

Jomsky, Mark

From: jonna@salutationshome.com
Sent: Saturday, May 16, 2020 6:16 PM
To: Jomsky, Mark
Cc: Erika Foy
Subject: Regarding the Letter dated May 16, 2020 from Erika Foy regarding Covid-19 and Pasadena Skilled Nursing Facilities

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Dear Mr. Jomsky,

Let me introduce myself. My name is Jonna Carls and I own Salutations Home, a luxury Gift Shop on Granite Drive in Pasadena. We have been closed since March 20th. The Mayor of LA announced last week that retail stores could open back up for curbside pickup. If a small gift store does not have an e-commerce website, they are at a major disadvantage. Without an online presence, stores like mine are in major trouble financially. We have had to halt our business mid season, lay off most of our employees, and wait and hope to get the green light to re-open our doors in the distant future. At this point I have lost a tremendous amount of income. That income was to pay for the merchandise that we had been receiving since January and inevitably, most bills are now past due, and customers are banished. We have managed to make a few sales here and there, but not anywhere close to the amount that is needed to pay my remaining overhead of rent, payroll, credit card bills and vendor bills. I applied and received a small PPP loan from the government and it will cover one months rent and in order for it to be completely forgiven, I would have to hire back my entire work force the day the money was given to me. There is no business to keep my ex-staff busy. The reality for a business such as mine is that my overhead is high and we need to open our doors. Side note: A Chinese Group bought the property that I sit on and the property taxes are now exorbitant. My landlords are not at all interested in working with me, my vendors are demanding payment for merchandise that we couldn't cancel, credit cards balances are rising and I am essentially closed for business, losing money with each day that passes.

The reason for this email is pertaining to the questions raised by Erika Foy in regards to the numbers of deaths in Pasadena coming from the Skilled Nursing Homes and not necessarily from the general public. The rules in place seem to be subjecting Small Businesses to economic disaster and it may not be necessary. My store is roomy, with high ceilings, with good air flow. I have few employees in the store wearing masks and have hired Cintas to supply cleaning products and all the necessary disinfectants. I think Small Business should be allowed to open after they meet the proper protocol. We would limit the amount of Customers to one at a time. It is safer to shop in my store than to shop at any other public place that is deemed essential (Market, Drug Store etc..) I implore you to think about Pasadena's Small Businesses. If I remain closed to foot traffic for much longer, my Landlords will get their way, I will be out of business and they will be free to re-develop, and sadly I will be a mere statistic and a sad footnote to the way Pasadena used to be.

Thank you for your time.

Best,
Jonna Carls

05/18/2020
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Martinez, Ruben

Subject: FW: Larry Wilson/Robin Salzer's idea: PLEASE AGENDIZE Special COVID-19 Outdoor Street Dining Districts
Attachments: Memo - Street Dining Districts.pdf

From: Jonathan Edwards
Sent: Monday, May 18, 2020 11:43:06 AM (UTC-08:00) Pacific Time (US & Canada)
To: cityclerk; Mermell, Steve; Tornek, Terry; Jomsky, Mark; Wilson, Andy; Kennedy, John; Gordo, Victor; Madison, Steve; Suzuki, Takako; Thyret, Pam; McAustin, Margaret; Masuda, Gene; Hampton, Tyron
Subject: Larry Wilson/Robin Salzer's idea: PLEASE AGENDIZE Special COVID-19 Outdoor Street Dining Districts

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Dear City Council, Please find attached a memo. In brief, I'm asking the Council to:

**Please agendize an item at your next meeting to consider and enact:
the establishment of Special Outdoor Street Dining & Retail Districts
in Old Pasadena and the Playhouse Village
(along Colorado Blvd from Pasadena Ave to Lake Ave)
to provide restaurants the ability to expand sit-down dining into the street
in a manner consistent with both economic and public health.**

Jonathan Edwards ●

161 S Madison Ave, Apt #12 ●
Pasadena, California ● cellphone (626) 676-3466

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MEMO: Special COVID-19 outdoor Street Dining Districts



Monday, May 18, 2020

**Jonathan
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I recommend to you the attached Opinion Piece by Larry Wilson, "*Take cars off Colorado in Old Pasadena and put restaurants on the street*"

It is time to act expeditiously to ensure that Pasadena businesses and storefronts do not go permanently dark, and to act to capture regional market share and publicity.

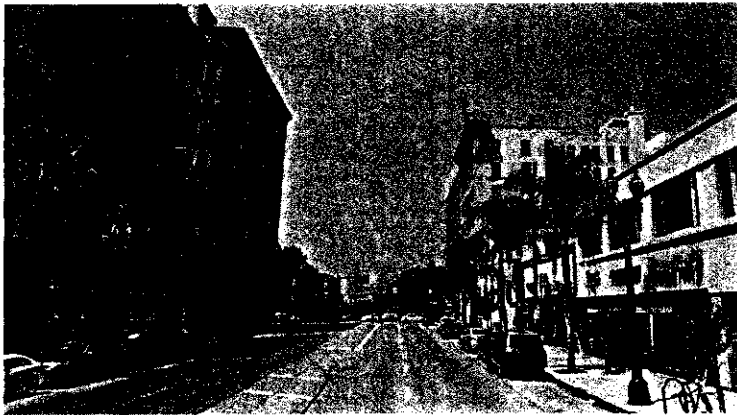
Please agendize an item at your next meeting to consider and enact the establishment of special outdoor Street Dining & Retail Districts in Old Pasadena and the Playhouse Village (along Colorado Blvd from Pasadena Ave to Lake Ave) to provide restaurants the ability to expand sit-down dining into the street in a manner consistent with both economic and public health.

