



DARYL SUPERNAW
COUNCILMAN, FOURTH DISTRICT
CITY OF LONG BEACH
GO FOURTH!



April 14, 2017

Dear Neighbor,

Thank you for taking the time to read our Fourth District weekly newsletter. It is emailed every Friday afternoon and provides updates on past and future events throughout our council district. Please encourage your neighbors to sign up to receive our publication by contacting us at: district4@longbeach.gov or (562) 570-4444.

Past Events

Chronic Tacos Feature on KTLA 5 News

Last Friday night, I stopped by Chronic Tacos, at 5525 Stearns St., where KTLA 5 was shooting a segment for their News at 10.

Entertainment reporter, Doug Kolk, covered the preview of the Gringo Bandito Taco Eating Contest. Chronic Tacos owner, Jason "Wee Man" Acuna, provided play-by-play of the eating contest preview, and world famous hot dog (and taco) eating champ, Takeru Kobayashi, was also on hand for the event. You can view the entire KTLA 5 segment at this [link](#).





Michele K and Minnie Gant's Shred Event

Saturday morning, I stopped by the popular shred and e-waste event hosted by Realtor Michele K and the Minnie Gant Elementary School Green Team! A big thank you to everyone who organized and attended this great community event. The next shred event will take place in the fall at Wilson High School. I hope to see you there!



On Sunday, I attended the 43rd Annual Long Beach Grand Prix. Perfect weather conditions made for another outstanding event. I took a photo of just one of the 20 cars on pit row before the race. That turned out to be the car of this year's winner, James Hinchcliffe. It was also nice to see CD4 business owner (Molino Pharmacy), Andrew Quach, and his boys enjoying the race.



Zaferia Monthly Mixer at Joe Jost's

Wednesday night, I attended the Zaferia Monthly Mixer at Joe Jost's. With no surprise, there was a large attendance from business owners and neighbors along the Anaheim corridor. A big thank you to the East Anaheim Street Business Alliance for hosting this fun event. To learn more about events and upcoming mixers please visit their [website](#).



(l to r): City Attorney, Charles Parkin; Brett Lewis of ChildNet; Ken Buck, owner of Joe Jost's; Councilman Supernaw and Jan Ward, Zaferia resident and EASBA member

Final Beach Streets Community Meeting

Thursday evening, I attended the final Beach Streets University

The logo for Beach Streets University features a stylized street signpost. The top sign is blue with the word "BEACH" in white. The middle sign is red with the word "STREETS" in white. The bottom sign is blue with the word "UNIVERSITY" in white. The signpost is black and set against a light blue background.

Los Altos
SHOPPING CENTER

Small Business Showcase – Los Altos



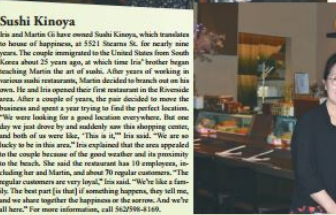
Copyco USA Inc.

After returning to living from Dallas to pursue new opportunities, Albert J.J. Kwon took a chance on a small copywriting business in Los Angeles. He purchased Copypro USA Inc., at 2155 Billflower Hill in 2004, despite not having any experience in the industry. "But my wife thought that I could do it," he recalled. When he bought Copypro from the previous owner, it was struggling. But Kwon learned the trade and built upon the business. "It was a good opportunity. . . . A challenge, in a way," he said. "I try [to provide] the best service, respond to clients as quickly as possible, and make sure that my clients are getting the most bang for their money." Kwon said he has more than 100 clients, and he has not "runned prices in more than a decade, although he may do so soon due to rising costs. Still, he is determined to keep prices low. "Our location is pretty good because Billflower Boulevard has a lot of traffic, and a lot of students pass by," Kwon said. "Actually, a lot of professors recommend it to other professors." Many of his customers come from California's University of Long Beach, but he also has a number of public schools, churches and other businesses. Kwon said he has been copying to bookshelves and bookshelves for more than 10 years. "We do everything," Kwon said. For more information, visit: www.copyprousa.com.

Esco's Pizza Restaurant

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attered

[illegible]

Sushi Kinoya

Sushi Kinoya

Iru and Martin Go have owned Sushi Kinoya, which translates as "the place where you eat," since 1971 in Ketchikan. For nearly nine years, the couple immigrated from the United States from South Korea about 25 years ago, at which time Iru's father began working for them. The restaurant has been a family business ever since; various menu innovations, Martin decided to branch out on his own. He and Iru opened their first restaurant in the Riverdale area. After a couple of years, the place decided to move the sushi bar outside to the beach. Iru and Martin moved it back to the main building.

"We were looking for a good location everywhere, but one day we just drove by and suddenly saw this shopping center, and we thought, 'This is a great place. It's right next to the beach, lucky to be in this area,'" Iru explained that the area appeared to be the couple because of the good weather and its proximity to the beach. She said the restaurant has 10 employees, six children and two grandchildren living at 70 regular customers. The regular customers are very loyal," Iru said. "We'd like a family, the best part [is that] if something happens, they tell me, and I can help them. They're all here." For more information, call 562-958-8160.



