



councilman@aol.com

08/04/2009 08:55 AM

To district1@longbeach.gov, district2@longbeach.gov,
district3@longbeach.gov, district4@longbeach.gov,
district5@longbeach.gov, district6@longbeach.gov,
district7@longbeach.gov, district8@longbeach.gov,
district9@longbeach.gov, mayor@longbeach.gov,
cityclerk@longbeach.gov, erik.sund@longbeach.gov
cc teamhoy@gmail.com, teamhoy@aol.com,
Darkstardaves@aol.com, RMSissons@aol.com,
ZiggyPop44@aol.com, Barbiegoldberg@aol.com
Subject Public Hearing 1, Aug. 4 2009 on The Beach Club
Entertainment License-Important

H-1
8-4-09

Honorable Mayor & Council members,

My name is Ben Goldberg and I have had contact with most of you over the years through different civic activities. I have attached the summary and reasons for why my business should be granted a Permanent Entertainment License.

I had been patronizing a local business "Pete's at the Beach" since it had opened (2004) and also patronized it when it was Buon Gusto's and Pizza Eatery dating back to the early 80's. Pete had helped many non-profit organizations I had been involved with, so it was natural that I help bring customers to show appreciation over the years.

Unfortunately, the economy took it's toll on Pete and he approached me about selling the business in February of this year. I contacted some close friends I've known for many years to see if there was a shared interest in keeping "Pete's" open. I was able to put together a great group of local Long Beach people, who share the same vision and commitment I have for the neighborhood and City.

We decided to purchase the Sports Bar & Grill and make very subtle but important changes. We decided to make The Beach Club Sports Bar & Grill "the community spot" to enjoy their favorite Sporting Events and the occasional "Live Entertainment" in the later hours of the evening.

We have had great success and have reached out to our community through multiple channels. We even had the Principle of Wilson H.S. along with some of his administrators play some music to a packed house of Parents and Friends of Long Beach the other night.

We are slowly changing the decor to embrace local Youth, HS and College Teams to help enhance the home town feel Long Beach Sports represents. When you stop by our place, you are bound to bump into local leaders and administrators from CSULB, Wilson, Millikan, Poly and other prominent business people committed to making Long Beach a great place to live and play.

These are tough economic times and we have a long way to go until we are out of the current financial issues we all face. I have attached our summary of why we feel The Beach Club should be granted a "Permanent Entertainment License" vs. the standard 1 year temporary for new businesses that open in Long Beach.

The owner's of The Beach Club have a long track record of helping Long Beach to be a great place to live. We are requesting a "Common Sense Approach" to allowing us to continue the existing business plan that has posed "no past problems". We are LB Resident Owner's with the same passion and concern that you as leaders have for the city and ask for you to approve our request.

I look forward to seeing you at the meeting tonight, please call if you have any questions.

Benjamin A. Goldberg
Co-Owner The Beach Club Sports Bar & Grill
5755 E PCH, Long Beach Ca. 90803

Beach Club request for permanent license vs. 1 year temporary

The new owners are disappointed with the City Staff recommendation to grant a 1 year permit. The expense of over \$4,000 (that will rise to \$6,000 next year) is only one reason we are requesting Permanent vs. Temporary Entertainment License. We feel charging \$4.00 per mailing label to send out a notice that creates more questions than answers to the surrounding neighbors is excessive for a small business. We had neighbors come by to ask if we were opening a strip club because the city notice was so vague (see attached public notification).

The business had a Permanent Entertainment license for 6 years with “no issues” from law enforcement. The format and use of “Live Entertainment” has remained the same and is used as a supplement to the Core Restaurant/Sports Bar venue.

<i>Tuesday</i>	<i>Trivia Night from 7 to 9 pm</i>
<i>Wednesday</i>	<i>Karaoke from 9 to 12 midnight</i>
<i>Friday/Sat</i>	<i>Live music from 9 to midnight</i>

The new owners bring over 15 years of industry experience and the most of the owners are native Long Beach families. All owners reside in Long Beach and have children in LBUSD. (see attached resumes).

