

May 3, 2006

Honorable Mayor and Members of  
the Hermosa Beach City Council

Regular Meeting of  
May 9, 2006

**USE OF LOT "B" PARKING LOT ON SUNDAY, MAY 21, 2006  
FROM 5:00PM TO 8:00PM IN CONJUNCTION WITH A  
FUNDRAISING EVENT AT GALLERY C**

**Recommendation:**

That the City Council approve the use of the parking lot from 5:00pm to 8:00pm with the payment of the fee of \$200.

**Background:**

Gallery C is the site of a fundraising event for the El Nido Family Centers. The event at Gallery C is being staged by Learn About Wine. They are expecting about 250 people and would like to use Lot B as a valet parking area. Based on the house that they would like to use the lot, they will be charged a fee of \$200 if approved by the City Council.

As an aside, this is expected to be the last event until after Labor Day. The area becomes too busy between Memorial Day and Labor Day.

Respectfully submitted,



Stephen R. Burrell  
City Manager

RECEIVED

APR - 3 2006

Per.....



# LearnAboutWine

The Source for Wine Education and Events

LearnAboutWine  
The Source for Wine Education and Events  
2118 Wilshire Blvd #462  
Santa Monica, CA 90403

Mr. Steve Burrell  
City Manager  
1315 Valley Drive  
Hermosa Beach, CA 90259

March 29, 2006

Mr. Burrell,

Thank you so much for your generous offer to help steward our letter of request to the City Council. The giant wheels of progress are in motion and we are pleased to be working with El Nido Family Centers for this Benefit Wine Tasting to be held in your fair city at Gallery C. We are incredibly excited to be coming into the South Bay with a signature LearnAboutWine event. We find many of your citizens heading up to Los Angeles to taste with us and we would love to produce something memorable for them in their own backyard. Hopefully this will be one of many events we can craft in Hermosa.

Attached is the letter for the City Council's consideration. Of course if there are questions or concerns please contact me or Staci Miller directly, we will be happy to clarify.

Thank you again in advance,

Ian Blackburn  
Founder  
LearnAboutWine

A handwritten signature in black ink, appearing to read 'Ian', is written over the printed name.

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The Source for Wine Education and Events  
2118 Wilshire Blvd #462  
Santa Monica, CA 90403

City Council of Hermosa  
1315 Valley Drive  
Hermosa Beach, CA 90259

April 10, 2006

To the Honorable City Council of Hermosa Beach,

I, Ian Blackburn, am writing on behalf of my company, Learn About Wine, in request of consideration of your waiving any city fees for the use of the parking lot behind Gallery "C" at 1225 Hermosa Avenue. My company is in the process of coordinating a fundraising charity event on Sunday May 21st, 2006 to benefit El Nido Family Centers.

This worthy charity has been in service since 1925 and has been adapting to serve the needs of the underprivileged – particularly coming to the aid of young families and children throughout Southern California.

LearnAboutWine hopes to include 250 guests in our fundraiser – raising awareness of the worthy causes that El Nido champions as well as introduce them to the cultural happenings in Downtown Hermosa. The use of this parking lot and our provision of Valet Parking will aid in the success of the event and lessen any impact on Sunday visitors to Hermosa.

I thank you in advance for your consideration.

Ian Blackburn  
Founder  
LearnAboutWine