



City of Hermosa Beach

Civic Center, 1315 Valley Drive, Hermosa Beach, CA 90254-3885

Frequently Asked Questions About Measures H & CC

Q: What is Measure H?

A: Unanimously placed by the City Council on the November 5, 2019 ballot, Measure H – a proposed 2% increase to the local bed tax – applies only to hotel and lodging guests, ensuring out-of-town visitors to Hermosa Beach continue to pay their fair share for the use of City roads, public safety and other City services.

Q: What local priorities does Measure H support?

A: If enacted, Measure H helps support local priorities identified by the public, including:

- ✓ Continuing to maintain excellent 911 police, fire and paramedic/ambulance services
- ✓ Repairing/upgrading aging public facilities
- ✓ Providing resource referrals and information for seniors, homeless individuals, and families in housing transition
- ✓ Repairing/maintaining streets and storm drains
- ✓ Upgrading our local parks

Q: Who pays for Measure H?

A: Only those who stay in hotel rooms or lodging overnight in Hermosa Beach will pay for Measure H. Measure H does NOT increase taxes for Hermosa Beach residents or homeowners who are not hotel or lodging guests.

Q: Does Measure H address public safety needs?

A: Yes, public safety has consistently been a top priority for the City, our residents and businesses. Funding generated by Measure H helps support local public safety services such as 911 response, police, fire and paramedic services.

Q: Is Measure H fiscally accountable?

A: Yes. Measure H funds will fall under the city's standard practice of annual independent audits and public reports.



By law, NO funds can be taken by the County, Sacramento or D.C. These safeguards will ensure funds are locally controlled and will be used for Hermosa Beach service priorities.

Q: What is Measure CC?

A: Measure CC allows voters the choice of making the City Clerk an appointed professional position. Whether appointed or elected, the City Clerk works for the people. The current City Clerk is retiring and there are no candidates running for the position. Of Los Angeles County's 88 cities, nearly 77% currently have appointed, professional city clerks, and approximately 80% of California cities currently appoint their professionally trained clerks which is why the City Clerk recommended this issue be put before the voters.

Q: Why was Measure CC placed on the ballot?

A: Currently there are no requirements that candidates for city clerk must have any specific education, certification, or experience. Today's city clerk requires several professional skills, such as keeping voluminous records, minutes and transcripts of all city council meetings, ordinances and resolutions; publishing and updating the Hermosa Beach municipal code; overseeing city elections; and administering compliance with numerous and often complicated state laws and city requirements, including conflict of interest and records retention requirements. With the State's minimum requirements for holding this elected office, the current method of selection does not guarantee a professional possessing the necessary skills and expertise will be selected for this essential role.

Q: What else is on the upcoming Municipal Election?

A: Voters will also have the opportunity to select two City Council members on the November ballot. The City Treasurer's position is uncontested.

Q: Where can I find more information about the Municipal Election?

A: For more information, please visit the City's website at: www.hermosabch.org/electioninfo.