

**From:** [Laurie Sasson](mailto:Laurie.Sasson@smgov.net)  
**To:** [sue.himmelrich@smgov.net](mailto:sue.himmelrich@smgov.net); [kristin.mccowan@smgov.net](mailto:kristin.mccowan@smgov.net); [gleam.davis@smgov.net](mailto:gleam.davis@smgov.net); [christine.parra@smgov.net](mailto:christine.parra@smgov.net); [phil.brock@smgov.net](mailto:phil.brock@smgov.net); [oscar.delatorre@smgov.net](mailto:oscar.delatorre@smgov.net); [kevin.mckeown@smgov.net](mailto:kevin.mckeown@smgov.net)  
**Cc:** [anuj.gupta@smgov.net](mailto:anuj.gupta@smgov.net); [david.martin@smgov.net](mailto:david.martin@smgov.net)  
**Subject:** Parking Structure 3  
**Date:** Monday, April 19, 2021 11:06:10 AM

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EXTERNAL

Dear Mayor and City Council,

I am the President of the Santa Monica Bayside Owners Association, (SMBOA). We are a group of Stakeholders comprising property and business owners in and around the Third Street Promenade. We have organized because we are not being adequately represented.

I am sending this email today to help you understand the urgency of keeping Parking Structure 3 on 4th Street and the importance of making it fully functional.

For those of you who are not familiar, the Stakeholders of SMBOA funded and currently fund:

1. The Construction of the downtown parking structures through a bond assessment.
2. The Operating Budget of DTSM through additional assessments and fees.

**DTSM, as a management organization (funded by the Stakeholders), NEGLECTED in their fiduciary duty by failing to directly inform and survey the Stakeholders for their input regarding the future of Parking Structure 3.**

Unfortunately, the City Council is now discussing whether to designate Structure 3 as surplus land to be developed for low income housing or other uses.

**AS STAKEHOLDERS, WE ADAMANTLY DISAGREE AND DISAPPROVE OF DESIGNATING PARKING STRUCTURE 3 AS SURPLUS LAND!**

The Third Street Promenade and surrounding area properties and businesses have and will continue to be a vital revenue source for the City of Santa Monica. It is a mistake to move towards anything that could impede the flow of funds.

Soon stores and restaurants will be open to full capacity and will be thriving. It is absolutely necessary to provide accessible, affordable, clean and safe parking for all visitors.

**ACCESSIBLE, AFFORDABLE PARKING IS A LIFELINE FOR THE PROSPERITY OF THE BUSINESSES AND THE CITY!**

We respectfully URGE you to do everything in your power to keep ALL the parking structures which provide parking and access to the Third Street Promenade and surrounding streets clean, safe and fully operational.

Let's work together to bring back the excitement of downtown Santa Monica and help it thrive for decades to come.

Thank you,  
Laurie R. Sasson  
SMBOA, President

**From:** [Laurie Sasson](#)  
**To:** [Ramon Batista](#); [David White](#)  
**Cc:** [Laurie Sasson](#)  
**Subject:** Special Task Force on Third Street Promenade  
**Date:** Friday, July 15, 2022 3:32:56 PM

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EXTERNAL

July 15, 2022

Dear Chief Batista and City Manager David White,

The purpose of this letter is to request additional presence of the Santa Monica Police on the 3rd Street Promenade. We were impressed by the very effective work of the Special Task Force assigned to the Pier to clear the area of illegal vendors and gang activity.

**The Third St. Promenade is in desperate and immediate need of a Special Task Force during the hours of 11p-7am when the majority of the illegal activity is happening.**

As you aware there are extreme safety and health problems affecting the area caused by drug users, drug dealers, prostitution and a plethora of antisocial behavior.

People are sleeping in business entrance doorways and defecating on the street. There are numerous verbal and physical attacks on store employees, customers and visitors as well as numerous break-ins and property damage.

This is an ongoing and very serious problem which is getting worse every day.

**Please assign a Special Task Force to the Third Street Promenade immediately to insure the safety and enjoyment of all who visit downtown.**

It seems like an easy step that can be taken to help get this part of Santa Monica cleaned up and safe again.

