



Mike Dundas <mike.dundas@lacity.org>

Fwd: FW: draft agenda for today

1 message

Andre Quintero <andre.quintero@lacity.org>
To: Mike Dundas <mike.dundas@lacity.org>

Sat, Apr 18, 2015 at 12:29 PM

PRA Responsive Email from DCA Andre Quintero

—— Forwarded message ——

From: **Kerry Morrison** <Kerry@hollywoodbid.org>
Date: Tue, Jan 28, 2014 at 10:59 AM
Subject: FW: draft agenda for today
To: "Andre Quintero (andre.quintero@lacity.org)" <andre.quintero@lacity.org>

Andre, looking forward to seeing you today at 3 p.m.

Here is a draft agenda I created; I wanted to call your attention to item 4 because maybe you could be prepared to share some background on this.

Looking forward to this – I was able to secure a paramedic who is knowledgeable about our chronic population to come as well!

Kerry

From: Kerry Morrison
Sent: Tuesday, January 28, 2014 10:54 AM
To: 'Steve Seyler'; Joseph Mariani
Subject: draft agenda for today

Gentlemen,

Here is draft agenda for today's meeting. Let me know your thoughts:

1. Welcome and introductions
2. Purpose statement
 - a. To reduce the incidence of daytime public drunkenness in the in the Hollywood

Entertainment District and Sunset & Vine BID.

b. To apply a supply/demand model to understanding the causal factors:

i. Demand: who are the individuals who gravitate to the BID area; why do they come/stay here; where do they congregate; how do they fund their addiction?

ii. Supply: what substances are involved; where are they sold; how much do they cost?

c. To apply a supply/demand model to designing potential mitigation factors:

i. Demand: how do we limit demand?

ii. Supply: how do we limit supply?

3. Evaluation of existing data/baseline metrics

- a. Historical data re/ number of and percentage of alcohol-related arrests in both BIDs
- b. List of chronic offenders
- c. List of alcohol-sales establishments and map
- d. 2014 arrest tracking to-date – source of alcohol
- e. Other

4. Overview of laws governing alcohol sales and alcohol use

5. Brainstorming re/ potential strategies for 2014

- a. Letters/meetings with businesses
- b. Undercover enforcement
- c. Need for detox beds
- d. Seattle low-barrier shelter idea
- e. Tourist outreach – to discourage panhandling
- f. Special outreach to chronic inebriates
- g. Other

6. Establishment of metrics

7. Next steps and next meeting

—
Andre Quintero, Deputy City Attorney
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Email: andre.quintero@lacity.org

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Mike Dundas <mike.dundas@lacity.org>

Fwd: Pilot project: one month moratorium on cheap liquor sales

2 messages

Andre Quintero <andre.quintero@lacity.org>
To: Mike Dundas <mike.dundas@lacity.org>

Sat, Apr 18, 2015 at 12:37 PM

PRA Responsive Email from DCA Andre Quintero

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

From: **Kerry Morrison** <Kerry@hollywoodbid.org>
Date: Wed, Mar 12, 2014 at 5:36 PM
Subject: Pilot project: one month moratorium on cheap liquor sales
To: [REDACTED]

Cc: PETER ZARCONE <26271@lapd.lacity.org>, Andre Quintero <andre.quintero@lacity.org>, Gary Benjamin <gary.benjamin@lacity.org>, "sseyler@andrewsinternational.com" <sseyler@andrewsinternational.com>

TO: Jack Yu, Pla-Boy Liquors
Warren Aguilin, CVS Pharmacy
Hyun Joe, 7-11

cc: Members of Alcohol Task Force

Gentlemen, thank you for responding favorably to our efforts to curb the incidence of drinking in public and public intoxication in the Hollywood Entertainment District. And thank you for your interest and cooperation in participating in a one month pilot to refrain from selling the cheap alcohol that seems to fuel these problems.

I know that the 7-11 company may have to sign off on this pilot project, and I hope this email will make a case for what we are trying to accomplish.

Here is some background information:

- The Hollywood Entertainment District and the Sunset & Vine BID has experienced a chronic problem with public inebriation. In fact, this year, the BID Security Committee has made it its priority to tackle the abuse of alcohol by transients in the District. An Alcohol Task Force has been created which includes representatives from LAPD, City Attorney, Council District 13 and local homeless providers.
- The BID believes that Hollywood is a focal point for this problem for three reasons:
 1. We have a high concentration of stores that sell cheap liquor.

2. We are a magnet for homeless individuals and people who like to loiter or “hang out”
3. Tourists and visitors readily give money to panhandlers, thus fueling this problem.