The new owners agree to the 28 additional conditions and feel comfortable with our ability to exceed expectations of the City of LB and neighbors in the area. We close at 12:30 every night under our liquor license restrictions issued by the A.B.C.

A neighbor called us with a complaint on children playing outside the establishment. We had a few Baseball Team Parties and some kids went to Dairy Queen and then played on the grass outside our business. We addressed the problem with the parents and our Management staffs to ensure all patrons stay inside the business. This complaint has nothing to do with the “existing” Live Entertainment under our ownership.

We didn't buy a Hallmark Store and convert it to a Sports Bar; this is an existing business in an existing location with existing clientele. The business held a permanent Entertainment License and we should be able to maintain the same license. The new owners are community leaders who have always been committed to quality of life concerns of our neighbors and will continue this same commitment.

The owners of the Beach Club purchased an existing business with the intent of improving the clientele and supporting the local community. We have already sponsored CSULB Athletics, Wilson HS, Millikan HS, Pony BB, Los Altos BB, Children Today and LB Rugby after owning the business for 3 months.

**Benjamin A. Goldberg, Co-Owner
The Beach Club Sports Bar & Grill, LLC.**

Benjamin Goldberg

6300 Vermont Street, Long Beach, CA 90803
Cellular: (562)212-6053 Work: (310)788-6243

Civic Affiliations:

Marine Advisory Commissioner, City of Long Beach	present
Community Development Advisory Commissioner, City of Long Beach	2005-2009
Los Altos Youth Baseball & Softball	President 2006-2008
Long Beach Yacht Club Sailing Foundation	BOD 2006-2008
Honorary Fire Fighters Association	BOD 1998-2005
University Park Estates Homeowners Association	President 1998-2005
Kettering Elementary PTA	President 1998-1999
Long Beach Youth Home Boosters	President 1999-2000
Temple Beth Shalom, Long Beach	Vice-President 1996-1998

Personal Information:

Native of Long Beach, married to Barbara with two children Heather (19) and Joshua (12).

Professional Experience

- SUMMARY:** Investment professional with over 16 years of diverse experience and a proven track record. Consistently exceed client expectations while preserving the fiduciary principles that govern the investment industry.
- 2007 - present** **Deutsche Bank Alex Brown Securities, Director**-Private Wealth Management Group, Los Angeles CA. We successfully transitioned our clients over to our new firm to better serve their investment needs. With markets becoming more global and clients in need of way's to hedge their portfolios to better preserve and grow their wealth.
- 2004 – 2007** **Senior Vice President, Investments**-Banc of America Investments, Century City CA
We successfully transitioned my existing client base from previous firms to manage a total of 300 million dollars in assets. We work with High Net Worth client's seeking ways to preserve their principle and manage their risk to maximize their investment returns. We accomplish this objective through strict fiduciary principles through diversification of both risk and asset class. My past success in Securities and Compliance Management positions gives my group a unique perspective that benefits our client's performance.
- 1999 – 2004** **Branch Manager, Senior Vice President**-Morgan Stanley, Sherman Oaks CA
Managed over 1.5 Billion Dollars in Client Assets along with 35 Financial Advisors and 10 support staff. Generated over 14 Million Dollars in total revenue for the firm.
- 1992-1999** **Financial Advisor with Smith Barney and Merrill Lynch, Long Beach CA**
Trained and began my career building relationships with my clients. Raised over 200 million dollars in assets.

Mark K. Ziegenhagen

6535 E. Don Julio St.
Long Beach, Ca 90815
(562)799- 4463 home
(562)228-8888 cell
ZiggyPop44@aol.com

**Work
Experience**
Mar 05-May 09

Labor Ready, Inc. *Los Angeles, CA*
Branch Manager

- Coordination of all daily business development, manage all hiring, training and retention of office staff. Developed recruiting strategies for branch growth and success. Responsible for all aspects of branch operations including P&L's.
- Manage over 100 Temporary employees and 3 Full Time Customer Service Representatives.
- Service over 100 companies that need Temporary Labor Staffing.
- District Branch of the month seven times since 2005.
- CEO Sales Club Member in 2006
- President Sales Club Member in 2007
- Top 5 Branch in So. California in 2007