Sincerely,

Santa Monica Bayside Owners Association "SMBOA"  
Laurie R. Sasson, President

**From:** [Barbara Tenzer](#)  
**To:** [oscar.delatorre@smgov.net](mailto:oscar.delatorre@smgov.net); [phil.brock@smgov.net](mailto:phil.brock@smgov.net); [christine.parra@smgov.net](mailto:christine.parra@smgov.net); [lane.negrete@smgov.net](mailto:lane.negrete@smgov.net)  
**Subject:** Special Task Force -Third Street Promenade  
**Date:** Friday, July 15, 2022 3:55:16 PM

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EXTERNAL

**PLEASE READ: THIS WAS SENT TO THE CITY MANAGER AND THE CHIEF.**

July 15, 2022

Dear Chief Batista and City Manager David White,

The purpose of this letter is to request additional presence of the Santa Monica Police on the 3rd Street Promenade.

**The Third St. Promenade is in desperate and immediate need of a special Task Force like the one assigned to the Pier during the hours of 11p-7am when the majority of the illegal activity is happening.**

As you know there are extreme safety and health problems affecting the businesses and visitors caused by drug users, drug dealers, prostitution and a plethora of antisocial behavior.

The unhoused are sleeping in businesses' entrance doorways and defecating on the street. There are numerous physical attacks on store employees, customers and visitors as well as numerous break-ins and property damage.

This is an ongoing and very serious problem which is getting worse by the day.

We are impressed by the very effective work of the special Task Force assigned to the Pier to clear the area of illegal vendors and gang activity.

The Pier area is much better than it was 3-6 months ago. The team has done a very good job.

**Please assign a Task Force to the Third Street Promenade immediately to insure the safety and enjoyment of all who visit downtown.**

It seems like an easy step that can be taken to help get this part of Santa Monica cleaned up and safe again.

Sincerely,

Santa Monica Bayside Owners Association "SMBOA"  
Laurie R. Sasson, SMBOA President

**From:** [Oscar de la Torre](#)  
**To:** [SMBOA](#)  
**Subject:** Re: Letter Sent to City Manager & Police Chief - Chief Responded to Set Up a Meeting  
**Date:** Tuesday, July 26, 2022 8:55:54 PM

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I will continue to advocate for your proposal. More needs to be done at those hours. -Oscar

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**From:** SMBOA <info@smboa.org>  
**Date:** Monday, July 18, 2022 at 10:01 AM  
**To:** Oscar de la Torre <Oscar.delaTorre@santamonica.gov>  
**Subject:** Letter Sent to City Manager & Police Chief - Chief Responded to Set Up a Meeting

EXTERNAL

[View this email in your browser](#)

## SMBOA

**July 15, 2022**

**Dear Chief Batista and City Manager David White,**

**The purpose of this letter is to request additional presence of the Santa Monica Police on the 3rd Street Promenade.**

**We were impressed by the very effective work of the Special Task Force assigned to the Pier to clear the area of illegal vendors and gang activity.**

**The Third St. Promenade is in desperate and immediate need of a Special Task Force during the hours of 11p-7am when the majority of the illegal activity is happening.**

**As you aware, there are extreme safety and health problems affecting the area caused by drug users, drug dealers, prostitution, and a plethora of antisocial behavior.**

**People are sleeping in business entrance doorways and defecating on the street. There are numerous verbal and physical attacks on store employees, customers, and visitors as well as numerous break-ins and property damage.**

**This is an ongoing and very serious problem which is getting worse every day.**

**Please assign a Special Task Force to the Third Street Promenade immediately to ensure the safety and enjoyment of all who visit downtown.**

**It seems like an easy step that can be taken to help get this part of Santa Monica cleaned up and safe again.**

**Sincerely,**

**Santa Monica Bayside Owners Association  
"SMBOA"**

**Laurie R. Sasson, President**

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This email was sent to [oscar.delatorre@santamonica.gov](mailto:oscar.delatorre@santamonica.gov)  
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SMBOA · Third Street Promenade · Santa Monica, CA 90401 · USA