Here are some statistics

- Between 2007 and 2013, there were 10,102 arrests (private person’s arrests by BID patrol) for “drinking in public.” That represents **58% of all the arrests performed by the BID patrol.**
- This is a constant drain on our private security resources.
 - For example, in 2013, **721 different people were arrested for drinking in public in the two BIDs.** Three percent of those people (25) were arrested five or more times.
 - BID Patrol has identified **46 “chronic offenders”** and these are people who have been field interviewed between 10 and 71 times by BID security over a two year period.
 - Stores that sell cheap liquor require a disproportionate share of BID Patrol’s time to respond to calls and problems. The purpose of the BID patrol is not funded by all the property owners throughout the two BIDs to serve in the place of “private security” for individual businesses.
- In the two BIDs, there are 19 establishments that sell liquor. Here is what we know about these businesses:
 - 64% of these stores sell individual beers
 - 58% sell inexpensive or mini spirits

Reason for pilot project:

- The Cahuenga/Yucca intersection is one of the most problematic areas in the BID – attracting many homeless individuals and loiterers.
- Tracking arrests for drinking in public for 2014 reveals that three stores are a source of inexpensive alcohol: Pla-Boy Liquors, 7-11 and CVS.
- **The goal is to suspend sales of least expensive product for one month to measure:**
 - Whether arrests for drinking in public in a two block radius decrease
 - Whether other measures related to loitering or petty crimes also decrease
 - Whether stores report a perceptible improvement in public safety
- The alcohol under consideration:
 - CVS: Gran Legacy Vodka, \$3.99/375 ml.
 - 7-11: 211 Steel Reserve malt liquor, \$1.99/24 oz.
 - Pla-Boy: Taaka Vodka and Crystal Palace Vodka, \$2.65/200 ml.

Gentlemen, we would like to conduct this pilot project for one month, with your cooperation. We have set a target date of May 1 – May 31 for the pilot, to give 7-11 corporate enough time to review this request. If they

respond affirmatively before April 1, we could conduct the pilot during the month of April. I will keep you posted.

In the meantime, we have a meeting of our Alcohol Task Force scheduled for Tuesday, March 25, 2014 at 3 p.m. at the BID Security office at Hollywood & Highland. You are very welcome to attend and hear about the other efforts we have underway as well.

With appreciation,

Kerry Morrison

Kerry Morrison

Exec. Director

Hollywood Property Owners Alliance

1680 Vine Street Suite 414

Hollywood, CA 90028

phone: 323-463-6767

fax: 323-463-4229

cell: 

—
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Los Angeles, CA 90017
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***** Confidentiality Notice *****



Mike Dundas <mike.dundas@lacity.org>

Fwd: April 1 - April 30: Pilot program on cheap alcohol sales

1 message

Andre Quintero <andre.quintero@lacity.org>
To: Mike Dundas <mike.dundas@lacity.org>

Sat, Apr 18, 2015 at 12:40 PM

PRA Responsive Email from DCA Andre Quintero

—— Forwarded message ——

From: **Kerry Morrison** <Kerry@hollywoodbid.org>
Date: Fri, Mar 28, 2014 at 3:26 PM
Subject: April 1 - April 30: Pilot program on cheap alcohol sales

To: [REDACTED]

Cc: PETER ZARCONE <26271@lapd.lacity.org>, Andre Quintero <andre.quintero@lacity.org>, Gary Benjamin <gary.benjamin@lacity.org>, "sseyler@andrewsinternational.com" <sseyler@andrewsinternational.com>, "JSalazar@andrewsinternational.com" <JSalazar@andrewsinternational.com>

Hi Joe, Jack and Warren,

I will follow up with a personal phone call, but I wanted to confirm that **we are proceeding with our one-month moratorium** on the sales and stocking of the inexpensive alcohol products that we have previously discussed.

- o CVS: Gran Legacy Vodka, \$3.99/375 ml.
- o 7-11: 211 Steel Reserve malt liquor, \$1.99/24 oz.
- o Pla-Boy: Taaka Vodka and Crystal Palace Vodka, \$2.65/200 ml.

This will start April 1 – and thank you for cooperating. I informed our committee about this earlier this week – and the LAPD, City Attorney and city council office is quite pleased that you are willing to work with us to see if this curbs some of the negative behaviors in this corner of the business improvement district. Please do not reveal that this is just a one-month experiment to your customers; we do not want to create the expectation that they can simply return on May 1 and everything will be back to normal. What we are really trying to test here is whether there is some behavior change, or migration away from the Cahuenga/Yucca area to another little section of the business district.

We are going to be measuring impacts, by tracking arrests for drinking in public – comparing stats for this month compared to last month, and also compared to same time last year.

We are also going to be tracking the location of people sleeping in the BID—we do this report at the same time once a month, to see if this makes a difference.

One of the things that would be helpful to add to this documentation would be the following,

1. Will you be able to track whether an alternative/substitute product is being purchased, in lieu of the products we have taken off the shelves?
2. Can you have your employees advise us if they sense a change in the clientele during the course of this month?

