you dinged a board it absorbed water and you had to repair it right away.

My first board was stubby, like an ironing board. You'd try to paddle and the whitewater would push you in to shore.

When I was 8 years old I saved up the money to buy the materials to make my own paddle board. A neighbor whose Dad was the Mayor had tools. The board was old hunks and stubs of wood glued together. It was a mess.

Dale and I both went to Redondo High. He was in the class before me. Dale was sort of carefree.

When Barbara and I first met she had an 80 pound board, It had a plywood deck and it wasn't fiberglassed, It was just painted. There was a cork you had to remove to drain the water out of it.

Dale's shop was the first in the world.

It was a shop where he took orders and shaped the boards. He was around 22 years old. He worked by himself. No one else was fiddling around =with that in those days. He was a one man operation.

Inside the shop were just some 2x4s and a slab of glued together balsa wood. He had to take the boards outside on the sidewalk to glass them. Later on he had a glasser.

Dale was first with innovations in surfboarding. Not only with manufacturing but experimenting with new shapes. Dale was an innovator in that he was coming up with different ways to make boards. He was the first guy to make a lot of experimental designs.

In 1957 we took the ship Lurline to Hawaii. We bought boards from Dale to take over because we couldn't buy them in Hawaii.

Don and Barbara Guild

From: **Sam Gnerre** <samgnerre1@gmail.com>

RECEIVED

Date: Wed, Jan 4, 2023 at 3:21 PM

2023 MAR -7 AM 9:00

Subject: Re: Looking for Sam Gnerre

To: Lisa Jacobs <ljacobs@scng.com>

CITY CLERK'S OFFICE
MANHATTAN BEACH, CA

Hi Lisa,

I apologize, I saw Jackie's email but haven't had a chance to get back to her. I'm pretty sure I sourced the "first surfboard shop in the world" from this Velzy obit in Surfer magazine from 2005:

https://www.surfer.com/surfing-magazine-archive/surfing-news/velzy_052705/

The NY Times obit says first shop in the US:

<https://www.nytimes.com/2005/06/05/sports/othersports/dale-velzy-77-a-pioneer-in-popularizing-surfing-dies.html>

Here's my post in case you need it:

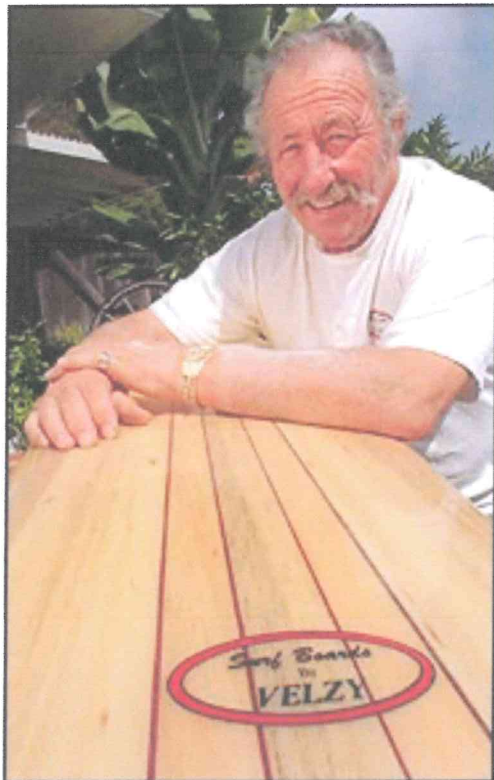
<https://sbhistoryblog.wordpress.com/2015/05/15/dale-velzy-the-hawk-opened-the-worlds-first-surfing-store-in-manhattan-beach/>

Regards,

Sam

Dale Velzy: “The Hawk” opened the world’s first surfing store in Manhattan Beach

Posted on [May 15, 2015](#) by [Sam Gnerre](#)



Dale Velzy in 2000. (Associated Press photo)

Dale Velzy was born in Oakland, Calif., on Sept. 23, 1927, but grew up in Hermosa Beach. His father was a woodworker and part-time lifeguard.

As a young boy, Velzy loved to hang out on the beach and watch the surfers and lifeguards on their boards. When he was eight years old, his father used woodworking tools to shape a surfboard out of heavy planks for him, and the younger Velzy became hooked on surfing.