Sincerely yours,

Jonathan Edwards

OPINION

Take cars off Colorado in Old Pasadena and put restaurants on the street



An empty Colorado Boulevard in Pasadena would be a perfect place for socially distant restaurant tables. (Image via Google Maps)

By **LARRY WILSON** | lwilson@scng.com |

Pasadena Star News

PUBLISHED: May 13, 2020 at 8:48 a.m. | UPDATED: May 13, 2020 at 8:48 a.m.

A couple of years ago, for a couple of years running, the Playhouse District in downtown Pasadena threw an evening bash each summer in which the usual three lanes of one-way automotive speedway that is Green Street was closed to cars entirely in favor of a block-long table at which perhaps 100 people wined and dined al fresco.

Several local restaurants and the Monopole wine shop combined to cater the event with an eclectic menu. It was great fun to be sitting in the middle of the street all night.

Given the current crisis, and the uncertain way forward for both restaurants and their patrons, how about making that the norm every night of the year — with that old caveat, “rain cancels.”

And not on secondary-artery Green. It's Colorado Boulevard that should be closed to automotive traffic — except for early-morning deliveries — throughout what is now called the Playhouse Village as well as all of Old Pasadena. Same thing for South Lake Avenue, although the planted median there both complicates matters and makes the landscaping nicer for a dinner party.

Same thing, for that matter, on Citrus Avenue in Old Covina, and Greenleaf Avenue in Uptown Whittier. Lord knows there are plenty of other streets to drive on. In these times in which a return to dining out — a huge segment of our economy, and our human culture — is going to involve the need for extreme social distancing you can't do indoors, shut 'em down, I say.

But I've been saying that for years about Colorado Boulevard in Old Pasadena. It's a street for which there is no motor-vehicle reason other than once a year for a parade. And now I would add in Raymond Avenue from Green Street up to Walnut Avenue, a veritable Gourmet Ghetto.

Here in the pandemic, I am joined in my quixotic quest by an actual restaurateur, Robin Salzer of Robin's Ribs. In a column first published in Pasadena Now — hi Andre! hey Jamie! — Robin suggests: "Close off Colorado Boulevard from Raymond to Pasadena Avenue permanently so the Old Pasadena restaurants on Colorado can increase their outdoor seating. All restaurants may have to reduce their inside seating by at least 50 percent due to possible new social-distancing guidelines. These restaurants in our city's highest rent area could redefine the dining experience of Old Pasadena. It would be festive, well lit, aromatic and it would be a boon for the city, restaurants and retail stores. Traffic to and from Old Pasadena would continue west on Union Street and east on Green Street. There would still be access to the parking lots off both of these streets. Think back to the World Cup in 1994. The same streets were closed off for a week and it was an incredible experience for everyone. I have experienced closed off streets for dining in major cities like San Francisco, New York and Chicago and it works."

Of course it works. Let's stop thinking small — like maybe a few tables on the sidewalk. Restaurants have been financially devastated. Summer is coming. Think big, think fast, cut the red tape and make it happen. Pasadena City Council. Here's an opportunity to innovate our way forward in the vastly different new normal.

Wednesday at random:

After two months with empty fairways and greens over its 36 holes, Brookside Golf Course re-opened Friday with new social-distancing rules and with some new absences: No rakes in the bunkers. No golf ball-washers. No pulling the pins for putting. Holes filled with foam to make it easier to pick up your ball after a sunken putt. So did I get out Friday evening after work for nine holes? That's like asking if Tiger Woods has the fire in his belly. Absent us stompers, the course is in great shape. General Manager Scott Scozzola even had time to beautifully reshape the tough No. 12 green on the No. 2 course. Being a walker, I just wish we could go Scottish rather than letting a foursome take out four electric golf cars. Want to ride? Fine. Bring a doctor's note ... Columnist Joe Mathews hopes for a post-pandemic future in which the crazy quilt of 88 cities in Los Angeles County is more efficiently consolidated. He asks if we really need an El Monte and a South, a Covina and a West, a, dare we say it, Pasadena and a South? And why is it that those three surplus cities are all in the San Gabriel Valley, anyway? Surplus? Here comes the mail.

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Martinez, Ruben

From: Erin Richards <frankenweenie17@gmail.com>
Sent: Monday, May 18, 2020 12:19 PM
To: Public Comment
Subject: 16b

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This is for item 16B I feel I understand the concerns of being in a gym with limited space in order to work out while being safe , but I do feel that the gym should be able to offer workouts in an outside area therefore allowing the recommended space between gym members and allowing for great workouts while being safe . I really hope you guys will take this into consideration for HCF Pasadena it seems to be a viable plan that they have in order to keep their members safe it would be greatly appreciated if you guys would take this into consideration thank you so much for reading this and for your time..

Sincerely ,
E.R

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