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**From:** [Laurie Sasson](#)  
**To:** [gleam.davis@smgov.net](mailto:gleam.davis@smgov.net); [phil.brock@smgov.net](mailto:phil.brock@smgov.net); [kevin.mckeown@smgov.net](mailto:kevin.mckeown@smgov.net); [sue.himmelrich@smgov.net](mailto:sue.himmelrich@smgov.net); [kristin.mccowan@smgov.net](mailto:kristin.mccowan@smgov.net); [oscar.delatorre@smgov.net](mailto:oscar.delatorre@smgov.net); [david.martin@smgov.net](mailto:david.martin@smgov.net); [Andy.agle@smgov.net](mailto:Andy.agle@smgov.net); [anuj.gupta@smgov.net](mailto:anuj.gupta@smgov.net); [Suzanne Mancherian](#); [Diane Rogeb-Goldstein](#)  
**Cc:** [Laurie Sasson](#)  
**Subject:** Agenda item: Consent Calendar  
**Date:** Tuesday, June 8, 2021 7:59:54 AM  
**Attachments:** [PS3 letter to SM City Council 6821.pdf attachment.html](#)

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EXTERNAL

Dear Mayor Himmelrich and Councilmembers,

My name is Laurie Sasson, I am a long-time active commercial property owner on the Third Street Promenade and I am President of the Santa Monica Bayside Owners Association, made up of property owners, business owners and residents of the downtown district in Santa Monica.

I am extremely disappointed and displeased by the actions of City Council and how it has conducted its business in regards to the designation of PS 3 as surplus land, the demolition permit process and the possible development of the land for other use, and most upset by the gross lack of a proper public process.

I come before you to request that you HALT the demolition of Parking Structure 3. The City claims to have had a public process but I and many other property owners who have buildings on the 1300 block of the Third Street Promenade, were not properly notified of the intent to demolish PS3.

There was a very misleading public hearing, when Structure 3 was declared by the City to be surplus property. No communications were sent directly to the stakeholders that the surplus property hearing was taking place, and the Council put it on its agenda by address only; and without properly identifying it Parking Structure 3... as it is most commonly referred to.

I oppose the designation of PS 3 as "surplus land", particularly without a thorough analysis of the environmental impacts and input from the those members of the local community who will be most affected, namely the Stakeholders, Businesses and Residents.

I oppose the removal of a much needed parking structure that was funded, built and maintained through property assessments.

I oppose the backdoor piecemeal way the City of Santa Monica has used to approve the PS3 demolition and project development.

I oppose proceeding any further without a thorough evaluation of all impacts on surrounding property owners, businesses, residents and the environment.

Santa Monica, and its Beautiful Coastline replete with amenities and attractions is a world wide destination. PS3 and its 340 vehicular parking spaces is one of the most heavily used for access to the Third Street Promenade, Santa Monica Place and the entire downtown business district.

These structures and the parking they provide ARE DESPERATELY NEEDED TO PROVIDE ACCESS to our heavily visited coastal zone. Not only for locals, but for regional, national and international visitors.

I understand the City is committed to meeting its Regional Housing Needs. However, PS3 is not an appropriate location for affordable housing and the reduction of parking resources should not be the tradeoff. And the argument that PS3 was considered for a prop theater and mixed use project, does not mean it should automatically be deemed surplus land for City to use as it pleases without a public process.

The City must remember that the revenues that come from a vibrant business district are the very means the City can utilize for projects such as the development of affordable housing in other more appropriate parts of the city.

**The City must always remember that business revenues are the key to city services. Without parking, business will suffer as will the city coffers.**

PLEASE KEEP THE GOLDEN GOOSE ALIVE!

Sincerely,  
Laurie R. Sasson  
310-488-3588

**From:** SMBOA  
**To:** [sue.himmelrich@smgov.net](mailto:sue.himmelrich@smgov.net)  
**Subject:** Open Parking Structure 3  
**Date:** Thursday, February 10, 2022 4:23:58 PM

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EXTERNAL

[View this email in your browser](#)

## **Santa Monica Bayside Owners Association**

**February 10, 2022**

**Dear City Council,**

**I am writing to encourage you to OPEN Parking Garage 3 for this weekends Super Bowl activities in Downtown Santa Monica.**

**The Super Bowl is often a once in-a-decade event for a City.**

**It is clear you understand the potential financial benefit, because you are utilizing stakeholder and taxpayer funds to pay for 3rd party vendors to set up over \$1 million of props on the 1300 Block of the Promenade for the Super Bowl.**

**ALL the stakeholders in the district have high hopes for this event to generate millions in**

**hospitality, dining and retail sales.**

**Let me remind you that Garage 3 is the  
CLOSEST and MOST ACCESSIBLE to the  
MAIN EVENT SPACE.**

**This is a HUGE MISTAKE and an affront to  
the business owners, patrons, visitors, and  
residents on what may be the busiest  
weekend in years for the Third Street  
Promenade and the entire Downtown area.**

