

## McMillan, Acquanette (Netta)

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**From:** simon<sup>6</sup>  
**Sent:** Monday, May 19, 2025 2:08 PM  
**To:** PublicComment-AutoResponse  
**Subject:** Agenda item 19

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### Members of the City Council

Tonight, you will be asked to appoint members to the Pasadena Rental Housing Board. Tomorrow, some of you will receive the Rent Stabilization Department's "budget". I put this in quotes because it has no revenue component, and no stated plan to get one. Under the Rent Board's direction, the Rent Department has catastrophically missed its 2023-25 revenue targets, leaving a budget hole of over a million dollars. Instead of addressing this issue, the Board has spent its last few meetings debating its code of conduct, so that some of its members could try to circumvent attempts to stamp out their ongoing abuse of members of the public.

In light of this arrogance and incompetence, a real change is needed. Tonight, you will have an opportunity to appoint two at-large Board members. I have made an application, and I am pleased to see that several other housing providers have applied. Please appoint people who understand rental housing management, so that expert voices can be heard.

**Simon Gibbons** (he, him)  
Finance Officer  
BT Shepherd LLC  
2335 E Colorado Blvd, Suite 115/180  
Pasadena CA 91107  
[simon@btshepherd.com](mailto:simon@btshepherd.com)  
(323) 833 9406

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## McMillan, Acquanette (Netta)

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**From:** hermina  
**Sent:** Monday, May 19, 2025 2:09 PM  
**To:** PublicComment-AutoResponse  
**Cc:** info@pasadenahousingproviders.com  
**Subject:** Pasadena City Council Meeting Agenda Item #19

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Dear Pasadena City Council,

My husband and I are Pasadena housing providers. I am writing today because I have been watching the rent board in action over the last couple of years, and it is clear that there is virtually no understanding of how our business is run, nor is there any desire to learn. Policy and regulations are being set by activists who take their instructions from the organizations they represent and serve, including the Pasadena Tenants Union and Tenants Together. In the last several meetings I have watched the board effectively ignore tough questions about the board's inability to cover their spending with the registry fees they charge, which is provided solely by housing providers. I have further watched them ignore repeated questions about nearly half a million dollars in payments the City of Pasadena made for a no-bid contract with BHYV for a rental registry they never produced.

Having almost no representation on the Board while being required to foot ALL of the costs of the decisions made by board members who are openly hostile to us (please see Chairman of the Board Ryan Bell's Pasadena Now editorial dated January 20, 2025), is not "fair and equitable" to those of us who provide safe and comfortable housing to thousands of Pasadena residents.

There are two at-large seats where there is an opportunity to appoint knowledgeable and experienced housing providers who understand the rental business and how it operates. Many of us housing providers are small business owners who are trying to earn a living while providing an essential service. We need members on the board who understand budgeting and accounting, who grasp the ever-increasing costs and risks housing providers take, and who navigate rental regulations, municipal codes, and all manner of legal matters on a day-to-day basis. We need someone who understands what it's like to watch their insurance rates double, their waste hauling fees triple, and their labor costs and utility bills spiral out of control while not even being able to increase rents by the rate of inflation.

Continuing in the same manner will not improve the situation for renters. It will only drive more and more Pasadena housing providers out of an industry in which they are unable to survive due to decisions made by uninformed and biased board members, resulting in less housing overall. Please appoint housing providers to the Board.

Thank you for your time,

Hermina Astalis

BT Shepherd LLC

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## McMillan, Acquanette (Netta)

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**From:** AB  
**Sent:** Monday, May 19, 2025 4:34 PM  
**To:** City\_Council  
**Subject:** PRHB appointments

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Thank you for your dedication to preserving the quality of life in Pasadena.

Pasadena's Rental Housing Board has been irresponsible with the funds at its disposal, and is likely to dump its incompetence on landlords, by doubling the annual fee they charge per unit.

We need balanced and responsible people on the PRHB.

Please appoint owners or managers of real for-profit apartment buildings for both the At-Large positions. Their input is vital for PRHB members to fully understand housing issues and the ramifications of their actions.

Tenants have a built-in majority of seven members on the board. The At-Large positions must go to people with relevant business experience.

Thank you.