2023 MAR -7 AM 9:00
CITY CLERK'S OFFICE
MANHATTAN BEACH, CA

RECEIVED

He quit school and joined the Merchant Marine at age 16, serving in World War II. After returning home, he began shaping surfboards in earnest, working with new materials such as balsa wood and fiberglass to make the boards lighter and more maneuverable than the early heavy redwood plank boards.

Because of his woodworking knowledge, Velzy also became expert at repairing and reshaping existing boards, originally in the family garage in Hermosa, then later at the club headquarters of the Manhattan Beach Surf Club, under the Manhattan Beach pier.

Velzy was the club's resident leader, and one of the sport's earliest flamboyant personalities. He got his nickname, "The Hawk," not from any physical characteristics, but from his ability to spot coins in the sand on the beach from long distances as a young boy. The nickname stuck, and fit his freewheeling lifestyle, which included a love of horses and cowboy culture, fast cars and women — he was married and divorced five times — in addition to surfing.

After complaints about his board-shaping and repair activities under the pier, Velzy found an empty former shoe repair shop nearby, and transferred his operation there.



Dale Velzy's first surf shop in Manhattan Beach opened in 1950. (1952 photo by Don Guild, courtesy Surfing Heritage & Cultural Center and Croul Publications)

Velzy Surfboards wasn't fancy by any means, but it was the first retail surf shop in the world when it opened in 1950.

Velzy's balsa wood boards were becoming increasingly popular among surfers, and he worked constantly to keep up with demand. Though surfing's breakthrough to the mass media was still a decade off, the early 1950s were a boom time for the sport along the Southern California coast.

Wetsuit designer Bev Morgan, with help from brothers Bill and Bob Meistrell, opened the original Redondo Beach Dive N' Surf shop in 1953 and tried to convince Velzy to come aboard with them, but he remained unconvinced that wetsuits would ever catch on among surfers.

RECEIVED
2023 MAR -7 AM 9:00
CITY CLERK'S OFFICE
MANHATTAN BEACH, CA



L to R: Dale Velzy, Hap Jacobs, Bill Meistrell and Bev Morgan at the original Dive N Surf Shop in 1954. (Photo credit: Encyclopedia of Surfing.)

Instead, with some prodding from Morgan, he formed a partnership with fellow board shaper Harold "Hap" Jacobs in 1953. Velzy-Jacobs Surfboards became very successful very quickly. Velzy opened a second store in Venice in 1954, and another in San Clemente in 1958. Business was booming.

He was always searching for a better design, and in 1955, he came up with one of his most popular. Called "The Pig" because of its wide section near the tail, it allowed surfers to do what became known as "hot-dogging" tricks such as walking the nose, quasimoto and head dips.

Dale Velzy's The Pig surfboard:

<https://youtu.be/-eaCLR1EtBs>

2023 MAR - 7 AM 9: 00
CITY CLERK'S OFFICE
MANHATTAN BEACH, CA
RECEIVED

Velzy also was the first surfboard maker to assemble a surfing team, a practice which later became much more common. His team of surfers included the legendary Mickey Dora, Donald Takayama, Mike Doyle, Dewey Weber, and Mickey Muñoz.



RECEIVED
2023 MAR -7 AM 9:01
CITY CLERK'S OFFICE
MANHATTAN BEACH, CA

In 1956, Velzy helped pioneer another genre when he gave a young surfer and aspiring filmmaker named Bruce Brown \$5,000 to buy camera equipment and finance a trip to Hawaii to make the 1957 documentary, "Slippery When Wet."

During the filming, Brown and the surfers he was filming discovered a a break on the North Shore of Oahu that they named "Velzyland" in honor of their the man who bankrolled the operation. The popular surfing spot still bears his nickname.

Surfing documentaries became extremely popular as a result of "Slippery When Wet" and subsequent efforts, selling out screenings at local auditoriums. After the surfing craze hit in the 1960s, Brown reaped enormous commercial success from his 1966 documentary, "The Endless Summer."

Velzy bought out Jacobs in the late 1950s, shortly before his growing empire crashed to a halt in 1959. He liked the high life, and accounts of him carrying

around a wad of \$100 bills are common, but he left the nuts and bolts of the business to accountants and business advisers.

They let him down.

In 1959, the Internal Revenue Service came calling, and shut down Velzy's operation, which had grown to five surf shops and two surfboard factories, for nonpayment of back taxes. He had to close all of his stores and his surfboard operation, and was no longer allowed to use the "Surf Boards by Velzy" trademark.