**PLEASE RECONSIDER UTILIZING PARKING  
GARAGE 3!**

**Sincerely,  
Laurie R. Sasson  
President, SMBOA**

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**From:** [Barbara Tenzer](#)  
**To:** [Sue Himmelrich](#); [Gleam](#); [kristin.mccowan@smgov.net](mailto:kristin.mccowan@smgov.net); [brock4santamonica@gmail.com](mailto:brock4santamonica@gmail.com)  
**Subject:** From the SMBOA  
**Date:** Friday, February 11, 2022 4:00:59 PM

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EXTERNAL

“A Decision Forged from Spite”

Santa Monica Bayside Owners Association

The Santa Monica City Council has once again decided to act based purely on defiance rather than from a thoughtful, reasoned basis. On the eve of one of the biggest weekends for the retailers and merchants of downtown Santa Monica—the Super Bowl, hosted this year in Los Angeles—the Council has decided to close Parking Structure #3, the largest and most popular parking garage used by visitors to both the Third Street Promenade and other nearby businesses.

Just when the City seems to finally be coming out of the crippling vise of the Covid pandemic, the Council takes an action that will severely hamper visitors from coming to our City to enjoy Super Bowl Sunday at our many outdoor restaurants and bars.

This decision is even more perplexing since the City has arranged to have the Promenade become the central location for the Cincinnati Bengals pre-game activities. The City and DTSM, Inc. have spent thousands of dollars preparing for and promoting these events, all to bring people to our city. So why close a 337-space parking structure, inconvenience visitors and residents, and inevitably create a huge traffic problem in downtown?

This inexplicable decision comes immediately on the heels of Wednesday’s court ruling prohibiting the City from demolishing Parking Structure #3. The Council professes it must move forward with demolition because it foolishly signed a demolition contract last July, after a lawsuit had been filed by a group of property owners in June. Who signs a \$2 million contract knowing that it likely cannot move forward for months, if at all?

The City Council also claims it must demolish the Parking Structure #3 because it’s seismically unsafe and would cost a fortune to retrofit. But the City has disregarded its own 2017 order to prepare the required structural study, and cannot even produce a study it claims was prepared in 1995 after the Northridge earthquake. If that’s the case, the City has been sitting on this information for more than two decades and has done nothing to secure this garage in the name of public safety. In fact, the City has failed to properly maintain and secure the parking structure for years, letting it languish and allowing vagrants to destroy and occupy this vital public asset.

Our question to the City Councilmembers is simple – what are you trying to prove?

That you are deaf to the requests and cries of your very own constituents? That even though you do not have a plan or a replacement project for the site of Parking Structure #3, and have even admitted it might be several years before you do, you intend to just demolish it anyway? That even with a court order preventing demolition for the next month or so, you still intend to close it off from the public the day before the Super Bowl weekend begins?

The only rational conclusion is that the City Council is acting out of spite.

Closing Parking Structure #3 now is just petty, vindictive, and fiscally irresponsible. It disrespects the residents, business owners, and property owners who they have been elected to represent. The Council has decided they want what they want, regardless of the cost or impact to the community. Clearly, they have no duty or loyalty to the many constituents they are elected to serve.

Please join us this November in sending a message to our tone deaf elected officials, and vote out of office the ones we can.

**From:** [Laurie Sasson](#)  
**To:** [Lane.Dilg@smgov.net](#); [gleam.davis@smgov.net](#); [phil.brock@smgov.net](#); [christine.parra@smgov.net](#); [kevin.mckeown@smgov.net](#); [sue.himmelrich@smgov.net](#); [Kristin.McCowan@smgov.net](#); [oscar.delatorre@smgov.net](#); [anuj.gupta@smgov.net](#); [David.martin@smgov.net](#)  
**Cc:** [Laurie Sasson](#)  
**Subject:** Third Street Promenade Stabilization & Economic Vitality Plan  
**Date:** Tuesday, February 9, 2021 11:18:16 AM  
**Attachments:** [SMBOA Mission Statement 2021 .pdf attachment.html](#)  
[SMBOA ltr to SMCityCouncil 2921.pdf attachment.html](#)

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EXTERNAL

PLEASE HAVE THIS LETTER READ INTO THE RECORD:

Dear Mayor, City Council, Director of Planning & Deputy City Manager,

I represent a newly formed 501c-3 called the Santa Monica Bayside Owners Association ("SMBOA"), whose members are property owners and business owners in the downtown district of Santa Monica, (please see attached SMBOA Mission Statement).