Apr 03-May 04

Alaskan Brewing Company *Juneau, AK*
So. California Regional Sales Manager

- Coordination of all activities with the wholesalers in the implementation of corporate policies, marketing and sales programs for the Alaskan Brewing Company portfolio of products.
- Developed regional marketing and sales plans to be implemented at the wholesaler level, that support the attainment of sales goals, brand growth and distribution in the on- and off- premise markets.
- Established and conducted regular Distributor Sales Meetings, sales training, or crew drive activities in coordination with wholesale management and sales personnel. Developed and maintained annual volume budgets on a market-by-market basis and operated within the budgetary guidelines.
- Developed and maintained a regular call frequency with key accounts and select regional chain accounts. Made presentations to both corporate on- and off- premise chain accounts with the National Manager from Alaskan Brewing Company. Surveyed regional markets, major on- and off- premise chains for pricing, point-of- sale materials and competitive activity.

Jan 02-Mar 03

Pacific Snapple Distributors *Tustin, Ca*
District Sales Manager

Responsible for recruiting, hiring, training, motivating, set pricing, distribution, schematics and building a sales team of 8 Sales Representatives and 8 Merchandisers. Also responsible for calling on key buyers in the grocery chain, mass merchandiser, drug, convenience, independent and on premise accounts. Put together monthly sales meeting for company.

- Had 4 people promoted due to outstanding performance.
- Grew district sales volume by 10 % while increasing new distribution.
- 3 time "20% Club" top performer in percent over objective.
- Managed a territory with over 1300 accounts and sold 450,000 cases annually.

Aug 99-Oct 02

Hog Heaven Bar and Grill Phoenix, Or

Owner / General Manager

- Responsible for everyday operations. Took ownership of bar due to death in the family.
- Hired, trained, and managed 10 new employees.
- Managed and controlled food and beverage inventories along with the daily and monthly accounting.
- Family owned business sold in Oct 2001.

Feb 89-Aug 99

Somerset Distributors Long Beach, Ca

(May 97- Aug 99) Director of Sales and Marketing

Responsible for recruiting, hiring, training, motivating, setting goals, incentives and maximizing the sales and marketing departments that consisted of 6 District Sales Managers, 20 Sales Representatives, 1 Merchandising Manager and 25 Merchandisers. Also responsible for headquarter level sales presentations to Key and Corporate On and Off premise accounts. Projected and organized budgets for the sales and marketing departments that involved millions of dollars with Anheuser-Busch and special events.

- Exceeded or met yearly objectives.
- Top 5 distributor in sales volume over objective in 1998.
- Had 10 people promoted due to outstanding performance.
- Managed a territory with over 2500 accounts and sold 4 million cases annually.

(Jan 93- May 97) Marketing Manager

Responsible for total coordination of events involving Anheuser-Busch and Somerset. This also included securing sponsorships for major, community and going after competitive events. Also responsible for calling on major house accounts to create new sources of income to the company. This included sport arenas, universities, catering and hospitality, hotels and other large volume draught accounts. Supervised 2 Special Event Coordinators

- Grew special events by 100%.
- Grew volume business by 200%.
- Picked 1996 Department of the Year.

(Jan 91- Jan 93) Sales Representative

Responsible for 200 on and off premise accounts in selling area. Established pricing and profit margins along with creating promotions to gain new business with the accounts daily.

- Chosen 1992 Salesmen of the Year

(Feb 89-Jan 91) Merchandiser/ Special Events Coordinator

Responsible for merchandising retail and chain stores on weekends while attending college. Worked with the Marketing Manager setting up special events on weekends. Represented the company as the "College Rep" at Long Beach State University promoting the Bud Light brand and Drinking Awareness with fraternities and sororities. Filled in as a relief driver or sales rep when needed.

