

**CORRESPONDENCE
FINANCE & BUDGET
SUBCOMMITTEE MEETING
MAY 5, 2020**

Please read during public comment:

Once retailers, restaurants, bars, hotels, etc. begin to reopen, patrons will have to build their confidence to go out and enjoy West Hollywood.

Although many new ideas must be created to begin to back fill the financial losses in Weho, below are just a few marketing ideas.

The city could assist businesses in building confidence and creating an appetite for resuming commercial life by offering a few marketing based concepts.

1. Waive/relax city parking meter fees to encourage more time spent walking, eating, drinking, and leisurely shopping without the worry of high parking costs.
2. Create a citywide free Weho-branded face-covering giveaway. All residents should receive a washable mask in the mail and retailer/restaurants/bars should be given these branded masks to distribute at no charge, thus creating a sense of community cohesiveness and overall safety. Seeing residents and visitors all wearing similar face masks creates a better sense of normalcy.
3. Require bars (who currently have permission) to ban smoking in their outside areas. **In order to create a better economic recovery, bars should be required to reserve that very "valuable outdoor fresh air space" for those who wish to "social distance" with the benefit of fresh air.** Smokers always have the option to temporarily leave the bar to smoke and return. Non-smokers will want to patronize bars if they can social distance throughout the entire bar, and not just the indoor portion.
4. Offer a temporary increase to the sidewalk encroachment square footage (at no charge) to restaurants in order to offer additional outdoor dining space.
5. Create citywide guidelines for in-restaurant dining safety & hotel housekeeping service protocols in order to educate businesses and provide a sense of consistency to patrons.

Thank You.
Arthur Bernstein
West Hollywood Resident