

## Kerry Morrison

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**From:** Laura Mecoy <laura@mecoy.net>  
**Sent:** Thursday, October 22, 2015 6:01 PM  
**To:** 'Carol Schatz'; Kerry Morrison; cesar2007jimenez@yahoo.com; morenojr40@yahoo.com  
**Subject:** LA Times Ed Board meeting on Monday

Hi All:

Thanks again for agreeing to help us with the LA Times Editorial Board meeting on Monday. We are meeting in the lobby at **10:45 a.m.** Monday. The meeting starts at 11 a.m. and ends at noon. So we want to all be ready to go up at 11 a.m.

There are supposed to be 3-4 members of the LA Times Editorial Board there. There may also be a reporter. There will be four of talking, so we need to keep introductory remarks pretty tight, so that it leaves time for questions. You may wish to practice what you're going to say in advance of the meeting.

Below is an agenda with talking points I've discussed with each of you. Here are the parking directions (they will validate parking so bring your parking ticket with you: PROBLEMS? Call my cellphone that day, **310.529.7717.**)

### **Parking will be in Visitor Parking**

221 West Second Street (between Spring and Broadway)  
Los Angeles, 90012

Once parked walk around to the  
Globe Lobby  
202 West First Street  
Los Angeles, 90012

Your name/s will be with the guard and I will meet you in the lobby at 10:45 a.m.

### **AGENDA (Also attached)**

*Please go in the order below, introduce yourself and your business or title and try to stick to the time allotted and the messages below. Then Carol, the last speaker, will open it up to questions from the Editorial Board members.*

**Melchor Moreno**, who owns La Chispa del Oro, will speak for 3-4 minutes about:

- His family's background and business. His father came to this country from Mexico more than 50 years ago, learned the restaurant business and opened one of Boyle Heights more successful Mexican food restaurants about 25 years ago.
- Street vendors hurt their business: Was so bad 2 years ago that his father considered closing early. Unlimited citywide vending will cause it to be bad again.
- Unfair competition: Can't compete with \$1 street vendor tacos because he has to pay for gas, lights, overhead.

**Cesar Jimenez**, who sells fish tacos at the Farmers Markets, will speak for 3-4 minutes about:

- His background and business: Came to this country from Mexico and started his business legally in the Farmers Markets. Now up to 8 markets and 6 people working; plans to open a brick-and-mortar restaurant.
- Unfair Competition: Unlicensed street vendors operating outside the Farmers Market undercut his prices and hurt his business. He pays 10% of sales to be in the market; liability insurance, health department inspections, taxes, etc.

- **Enforcement Needed to Protect All Business:** Vendors get a parking ticket and then stay there all day. Must have enforcement to protect businesses like his – and ultimately street vendors who follow the rules, if the city allows vending in community-supported districts.

**Kerry Morrison, Hollywood BID, will speak for 5-6 minutes about:**

- **Unlimited citywide vending won't work:** "One size of won't fit all" in a city as diverse as LA. Hollywood Boulevard already jammed with constitutionally protected characters and tour operators. No space for street vendors. Have to have opt-in vending districts because vending won't work everywhere.
- **Strict regulation and enforcement needed:** Need enforcement 24/7 because hot dog sellers come to Hollywood to sell food as the bars close and to Hollywood Bowl after performances.
- **Need a level playing field:** Brick and mortar businesses paying high rents and property owners pay \$3.4 million to the BID. Street vendors benefit from the BID's street cleaning, security, marketing, etc. and pay none of that – plus the BID has to pay to clean up after the vendors.

**Carol Schatz, CCA, will speak for 5-6 minutes about:**

- **Support everyone's right to earn a living:** Just not at the expense of small businesses and street vendors who follow the rules. Small businesses essential to communities, job creation, etc. Half of all small businesses fail in the first five years, so they need our support. Loss of them will leave storefronts empty and people out of work.
- **Strict Regulations Needed:** Adopting best practices from other cities street vending rules will ensure LA's small businesses and street vendors who follow the rules can thrive. The regulations should:
  - Protect neighborhoods by allowing street vending in community-supported zones in commercial areas and by regulating the number of permits, locations and hours of operation
  - Give residents and businesses the choice about street vending in their commercial areas – as we do for brick & mortar businesses – through an opt-in process and through permission from nearby businesses
  - Street vending program should pay for itself through permits and other fees. Note that the previous MacArthur Park vending zone failed because of funding constraints and lack of enforcement. Unlicensed vendors continued to sell. Success of new program depends on effective and fully funded enforcement.

Open to questions.



Laura Mecoy  
P: 310.546.5860 | C: 310.529.7717

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[@lmecoy](https://www.facebook.com/laura.mecoy) | [www.facebook.com/laura.mecoy](https://www.facebook.com/laura.mecoy)

## Kerry Morrison

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**From:** Laura Mecoy <laura@mecoy.net>  
**Sent:** Monday, October 19, 2015 12:27 PM  
**To:** Kerry Morrison  
**Subject:** RE: LA Times Ed Board set for 11 a.m. Oct. 26

Dear Kerry:

Can we speak at 3 p.m. on 10-22? Please let me know where to call you, or you can reach me at 310-546-5860. Thanks again!