Although City staff has recommended that City Council review and comment on the Third Street Promenade Stabilization & Economic Vitality Plan that Downtown Santa Monica ("DTSM") submitted for your discussion, with a preliminary cost of approximately \$275,000, **I am writing today to urge the City Council to put on hold any decisions regarding the hiring of any consulting firms engaging in strategic planning for the Downtown Santa Monica District.**

**1. WE AGREE THAT SANTA MONICA NEEDS A BOLD AND STRATEGIC VISION TO ENSURE OUR DOWNTOWN DISTRICT IS ECO-FRIENDLY AND DRIVES REVENUE, WELCOMES TOURISM AND BECOMES A THRIVING RETAIL, BUSINESS AND ENTERTAINMENT DESTINATION. HOWEVER:**

**There are many reasons for this request:**

- DTSM is failing to properly include the stakeholders in the decisions made for the district, by the non-transparent processes they utilize to make decisions. In fact, this plan was NEITHER vetted NOR approved by the owners or the full Board.

- DTSM has lost its focus, is imprudent and continues to spend stakeholder dollars on a multitude of studies for future development but is FAILING in their duties as property managers.
- With the expansion of the district, DTSM is now collecting close to \$10 million in assessment dollars which come directly from the property and business owners of the district. Yet, property and business owners have no control over how those dollars are spent.

## **2. IN THE MEANTIME, WE NEED TO GET OUR HOUSE IN ORDER. THINGS ARE BREAKING DOWN:**

- The District is in dire straits and needs immediate attention. It is dirty, unsafe and unappealing and poses health hazards to everyone who works and visits there. These problems have been worsening over time but have been exacerbated through recent lack of attention to maintenance and security. These problems began long before the Covid-19 pandemic and will continue until DTSM and the City make better decisions about how these resources are used. By failing in these basic duties, DTSM and the City are putting lives at risk of injury and properties at risk of damage and destruction. Everyone who comes to our district to work or shop or eat or play, deserves to have clean alleys, parking structures, stairwells and elevators, and deserves to enjoy a safe, clean and cheerful Third Street Promenade experience.

**The current plan up for review has NO PROVISION TO ADDRESS THE IMMEDIATE NEEDS.**

## **3. LET'S WORK TOGETHER:**

With a new City Council in place and a new representative organization speaking for the stakeholders, we are hopeful we can work together to fix the district's immediate needs and work collaboratively on a long-term vision for the area.

There's an old adage that says, "If you are not part of the solution you become part of the problem". We hope and trust that you, the new City Council, listen to and take into consideration the voices of the stakeholders who must become an integral part of

the decision-making process.

As you are well aware, the revenue dollars coming from the district have drastically decreased. This district used to generate millions of dollars in revenue for the city. Let's work together and make sure that happens again.

Sincerely,

Laurie R. Sasson  
President, SMBOA

**From:** [SMBOA](#)  
**To:** [barry@snellcpa.com](mailto:barry@snellcpa.com); [Laurie Sasson](#); [David Khedr](#); [Leo Pustilnikov](#); [janet@janetmorrisslaw.com](mailto:janet@janetmorrisslaw.com); [Barbara Tenzer](#)  
**Subject:** Letter from SMBOA  
**Date:** Sunday, August 22, 2021 1:54:36 PM  
**Attachments:** [Letter to DTSM Board Chair \(8.22.21\).pdf](#)  
[Letter to DTSM CEO \(8.22.21\).pdf](#)

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EXTERNAL

Dear Barry and Kathleen,

Please see attached.

We look forward to hearing from you.