Alan Bair



## McMillan, Acquanette (Netta)

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**From:** dennis  
**Sent:** Monday, May 19, 2025 3:33 PM  
**To:** City\_Council  
**Subject:** Appointment to vacancy on the Psadena Rental Housing Board

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As a constituent, I respectfully request that you appoint a citizen with real estate experience to the Rental Housing Board tonight.

Thank you.

Dennis Barrocas, Broker  
FOR **Cornerstone R/E Management, Inc.**  
540 El Dorado Street, #101  
Pasadena, CA 91101  
626-577-3060 Office

## McMillan, Acquanette (Netta)

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**From:** Adam Bray-Ali  
**Sent:** Monday, May 19, 2025 3:29 PM  
**To:** City\_Council  
**Subject:** Please don't endorse the crazy people for the Rental Housing Board

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Good evening City Council.

As a longtime follower of the circus that the Pasadena Rental Housing Board brings to the city every month, I encourage you to not endorse those that are intent on destroying property values in Pasadena, using city resources without recourse and treating the housing market as an experiment.

Watching the board the past 2 years, and alerting your council to the goings on, has been unsettling.

Here are some examples:

- Watching a college professor that knows nothing about property ownership and vesting complaining that property owners are hiding behind a trust or management company.
- Having the RHB take money directly from the city and from Covid-era one time funds with a promise to repay (as written into the charter by the same members that are sitting on the board and asking to be re-appointed today) and then pretending that they are not obligated to repay the city
- Hearing the chairman of the RHB state that the board exists to only serve the needs of tenants
- Watching the Rental Stabilization Department fail to provide timely and accurate instructions and details on fair rate of return and learning that none of the rental housing board members even know that it exists.

Measure H created a train wreck. It created a system where paid tenant activists like Allison Henry and Ryan Bell along with lifelong grifters like Peter Dreier can pretend to control a massive part of our local economy without accountability. By default, you are obligated to create a super-majority of tenant activists who have authority to levy taxes, spend millions and create policy outside of your purview. They did this intentionally. Allison Henry stated at a recent board meeting that these rules were created because she doesn't trust the city attorney to follow the demands of the rental housing board.

I encourage you to do your best to find people that are not crazy to place on the board.

Good luck,

Adam Bray-Ali

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Adam Bray-Ali

213-399-1940

[adam@propertybyadam.com](mailto:adam@propertybyadam.com)

Coldwell Banker Residential Brokerage

DRE#01859026

**McMillan, Acquanette (Netta)**

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**From:** Ahni D Dodge  
**Sent:** Monday, May 19, 2025 12:23 PM  
**To:** City\_Council  
**Subject:** At-large appointments

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Dear City Council,

Please appoint 2 housing providers to the 2 at large positions on the Pasadena rental board.

Housing providers have valuable experience with the rental industry and can be a true value to the rental board. We need representation on the rental board to offer a reasonable perspective to housing issues.

Thank you,

Ahni Dodge  
Housing Provider  
Jess Rivas' District



## McMillan, Acquanette (Netta)

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**From:** Lourdes Gonzalez  
**Sent:** Monday, May 19, 2025 11:22 AM  
**To:** City\_Council; Gordo, Victor; Rivas, Jessica; Madison, Steve; Lyon, Jason; Jones, Justin; Masuda, Gene; Hampton, Tyron; Cole, Rick; Márquez, Miguel; Jomsky, Mark  
**Subject:** Current Board Member Urges Council to Appoint Non-Tenant At-Large Members

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May 19, 2025

Mayor Gordo, Councilmembers, and fellow residents.

My name is Lourdes Gonzalez. I currently serve on the Pasadena Rental Housing Board. I'm writing this letter as a lifelong Pasadenan, and a proud daughter of immigrants and an immigrant myself. My family came here seeking opportunity, and I was raised with deep respect for hard work, community, and the importance of giving back. My husband and I purchased our modest duplex in this city (D3) with the goal of building stability—for ourselves, and for our toddler's future. We're not developers. We live on the property. We manage it ourselves. And we're doing our best, like so many others, to create long-term security through housing.

I'm asking you to please appoint **at-large members to the Rental Housing Board who are not tenants**—members who can bring a broader and more balanced perspective to the decisions we make.