Laura Mecoy  
310.529.7717

-----Original Message-----

**From:** Kerry Morrison [mailto:Kerry@hollywoodbid.org]  
**Sent:** Friday, October 16, 2015 11:27 AM  
**To:** Laura Mecoy <laura@mecoy.net>  
**Subject:** RE: LA Times Ed Board set for 11 a.m. Oct. 26

Laura, thanks for setting this up.

My available time between 21 - 23 is

Morning of 10-21 (between 7 - 9) I can take the call at home Any time afternoon of 10-22

-----Original Message-----

**From:** Laura Mecoy [mailto:laura@mecoy.net]  
**Sent:** Thursday, October 15, 2015 12:13 PM  
**To:** Kerry Morrison <Kerry@hollywoodbid.org>  
**Subject:** LA Times Ed Board set for 11 a.m. Oct. 26

Dear Kerry:

We are booked for 11 a.m. on Oct. 26 at the LA Times. The meeting will be with 3-4 members of the Editorial Board. Our current plan is to have a small business owner to discuss the unfair competition issue. You to discuss all the challenges in Hollywood. A representative of the neighborhood councils to discuss residential concerns, and Carol to talk from her perspective.

Would you be available sometime Oct. 21-23 to talk by phone about messaging and the meeting itself? Please let me know. I think we would only need about 20 minutes, at most. Please let me know.

Thanks again for helping us with this meeting.

Laura Mecoy

From: Kerry Morrison [mailto:Kerry@hollywoodbid.org]  
Sent: Wednesday, October 14, 2015 12:07 PM  
To: Laura Mecoy <laura@mecoy.net>  
Subject: RE: LA Times Ed Board

Yes.after 10:30 would be preferable.  
Kerry

From: Laura Mecoy [mailto:laura@mecoy.net]  
Sent: Wednesday, October 14, 2015 11:18 AM  
To: Kerry Morrison <Kerry@hollywoodbid.org>  
Subject: LA Times Ed Board

Dear Kerry:

We are moving the date for the Ed Board meeting and hope that will help with your schedule. Could you meet with them sometime between 10 and noon on Oct. 26?

Laura Mecoy  
P: 310.546.5860 | C: 310.529.7717

[laura@mecoy.net](mailto:laura@mecoy.net) | [www.mecoy.net](http://www.mecoy.net)  
[@lmecoy](https://www.facebook.com/laura.mecoy) | [www.facebook.com/laura.mecoy](https://www.facebook.com/laura.mecoy)

## Kerry Morrison

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**From:** Laura Mecoy <laura@mecoy.net>  
**Sent:** Monday, October 12, 2015 8:48 AM  
**To:** Kerry Morrison  
**Subject:** LA Times Editorial Board meeting

Dear Kerry:

We are hoping that you can help the Coalition to Save Small Business by joining Carol and some other spokespeople at 10 a.m. (or around that time) on Oct. 22 at the LA Times for an Editorial Board meeting. It will take, at most, an hour. We felt your descriptions of the situation in Hollywood would be very persuasive.

As previously discussed, we will work with you to update you on the regulatory framework being discussed, if you need that information. We are currently hearing from others that the CLA may have its report ready by Oct. 20 (Many are skeptical that the CLA can do it by then. But we need to be ready, just in case.) We've also heard that Price will hold a committee hearing on street vending on Oct. 27. So we wanted to get in to the Editorial Board as soon as possible, and the 22<sup>nd</sup> seems to be the best date for the board and Carol. Please let us know as soon as possible if that date works for you as well.



Laura Mecoy  
P: 310.546.5860 | C: 310.529.7717

[laura@mecoy.net](mailto:laura@mecoy.net) | [www.mecoy.net](http://www.mecoy.net)  
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Street vending midprod.

CLA - released report today  
10:30 Monday October 26, 2015

Jane Meery (310) 546-5860  
310) 529-7717 cell

2 small businesses  
Hwd

isn Ordinance

one sign does not fit all  
late night - early morning

rent  
WOF - top rent

George Combrancu  
818-723-~~4460~~  
4960

\$13,141K per month

\$242,000 2 stores pizza store  
taxes, utilities, prop taxes, insurance

\$6.00/

2300

13,000

cash money

20%

→ 12 employees

\$12/hr.

Carmie Cavanaugh - editorial board  
Emily Alpert

\$1200 - just to open the  
door.

they 3 months - health inspection.

Economic  
Penalties:

500,000  
LACMA  
w/penalty  
90%

congratulation w/  
Jane Meery  
10/22/15

Our asks

option

fully fund

enforcement

we support the  
right to make a  
living -  
w/o compromising  
existing businesses