Sincerely,  
SMBOA Executive Committee

**From:** [Barbara Tenzer](#)  
**To:** [Barry Snell](#); [Eric Sedman](#); [Michele Aronson](#); [Juan Matute](#); [Jan Vantilburg](#); [Peter Trinh](#); [Ladd, Julia](#); [Rob Rader](#); [anuj.gupta@smgov.net](mailto:anuj.gupta@smgov.net)  
**Cc:** [Phil Brock](#); [Sue Himmelrich](#); [Christine Parra](#); [Oscar de la Torre](#); [Lana Negrete](#); [Gleam Davis](#); [kristin.mccowan@smgov.net](mailto:kristin.mccowan@smgov.net)  
**Subject:** SMBOA - Sending out for Laurie Sasson  
**Date:** Monday, March 7, 2022 5:37:22 PM

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EXTERNAL

**Santa Monica Bayside Owners Association**

March 7, 2022

Dear Board Members of DTSM, Inc. (DSTM):

The Santa Monica Bayside Owners Association (SMBOA) strongly opposes spending up to \$80,000 for a second public relations firm to represent DTSM.

There has been no presentation or explanation as to what the new firm would accomplish and is being advanced by the same board that wished to increase assessments when the \$10M annual budget for the organization is already bloated and needs trimming.

DTSM's Board would be acting irresponsibly and without the approval of the majority of its Stakeholders if it approves this new expense without a public hearing at a regularly scheduled DTSM Board Meeting.

We will be circulating this letter to the DTSM Stakeholders and members of the City Council.

Sincerely,

Laurie Sasson  
President  
Santa Monica Bayside Owners Association

**From:** [SMBOA](#)  
**To:** [sue.himmelrich@smgov.net](mailto:sue.himmelrich@smgov.net)  
**Subject:** DTSM spending \$80,000 unnecessarily  
**Date:** Monday, March 7, 2022 6:15:29 PM

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EXTERNAL

[View this email in your browser](#)



## **Santa Monica Bayside Owners Association**

March 7, 2022

Dear Board Members of DTSM, Inc. (DSTM):

The Santa Monica Bayside Owners Association (SMBOA) strongly opposes spending up to \$80,000 for a second public relations firm to represent DTSM.

There has been no presentation or explanation as to what the new firm would accomplish and is being advanced by the same board that wished to increase assessments when the \$10M annual budget for the organization is already bloated and needs trimming.

DTSM's Board would be acting irresponsibly and without the approval of the majority of its Stakeholders if it approves this new expense without a public

hearing at a regularly scheduled DTSM Board Meeting.

Sincerely,  
Laurie Sasson  
President  
Santa Monica Bayside Owners Association



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You are receiving this email because you opted in via our website.

**Our mailing address is:**

SMBOA

Third Street Promenade

Santa Monica, CA 90401

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**From:** [Laurie Sasson](#)  
**To:** [Oscar de la Torre](#)  
**Cc:** [Laurie Sasson](#)  
**Subject:** Re: 9/28/21 SM City Council Agenda Item #7  
**Date:** Wednesday, September 29, 2021 9:36:30 AM

EXTERNAL

Dear Oscar,

Thank you for reaching out.

While expanding some permitted uses could help, it could also take us down a road that is a free-for-all without proper oversight and management. Therein lies the rub. While DTSM will have Council believe all is well and downtown is being properly managed, it is not. The proof is in the pudding. We would not be in as dire a situation today if that were the case. Property and business owners have been sounding the alarm for years... long before the pandemic, to no avail.

The help that is **MOST needed** are listed in the 4 points at the end of the letter. Please take another look at those and let me know if you have any questions. I am happy to sit down with you anytime to discuss.

Sincerely,

Laurie Sasson  
310-488-3588

On Sep 29, 2021, at 8:56 AM, Oscar de la Torre <[Oscar.deLaTorre@santamonica.gov](mailto:Oscar.deLaTorre@santamonica.gov)> wrote:

Thank you Laurie for your letter. I agree that we need action on the issues you raise and expanding permitted uses will most contribute to solutions. - Oscar

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**From:** Laurie Sasson <[lsasson@me.com](mailto:lsasson@me.com)>