Earlier this year, we discussed relocation fees for owner move-ins—fees that affect *every* landlord, regardless of size or circumstance. I tried to raise a simple point: these high fees hit small, owner-occupied landlords like us especially hard. We're not asking to evict for profit—we're just asking for flexibility if life circumstances change and we need to move our aging in-laws into our own home.

But when I voiced those concerns, they were dismissed with the familiar refrain—that tenants, through no fault of their own, face expensive and disruptive moves. What's often overlooked is that not all tenants are financially vulnerable, and that small landlords like us can also be facing life changes or financial hardship that make living in our own property a necessity.

I also want to share a little about my family. My mother—who worked for decades as a cook in a Pasadena retirement home—was able to retire only after building an ADU on her property (D3) where she now lives and rents the primary home to a multigenerational family of eight who recently lost their home in the Eaton Canyon fires in Altadena. My brother, who owns a duplex in Pasadena (D1), also stepped up—he moved out of his own home to rent it to his former tenants, a young family with two small children who also lost everything in the fire. We are a family rooted in this community, and in this moment of tragedy, we didn't turn our backs—we opened our doors. We're not price gouging or charging outrageous rents. We're doing our part to help, but we're also left vulnerable when housing policies don't account for these kinds of circumstances.

We currently lack real discussion, or willingness to consider how a one-size-fits-all policy harms people like my family and I—people who live in the community, provide housing responsibly, and treat their tenants with respect.

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Without more **non-tenant perspectives on the board**, voices like mine will continue to be marginalized. We need balance—to create policy that actually works in practice.

The Rental Housing Board should reflect the **entire housing ecosystem**—tenants, yes, but also homeowners, small housing providers, and professionals who understand the complexities of housing in our city. Otherwise, we risk continuing creating policy in a vacuum, driven more by ideology than by lived experience.

Pasadena has always been a city of opportunity. Please don't let the board continue to be an echo chamber. Use the at-large appointments to create balance, respect different perspectives, and ensure that housing policy is fair, practical, and inclusive for all.

Thank you for your time and your service

Lourdes Gonzalez

--

Lourdes González Estrada

## McMillan, Acquanette (Netta)

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**From:** Larry Rubenstein  
**Sent:** Monday, May 19, 2025 11:01 AM  
**To:** City\_Council  
**Subject:** Rent Control Board Vacancy Appointments

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Dear Pasadena City Council Members,

It is my understanding that you will be appointing two members to the Pasadena Rent Control Board today, and I wish to comment on that.

First, I would like to complement the Rent Control Board on their creation and handling of the form for tenants to use if their rent payment is impacted by the Eaton Canyon fire. We received an incomprehensible form from a Pasadena tenant using an LA County form. Once we worked with the Rent Control office, they provided a well written form which we passed along to our tenant.

Second, and why I am writing, is to express the importance of the Rent Control Board having people on the Board that have experience owning and operating apartment units. Most of the Board, as I understand, are tenants. I am fairly certain I would not want a medical patient doing brain surgery on me. The patient would be clueless, and I would be dead.

Please be certain to appoint two people that have long experience in this industry, who can enlighten the Board on the many issues involved in operating an apartment building.

Thank you for your consideration.

Sincerely,

Lawrence Rubenstein, Ph.D.

Property Owner in Pasadena (and many other So Cal cities)

**McMillan, Acquanette (Netta)**

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**From:** Bonnie Wallace  
**Sent:** Monday, May 19, 2025 10:08 AM  
**To:** Gordo, Victor; Rivas, Jessica; Hampton, Tyron; Cole, Rick; Jones, Justin; Masuda, Gene; Madison, Steve; Lyon, Jason; Jomsky, Mark; Márquez, Miguel; City\_Council\_District\_Liaisons; City\_Council  
**Subject:** The Opportunity Is Now to Do Something Good!

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Dear City Council and Mayor,

It's come to my attention that there is a meeting tonight to appoint a few more people to the Pasadena Rental Board.

We need to take advantage of this opportunity to appoint non-socialists, as the current make up is essentially 100% activist renters aligned with the Socialists of Caltech, who in their own words want to take private property away from landlords and put into the public's. Who also, in their own words, are able to subvert our laws and convict landlords for "presuming retaliatory evictions" and criminally prosecute them for non-payment.