I will be reaching out to each of you again before the first day, but I want to stress again, on behalf of the community, how much we appreciate your willingness to participate in this pilot project.

Best regards,

Kerry Morrison

Kerry Morrison

Exec. Director

Hollywood Property Owners Alliance

1680 Vine Street Suite 414

Hollywood, CA 90028

phone: 323-463-6767

fax: 323-463-4229

cell: [REDACTED]

From: Kerry Morrison

Sent: Wednesday, March 12, 2014 5:36 PM

To: [REDACTED]

Cc: PETER ZARCONE; Andre Quintero; Gary Benjamin; 'sseyler@andrewsinternational.com'

Subject: Pilot project: one month moratorium on cheap liquor sales

TO: Jack Yu, Pla-Boy Liquors

Warren Aguilin, CVS Pharmacy

Hyun Joe, 7-11



Mike Dundas <mike.dundas@lacity.org>

Fwd: Alcohol sales restrictions

1 message

Andre Quintero <andre.quintero@lacity.org>
To: Mike Dundas <mike.dundas@lacity.org>

Sat, Apr 18, 2015 at 12:44 PM

PRA Responsive Email from DCA Andre Quintero

—— Forwarded message ——

From: **Kerry Morrison** <Kerry@hollywoodbid.org>

Date: Wed, May 14, 2014 at 9:50 AM

Subject: Alcohol sales restrictions

To: "26906@lapd.lacity.org" <26906@lapd.lacity.org>, "32256@lapd.lacity.org" <32256@lapd.lacity.org>, "abell@urbanoutfitters.com" <abell@urbanoutfitters.com>, Andre Quintero <andre.quintero@lacity.org>, "bfarrar@andrewsinternational.com" <bfarrar@andrewsinternational.com>, "Captain Cory Palka (25060@lapd.lacity.org)" <25060@lapd.lacity.org>, Captain Peter Zarcone <26271@lapd.lacity.org>, Chad Lewis <clewis@klein-financial.com>, Charlie Colletta <ccolletta@heihotels.com>, Daniel Halden <Daniel.Halden@lacity.org>, Deputy Moore <dbmoore@lasd.org>, Deputy Panghongkeow <APangho@lasd.org>, Deputy Scott Schneider <SASchnei@lasd.org>, Derrick Malec <derrick.malec@sbe.com>, Devin Strecker <Devin@hollywoodbid.org>, Elizabeth McDonald <emcdonald@lafilm.com>, "fabio@fabiolus.com" <fabio@fabiolus.com>, "fabio@fabiolus.net" <fabio@fabiolus.net>, "galomedina@sbcglobal.net" <galomedina@sbcglobal.net>, Jacquelyn Lawson <jacquelyn.lawson@lacity.org>, Jennifer Bateman <jlbatema@lasd.org>, "JSalazar@andrewsinternational.com" <JSalazar@andrewsinternational.com>, Katie Seymour <KSeymour@windsorcommunities.com>, Kerry Morrison <Kerry@hollywoodbid.org>, "Lt. Reina" <34490@lapd.lacity.org>, Marisol Salguero <marisol.salguero@lacity.org>, MARK DIBELL <30657@lapd.lacity.org>, "mharkins@andrewsinternational.com" <mharkins@andrewsinternational.com>, "Mike Guzik (mguzik@cimgroup.com)" <mguzik@cimgroup.com>, "Monica Yamada - CIM Group (myamada@cimgroup.com)" <myamada@cimgroup.com>, "Mouat, Chris J." <cjmouat@lasd.org>, Sarah Besley <Sarah@hollywoodbid.org>, Sgt Tomas Rodriguez <T2Rodrig@lasd.org>, "SSeyler@andrewsinternational.com" <SSeyler@andrewsinternational.com>, Travis Serpa <TSerpa@urbanoutfitters.com>, Yeghig Keshishian <yeghig.keshishian@lacity.org>
Cc: Jacquelyn Lawson <jacquelyn.lawson@lacity.org>, Courtney Kanagi <courtneyk@epath.org>, "david.frelinger@lacity.org" <david.frelinger@lacity.org>

Greetings Security Committee –

Cc: Alcohol Task Force

I have to say last week represented one of the most robust discussions enjoyed by our committee in a long time. It was a standing room only meeting – which is terrific – and we will work to find a larger room for next month.

As promised, I am passing along good information provided to me by Gary Benjamin of the CD-13 staff.

We had been brainstorming about the prospect of some type of special “overlay zone” over downtown Hollywood that might allow for special ordinances unique to the Entertainment District – and not necessarily

appropriate for/needed in the rest of Los Angeles.