After being nearly ruined financially, he continued shaping surfboards for other manufacturers such as Hobie Alter. He started Dale Surfboards in Newport Beach in 1962, but closed it four years later upon



SURFERS WALK OF FAME

DALE VELZY
"THE HAWK"

CHARTER MEMBER
SURFERS WALK OF FAME

SURFED ALL KINDS OF SURFBOARDS, MADE HIS OWN SURFBOARDS, MADE HIS SURF ON A VELZY SURFBOARD, SURFERS OF HAWAII, SURFERS AFTER HIM.



Dale Velzy at the Hermosa Beach Surfers Walk of Fame induction on March 29, 2003.
(Scott Varley / Staff Photographer)

moving to Arizona.

He returned to California at the end of the decade, keeping a much lower profile while continuing to shape boards on a contract basis. He bought a ranch near San Clemente, and began producing high-end custom boards and handmade reproductions of vintage designs while living in the cowboy lifestyle that he always had loved.

In 2003, Velzy was one of the first group of surfing pioneers inducted into the Hermosa Beach Surfers Walk of Fame.

A lifelong smoker, Velzy died in a Mission Viejo hospital after a long bout with lung cancer on May 26, 2005, at the age of 77.

More than 2,000 friends, associates and surfers of all ages joined in the traditional paddle-out ceremony held for Velzy on June 14, 2005 at Doheny State Beach.

In 2006, surfing author Paul Holmes told Velzy's amazing story in full in the book, "[Dale Velzy is Hawk](#)," published by the Croul Family Foundation.

Dale Velzy tribute video:

<https://vimeo.com/75230645>

Sources:

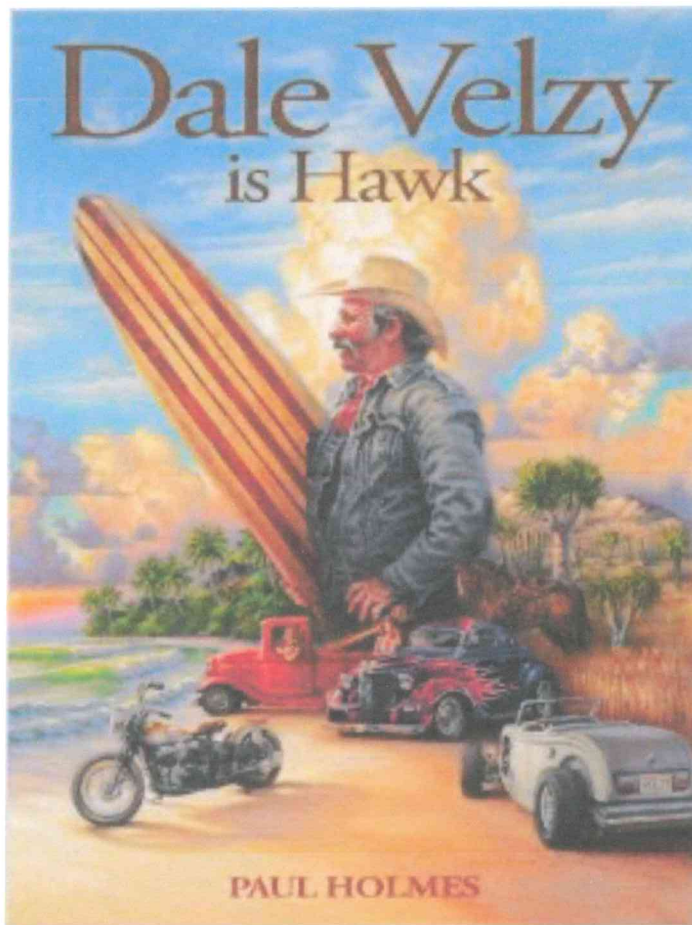
Daily Breeze files

"[Dale 'The Hawk' Velzy: Surfer, Shaper, Cowboy](#)," from the "Legendary Surfers: A Definitive History of Surfing's Culture and Heroes" online series by Malcolm Gault-Williams.

["Dale Velzy: A Legend Moves On."](#) *Surfing* magazine, May 27, 2005.

Los Angeles Times files.

Orange County Register files.



Book jacket of Paul Holmes' biography of Dale Velzy.