If you have people in the pool who do not align with this way of thinking - they are who we need! We must have balance.

What I saw on Thursday night at the meeting was complete Group-think. Despite the valid concerns of the \$5.6 million budget, not one of them had the fortitude to vote no. They all go along with the agenda of turning Pasadena into a Socialist community, with their entitlement views and anger against those who own private property spending over an hour discussing how they can squeeze every last dime out of every last *\*greedy\** landlord, so they can

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have the money in their greedy hands - because as they actually said "It benefits us."

Please consider appointing someone that does NOT align with them.

Please bring balance onto the board.

Please help save Pasadena from a communist take over. This is not hyperbole - look at Venezuela, it can and does happen.

Thank you for attention to this matter,

Bonnie Wallace

District 7 - Pasadena

PS. I am not a landlord, but I know the difference between right and wrong and I care about the future of our city and country.



## McMillan, Acquanette (Netta)

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**From:** Gregory Shen  
**Sent:** Monday, May 19, 2025 9:32 AM  
**To:** City\_Council  
**Subject:** Property Owner Representation on Pasadena Housing Board

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To the City Council Members, my family has owned rental property in the City of Pasadena for over 60 years. We are not a large corporation but rather a small family-owned business as I imagine many of the landlords in Pasadena are. We take pride of ownership in our properties and realize the importance of providing clean and comfortable housing for our residents.

Over the years, we have seen many positive changes in Pasadena and it has become a wonderful place to live. While we are property owners, we also understand the complexities of running a housing business and also the affordability issues that tenants face. However, the current climate for landlords has become increasingly untenable. As business owners, we are forced to cap our profits, rollback our rents, and follow onerous and many times, unnecessary regulations. While Measure H may have been designed to protect tenants, it does not provide fair representation for landlords. Property owners must be afforded the same rights to hear their voices and opinions heard. It is critical to provide a balanced viewpoint of the Pasadena housing environment in any decision-making process. This can only be done with the inclusion of property owners on the Pasadena Housing Board.

In no uncertain terms, we strongly encourage you to appoint landlord representation to the Pasadena Housing Board.

Sincerely,

Gregory S Shen  
John S Shen  
Patrick D Shen



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**McMillan, Acquanette (Netta)**

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**From:** Deborah Lutz  
**Sent:** Monday, May 19, 2025 8:24 AM  
**To:** City\_Council  
**Subject:** Rental Housing Board At Large Positions

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Dear Council,

I've been tuning into every Rental Housing Board meeting, either in person or on Zoom, and my concern continues to grow. The current board is missing some real-world experience and knowledge when it comes to the rental industry.

I've even heard a few board members say themselves that having more landlord know-how would bring a helpful viewpoint as they figure out new policies. Honestly, from what I've seen, this gap in experience seems to be leading to some policies that don't quite hit the mark and also means more time and money spent going in circles and waiting on lawyers.

I'd strongly urge you to consider appointing citizens with actual real estate experience to the board this Monday, May 19th. Having multi-family property owners, property managers, or realtors in those two at-large spots would bring some much-needed practical knowledge and credibility to the group.

Sincerely,

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Deborah Lutz

## McMillan, Acquanette (Netta)

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**From:** Jon  
**Sent:** Monday, May 19, 2025 8:09 AM  
**To:** City\_Council  
**Subject:** Vacant positions on the Board

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Good morning!

The property owners in Pasadena have not had fair and reasonable representation on the Housing Board these last 2.5 years and it is showing as investment into the city of Pasadena has been greatly reduced. Without a proper return on investment values will be reduced, rentals will be taken off the market, tax revenue will go down, and problems will increase throughout the city. If this continues Pasadena will become a second-rate city for all citizens.

Please appoint citizens with experience in multi-family housing to the two vacant PRHB positions available Monday, May 19<sup>th</sup>. Owners and managers of properties need proper representation.

Thank you for your consideration.