He sent me information re the LA Sports and Entertainment District Specific Plan which surrounds Staples Center. See his email below and the specific reference to prohibition on the sales of the types of alcohol products that are problematic here in the BID (the single serving beers and the spirits sold in sizes less than 750 ml.). Also, there is a ban on alcohol sales after 10 p.m.

We discussed that creating a Specific Plan is challenging...but the journey of a million miles begins with a single step. If we know we are building together a vibrant, mixed use residential and commercial district for the 21st century, maybe some of these protections for the neighborhood are worth pursuing.

I will be passing along some more research information, but wanted to get this in your hands ASAP.

Kerry

P.S. The question was raised last week whether the Entertainment District around Staples extends to a wider swath of the neighborhood.

Yes...this is what I've found:

http://cityplanning.lacity.org/complan/specplan/spmaps/Detail/LASED-1_bndry.pdf

Here is an article about how the plan was finally adopted...it is clear much work went into this.

<http://articles.latimes.com/2001/may/31/news/mn-4715>

From: Gary Benjamin [mailto:gary.benjamin@lacity.org]

Sent: Thursday, May 01, 2014 3:04 PM

To: Kerry Morrison

Cc: Marisol Salguero; Sarah Besley; Joseph Mariani; Marie Rumsey; Daniel Halden

Subject: Re: FW: Incident Behind Musso's

The area immediately surrounding the Staples Center is encompassed in the Los Angeles Sports and Entertainment District Specific Plan. Here is the link to that document:

The Specific Plan even has required lists of Volunteered Conditions for alcohol outlet applicants, establishes an Alcohol Advisory Group and mandated review periods. There is no discussion of promoters, but there are a lot of regulations for nightclubs, and for an example, here is the section for grocery/drug store alcohol sales:

16. Drug Stores/Grocery Stores. The following conditions shall apply to Drug Stores and Grocery Stores:

- a. The sales of alcoholic beverages shall be permitted only between the hours of 10:00 a.m. and 10:00 p.m., seven days a week.
- b. No wine shall be sold with an alcoholic content of greater than 15% by volume, except for "dinner wines" which have been aged two years or more and which are maintained in corked bottles.
- c. The sale of beer or malt beverages in individual containers of one quart, 22 ounces or 32 ounces is prohibited. No beer or malt beverages may be sold in quantities of less than six containers per sale.
- d. Beer, malt beverages and wine coolers in individual containers of 16 ounces or less is prohibited. These individual containers that are 16 ounces or less must be sold in manufacturer's pre-packaged, multi-unit quantities.
- e. Wine and distilled spirits shall not be sold in bottles or containers smaller than 750 milliliters. Beer coolers, wine coolers or pre-mixed distilled spirit cocktails must be sold in manufacturer's pre-packaged, multi-unit quantities.

Gary

—
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Jacquelyn Lawson <jacquelyn.lawson@lacity.org>

RE: El Cajon Municipal Code (El Cajon, California)

Kerry Morrison <Kerry@hollywoodbid.org>
To: Jacquelyn Lawson <jacquelyn.lawson@lacity.org>

Mon, Jun 23, 2014 at 4:44 PM

Jackie, I have seen the ordinance, and it looks like something that would really help us in Hollywood.

There is another article I've found related to these types of restricted ordinances, and it shows that there are about 20 cities the state that have these more restrictive ordinances, including Pasadena.

They are called Deemed Approved ordinances. Here are a couple articles

<http://calbevlaw.com/2013/10/09/what-is-deemed-approved/>

<http://hbdra.com/deemed-approved-ordinance>

Here is one that refers to El Cajon, and the fact that there was a lawsuit

<http://www.sandiegoreader.com/news/2013/dec/06/ticker-liquor-store-owners-sue-city-el-cajon/#>

Let's keep researching this...

Kerry

From: Jacquelyn Lawson [mailto:jacquelyn.lawson@lacity.org]

Sent: Sunday, June 22, 2014 12:53 PM

To: Kerry Morrison

Subject: Fwd: El Cajon Municipal Code (El Cajon, California)

Hi Kerry,

Hope you are enjoying the weekend.

I know you are aware of the El Cajon alcohol sales ordinance but don't know if you've read it. I did and think it's an interesting ordinance to look at for LA. I forwarded it to CD 4 and CD 13 to review.

What do you think? According to the news reports it's the most restrictive in the U.S.

El Cajon Municipal Code (El Cajon, California)

Re: Alcohol sales

See - Title 17 Chapter 17.210.100

<http://qcode.us/codes/elcajon/>

Just something to think about.

--

Jackie Lawson - Deputy City Attorney
Safe Neighborhoods & Gangs Division
Office of the Los Angeles City Attorney
200 N. Main Street, 5th Floor
213.978.4090 - Main Number
Mail Stop 140

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