**Date:** Tuesday, September 28, 2021 at 12:43 PM

**To:** Laurie Sasson <[lsasson@me.com](mailto:lsasson@me.com)>

**Cc:** Sue Himmelrich <[Sue.Himmelrich@santamonica.gov](mailto:Sue.Himmelrich@santamonica.gov)>, Kristin McCowan <[Kristin.McCowan@santamonica.gov](mailto:Kristin.McCowan@santamonica.gov)>, Christine Parra <[Christine.Parra@santamonica.gov](mailto:Christine.Parra@santamonica.gov)>, Lana Negrete <[Lana.Negrete@santamonica.gov](mailto:Lana.Negrete@santamonica.gov)>, Gleam Davis <[Gleam.Davis@santamonica.gov](mailto:Gleam.Davis@santamonica.gov)>, Phil Brock <[Phil.Brock@santamonica.gov](mailto:Phil.Brock@santamonica.gov)>, Oscar de la Torre <[Oscar.deLaTorre@santamonica.gov](mailto:Oscar.deLaTorre@santamonica.gov)>, David Martin <[David.Martin@santamonica.gov](mailto:David.Martin@santamonica.gov)>, Anuj Gupta <[Anuj.Gupta@santamonica.gov](mailto:Anuj.Gupta@santamonica.gov)>, John Jalili <[John.Jalili@santamonica.gov](mailto:John.Jalili@santamonica.gov)>, Kathleen Rawson <[kathleen@downtownsm.com](mailto:kathleen@downtownsm.com)>, Steven Welliver <[steven@downtownsm.com](mailto:steven@downtownsm.com)>, Barry Snell <[barry@snellcpa.com](mailto:barry@snellcpa.com)>, [maronson@douglasemmett.com](mailto:maronson@douglasemmett.com)<[maronson@douglasemmett.com](mailto:maronson@douglasemmett.com)>, Robert Rader <[rrader@ovationtv.com](mailto:rrader@ovationtv.com)>, Eric & Crystin Sedman <[estates@pacbell.net](mailto:estates@pacbell.net)>, Peter Trinh <[peter@leftword.com](mailto:peter@leftword.com)>, [jvt@vtbs.com](mailto:jvt@vtbs.com) <[jvt@vtbs.com](mailto:jvt@vtbs.com)>, [jmatute@gmail.com](mailto:jmatute@gmail.com) <[jmatute@gmail.com](mailto:jmatute@gmail.com)>, [joshua@wnmrealty.com](mailto:joshua@wnmrealty.com)<[joshua@wnmrealty.com](mailto:joshua@wnmrealty.com)>, [Julia.Ladd@macerich.com](mailto:Julia.Ladd@macerich.com) <[Julia.Ladd@macerich.com](mailto:Julia.Ladd@macerich.com)>, [tbarauskas@communitycorp.org](mailto:tbarauskas@communitycorp.org)<[tbarauskas@communitycorp.org](mailto:tbarauskas@communitycorp.org)>, [ericka.lesley@smgov.net](mailto:ericka.lesley@smgov.net) <[ericka.lesley@smgov.net](mailto:ericka.lesley@smgov.net)>

**Subject:** Re: 9/28/21 SM City Council Agenda Item #7

EXTERNAL

My apologies that some of you cannot open the document. Attached please find the .pdf version.

Laurie Sasson

On Sep 28, 2021, at 11:03 AM, Laurie Sasson <[lsasson@me.com](mailto:lsasson@me.com)> wrote:

Dear Honorable Mayor and Councilmembers,

Attached please find a letter from the Santa Monica Bayside Owners Association, which has become a rather large organization made up of Santa Monica residents, property owners and business owners that live and work both in and outside of the City of Santa Monica.

Everyone is extremely concerned about the future of downtown at this critical moment.

Sincerely,

Laurie R. Sasson

<SMBOA Sept. 28th Council Letter.pages>

**From:** [Laurie Sasson](#)  
**To:** [Sue Himmelrich](#); [Kristin McCowan](#); [Christine Parra](#); [Lana Negrete](#); [Gleam Davis](#); [Phil Brock](#); [Oscar de la Torre](#); [david.martin@smgov.net](#); [anuj.gupta@smgov.net](#); [John Jalili](#)  
**Cc:** [Kathleen Rawson](#); [Steven Welliver](#); [Barry Snell](#); [maronson@douglassemnett.com](#); [Robert Rader](#); [Eric & Crystin Sedman](#); [Peter Trinh](#); [jvt@vtbs.com](#); [jmatute@gmail.com](#); [joshua@wnmrealty.com](#); [Julia.Ladd@macerich.com](#); [tbaruskas@communitycorp.org](#); [ericka.lesley@smgov.net](#)  
**Subject:** 9/28/21 SM City Council Agenda Item #7  
**Date:** Tuesday, September 28, 2021 11:03:14 AM  
**Attachments:** [SMBOA Sept. 28th Council Letter.pages attachment.html](#)

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EXTERNAL

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