**McMillan, Acquanette (Netta)**

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**From:** victor  
**Sent:** Monday, May 19, 2025 6:56 AM  
**To:** City\_Council; Gordo, Victor; Rivas, Jessica; Madison, Steve; Lyon, Jason; Jones, Justin; Masuda, Gene; Hampton, Tyron; Márquez, Miguel; Jomsky, Mark  
**Subject:** Pasadena Rental Housing Board - FAIR REPRESENTATION

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Re: Item 19 on May 19, 2025 Agenda

We need to appoint housing providers like landlords, property managers or realtors to the PRHB.

PRHB has forgotten the "Fair & Equitable" portion of Article XVIII - a charter amendment that many of them authored and championed.

A major change in leadership and approach is needed to allow for a sustainable path to regulating rental properties in Pasadena.

Please appoint citizens with experience in multi-family housing to the two at-large PRHB positions available Monday, May 19, 2025.

Best regards,  
Victor Caballero



## McMillan, Acquanette (Netta)

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**From:** Brian Edson  
**Sent:** Monday, May 19, 2025 6:46 AM  
**To:** City\_Council  
**Subject:** Request for Real Estate Professionals on Pasadena Rental Housing Board

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Dear Council Members,

I'm writing to urge you to appoint individuals with real estate experience—such as multi-family property owners, property managers, or realtors—to the two at-large positions on the Pasadena Rental Housing Board during your meeting on Monday, May 19th.

These professionals bring essential, practical insight that would strengthen the Board's effectiveness and credibility. Including their voices ensures more balanced, informed decisions that benefit both tenants and housing providers across Pasadena.

Thank you for your consideration.

Sincerely,

Brian Edson

Edson Property Management

7095 Hollywood Blvd, STE 326

Los Angeles Ca 90028

(626) 926-3315

**McMillan, Acquanette (Netta)**

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**From:** howie  
**Sent:** Monday, May 19, 2025 12:16 AM  
**To:** City\_Council  
**Subject:** Please consider appointing citizens with real estate experience to the rental housing board Monday, May 19th.

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Property owners and landlords want to support fair housing however what the City of Pasadena has is a gang not a fair board. Please consider appointing citizens with real estate experience to the rental housing board Monday, May 19<sup>th</sup>.

Thank You  
Howie Zechner

**McMillan, Acquanette (Netta)**

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**From:** Paul DeJoseph  
**Sent:** Sunday, May 18, 2025 10:26 PM  
**To:** Gordo, Victor; Rivas, Jessica; Madison, Steve; Lyon, Jason; Jones, Justin; Masuda, Gene; Hampton, Tyron; Márquez, Miguel; Jomsky, Mark  
**Subject:** Rental Housing Board

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Dear Pasadena city Council members:

> Please appoint citizens with experience in multi-family housing to the two at-large PRHB positions available Monday, May 19th.

Respectfully,

Paul DeJoseph

Sent from my iPhone

## McMillan, Acquanette (Netta)

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**From:** Blake Boyd  
**Sent:** Sunday, May 18, 2025 9:58 PM  
**To:** Gordo, Victor; Rivas, Jessica; Madison, Steve; Lyon, Jason; Jones, Justin; Masuda, Gene; Hampton, Tyron; Márquez, Miguel; Jomsky, Mark  
**Subject:** Rental Housing Board Appointments - Monday, May 19th

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Dear Pasadena City Council Members:

I hope this message finds you and your loved ones well.

As we approach the two-and-a half-year mark since Measure H became law, several things have become clear:

- 1) Despite these years of study, there is still no credible figure for how many rental units there are in Pasadena - not from the rental board, nor from the rent stabilization department, nor any of their hired staff or consultants.
- 2) Since its no-bid hiring on July 31, 2023, the bhyv consultancy firm has produced no quantifiable results. The PRHB agenda listed a final report for a November 2024 meeting. Shortly before the meeting, bhyv's CEO cancelled. There has been no follow up.

City Council Approves \$425,000  
Contract for Establishment of a Rental  
Registry, Development of Staffing Plan  
for Rental Housing Board  
[pasadenanow.com](https://pasadenanow.com)



- 3) Although the board has little experience with budgeting, they appear to press on with spending, despite having no plan to raise adequate revenue. On Tuesday, the Economic Development and Technology Committee will hear the rent board's FY26 budget, which has absolutely nothing to say about revenue and fees.