Education

Golden West Junior College, Huntington Beach, Ca
California State University, Long Beach, Long Beach, Ca

Bachelor of Arts Degree- Liberal Studies, Sociology

- Member of Sigma Alpha Epsilon Fraternity
- Played Football at both GWC and LB State

Computer Skills

Microsoft Word, Excel, Power Point and Outlook

Community Service

Los Altos Little League- Board Member and Coach since 1999

Wilson High School- Varsity Football Coach and Freshmen Baseball Coach since 2002

Ayso Soccer- Coached youth teams from 1996-2001

Budweiser- Involved in many community groups and events from 1988- 1999. Some groups included the LB POA, LB POA Widows fund, Isabel Patterson at Long Beach State, Comprehensive Child Development Center and headed a toy drive every year for Christmas to give to the homeless children of Long Beach. Organized many special events such as the Long Beach Grand Prix, Long Beach Blues Festival, Long Beach Gay Pride and many other Budweiser sponsored events in Long Beach.

Long Beach State- Long Beach State Athletic Association Board Member, Long Beach State Varsity Club founding member and Jewels of the Night Committee member.

Other Long Beach Clubs- Century Club, Long Beach Chamber of Commerce, Long Beach Jaycees and Boys and Girls Club volunteer

Stephen Hoy

6324 E. Colorado Street, Long Beach, CA 90803

Cellular: (562)234-3992

Civic Affiliations:

Los Altos Youth Baseball & Softball –Board of Directors	1999-Present
Los Altos Youth Baseball & Softball – President	2003-2005
Los Altos YMCA – Board of Directors	2001-2003

Personal Information:

Native of Long Beach, married to Elizabeth with three children Stephen Jr. (17), Nicholas (15) and Jack (12).

Professional Experience

SUMMARY: Real Estate Development & Construction industry for since 1989.

2001 - present **Fremont Development Co.,** Torrance, CA.
Worked as a Development Manager on over 3 million square feet of industrial development projects throughout Southern California. Currently working within the property management division of Fremont Associates managing over 6 million square feet of real estate.

2004 – 2008 **CEO – Western Commercial Flooring Inc.,** Cerritos CA
Partnered in starting up and building WCF into a \$6 million a year commercial flooring company.

2001 – 2004 **Owner – F.A. Construction Management, -** Torrance, CA
Owned and operated an internal Construction Company within Fremont Development Company. Company managed and built over \$10 million of construction projects.

Dave Sissons
6309 E. Vermont Street
Long Beach, CA 90803
562-431-4458 home
562-818-3091 cell

Community Involvement

- Supporter Long Beach Youth Home
- Supporter American Red Cross, Long Beach
- P.T.A Member Kettering Elementary, Twain Elementary, Rogers Middle School, Wilson High School
- P.T.O. Member Harte Elementary, Hudson K-8, Garfield Elementary

Commitment to Long Beach

- Long Beach property owner since 1983
- Currently own two properties in Long Beach
- Have lived in Long Beach entire life

Personal

- Married to Rosemary, son John (J.J.) age 20
- Rosemary is a LBUSD teacher and a graduate of CSULB

Education

- B.S. Finance, California State University Long Beach, 1981
- Attended Naples Elementary, Rogers Junior High School, Wilson High School

Professional

- Gallo Wine Company, 1996 to present
Salesman serving the Long Beach area
Gallo Los Angeles Distributorship Salesman of the Year, 2008
President Local UFCW 151 D
- Young's Market Company, 1991 - 1996
Salesman serving the Long Beach area
- Cal Fruit Los Angeles, 1989 1991
Wholesale Produce Salesman
- Zietan's Market (Naples), 1977-1989
General Manager



CITY OF LONG BEACH

DEPARTMENT OF FINANCIAL MANAGEMENT

333 West Ocean Blvd • Long Beach, CA 90802

July 23, 2009

PUBLIC NOTICE

The Public is hereby notified that a Public Hearing will be held in the City Council Chambers, 333 West Ocean Boulevard, Long Beach, at 5:00 p.m. on Tuesday, August 4, 2009, concerning the issuance of a permit for Entertainment Without Dancing by patrons, to The Beach Club Sports Bar & Grill, 5755 E. Pacific Coast Hwy, Long Beach, CA 90803. Any person wishing to express an opinion regarding the issuance of said permit is advised to attend said Public Hearing.

ERIK SUND
MANAGER, BUSINESS RELATIONS BUREAU

**KEEP THIS NOTICE POSTED UNTIL THE
HEARING IS CONCLUDED**

Rec'd 7-24-09