It is vital to regulate the multi-family housing industry and to protect tenants, property owners and to grow the supply of housing. However, it has become clear that the PRHB has forgotten the "Fair & Equitable" portion of Article XVIII - a charter amendment that many of them authored and championed. Only a major change in leadership and approach will allow a sustainable path to regulating rental properties in Pasadena.

Please appoint citizens with experience in multi-family housing to the two at-large PRHB positions available Monday, May 19th.

Thank you all for your continued service. We appreciate you!

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Respectfully,

Blake Boyd  
Lone Star Properties, LLC

## McMillan, Acquanette (Netta)

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**From:** Belinda Knetge  
**Sent:** Sunday, May 18, 2025 6:15 PM  
**To:** City\_Council  
**Subject:** Open seats for Rental Housing Board

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Dear Council Members,

Now that some seats are open for filling on the Rental Housing Board, I urge you to appoint an actual housing provider (landlord) or property manager to the board or maybe even a realtor. Any of these choices would make said board more appropriately balanced.

I have been following this process for a year now ever since a friend told me how skewed in favor of tenants this current board is, without much regard for the very people who provide the housing. I've been to some of the meetings early on and saw for myself.

I understand the importance of tenants being represented and having a voice, BUT so do the good people who are providing the housing. It needs to be fair. I hope you all make a good choices Monday.

Sincerely,  
Belinda Knetge  
Pasadena resident

**McMillan, Acquanette (Netta)**

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**From:** Shawna Saperstein  
**Sent:** Saturday, May 17, 2025 8:13 AM  
**To:** City\_Council  
**Subject:** Rental Housing Board Positions

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Dear Council Members:

Please appoint landlords, property managers or realtors to fill the two at-large positions on the Pasadena Rental Housing Board. It is important that the Board have housing provider representatives and not just renters. Housing providers can bring another perspective that is grounded in knowledge and experience.

Thank you for your consideration.

Shawna Saperstein  
Pasadena housing provider

## McMillan, Acquanette (Netta)

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**From:** Daniel Gonzalez  
**Sent:** Saturday, May 17, 2025 7:41 AM  
**To:** City\_Council  
**Subject:** Appoint Landlords to the Rent Board

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Esteemed City Council,

I urge you to please appoint more landlords to the Pasadena rent control housing board.

Two years ago, this city council appointed an overwhelming number of tenants to the rent board. That has gone poorly. The rent board has mismanaged funds and maintained a terrible working relationship with property owners. They willfully ignore the pleas to work together toward better solutions.

Additionally, many property owners have exited the rental housing market, because of Measure H and its aftermath. Expect more of the same, as long as agenda-driven tenants overwhelm the rent board.

City council, have the courage to appoint business leaders on the rent board. We need landlords on the board, to balance our city's rental housing issues.

With gratitude,  
Daniel Gonzalez  
Homeowner & housing advocate



## McMillan, Acquanette (Netta)

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**From:** Elaine Leung <elainedleung@gmail.com>  
**Sent:** Friday, May 16, 2025 12:31 PM  
**To:** City\_Council  
**Subject:** Rental Housing Board

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As I'm sure you're aware, the Rental Housing Board is out of control as they are overspent and do not take into account the rising costs of maintaining rental housing.

Besides utilities going up, my insurance went up 4x (not 4% but 400%) plus the insurance requires lots of upgrades. I noticed a lot of apartment buildings going for sale in Pasadena, I can't help but infer that it's the way the housing dept is managed, especially since the rent registration fee is \$90 in city of LA but \$215 in Pasadena.

Please share with me how the funds were spent by the Rental Housing Board (prop H). Let's show some transparency.

Thank you,

Elaine Leung

## McMillan, Acquanette (Netta)

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**From:** Rebecca Abbott  
**Sent:** Thursday, May 15, 2025 9:42 AM  
**To:** City\_Council  
**Subject:** Fair representation for housing providers on Rent Board

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Rebecca Abbott

Long Beach Branch Manager

Assistant Editor, AOA News and Buyers Guide



Apartment Owners Association of California, Inc. [www.aoausa.com](http://www.aoausa.com)

T: 562-597-2422/800-827-4262 ext 248 Email: [Rebecca@aoausa.com](mailto:Rebecca@aoausa.com)

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