Support Local Small Businesses

Small Business Showcase – Los Altos

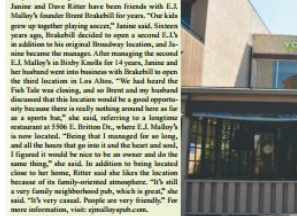
Small Businesses

*Articles by Assistant Editor Samantha Halliday
and Senior Writer Brandon Valdivia
Photographs by the Business Journal's Larry Owsen*

This edition features small businesses in the Los Altos area of East Los Angeles Beach, primarily along Bullfinch Boulevard and Skanesboro Street.

E.J. Malloy's

E.J. Malloy's
Janine and Dave Ritter have been friends with E.J. Malloy's founder since breakfast for years. "Our kids have been coming to breakfast at E.J. Malloy's for 15 years ago, Breakfast didn't open a second E.J. Malloy's in addition to his original Broadway location, and he quit because the manager. After managing the second E.J. Malloy's in Irving Knolls for 14 years, Janine and Dave Ritter decided to open a breakfast with E.J. Malloy's at the third location in Los Angeles. "We had heard the Fish Tale was closing, so we hired my husband and discussed that this location would be a good opportunity for us because there is nothing around here. We decided to open a breakfast, so I said, 'I want to go to a restaurant at 5506 E. Britton Dr., where E.J. Malloy's is now located.' "Being that I managed for so long and all the hours that go into it and the heart and soul that goes into it, she said, 'I want to go to a restaurant, same thing,' she said. In addition to being located close to her home, Ritter also likes the location because of its family-oriented atmosphere. "It's still a very family neighborhood but, which is great," she said. "I want to go to a place with very friendly, I want information, visit: ejmalloysoh.com.



Umberto
International Clothier

[illegible]

Small Business Dollars & Sense

It's Not Too Early To Teach Your Children About Money

Top 100 Children's Budget Money

April is National Financial Literacy Month and teaching children about the importance of money management, budgeting and saving is the purpose of the American Bankers Association's Reach Children to Success Day on April 28.

Many of us can look back to our childhoods and relate to kids who love to play "store," complete with toy cash registers and fake currency. From a child's perspective, those plastic coins and paper dollar bills are just as valuable as the real thing.

Children are ever-curious and so very eager to learn. They understand that money is important to buying food at the grocery store, clothes and other essential items. So, when and how do they begin to understand how to earn the money to buy products and services that they want? When do they learn to want versus needs? It's earlier than we realize and it takes age appropriate teaching for them to learn the skills they will need to financially thrive when they become adults.

In fact, a 2016 study found that 15-18 year olds in a financial literacy test, the average score in 2016 was 60% correct on the test.

A Harris Poll Financial Literacy Survey found that of families who have had discussions

- Teach younger children where money comes from. An allowance for completing chores can establish a work ethic early.

• **Practice watching and saving.** The sooner your child makes saving a habit, the better, and the more likely it will be a habit that lasts into adulthood. The *Journal of Consumer Policy* says, "Helping children to create a habit of saving is one of the best components for financial success. Start simple for younger children then expand with age to prepare for the larger budgets they will need to manage later in life."

• **Practice budgeting.** Budgeting is the difference between needs and wants. The idea is to teach them to be aware of the balance between the two, and then spending on the "wants" isn't excessive. It's a lesson that many adults often struggle with as well.

• **Help your child set financial goals.** Whether it's saving money to buy a car, a house, or a vacation, or saving for college, having a goal to reach is a great way to encourage saving.

• **Learning to live far spending on a plan**—it can be one of the greatest financial teachers.

For fun, interactive and free lessons check out HandOnHunkinook.com. The non-commercial online curriculum is easy to use and lessons are specifically tailored by age group.

There are just a few of the ways you can get started. Whichever methods you choose, stay on top. Your child's financial future is at stake. Getting them on the road to financial success now can increase the likelihood that the ride has no big bumps as possible.

*By Susan M. Smith, author of *How to Get Your Kids on the Road to Financial Success*, SoCal Mommy, which stretches from Long Beach to Orange, Imperial and San Diego counties.*

Your Weekly News & Updates

Municipal Code on Trash and Recycling Bins

Our office has been getting questions about the Long Beach Municipal Code on trash and recycling bins. Please be aware that it is illegal to store your trash and recycle bins permanently in the front or side yards and visible from public streets. Trashcans can be placed at the curb the night before pickup, but they must be put away the following evening.



"Can Your Butts" Cigarette Litter Program

Earlier this month, the City of Long Beach launched the "Can Your Butts" cigarette litter prevention program. The new campaign promotes a clean, safe, and litter-free community by offering education and assistance to Long Beach restaurants, bars and other businesses to reduce cigarette litter in commercial corridors. Participating businesses can receive free resources such as posters, pocket ashtrays, and a cigarette waste receptacle for the front of their establishment. Thirty-three businesses along the Broadway corridor will participate in the first phase of this campaign. The campaign will expand to other business districts over the next several months. For more information, please visit litterfreelb.org.



Next on the Council Agenda: April 18th

The city council meeting is scheduled to begin at 5 p.m. in the council chambers on the ground floor of City Hall, located at 333 W. Ocean Blvd. City council meetings are broadcast live online and are also available on Channel 3 for Charter cable subscribers and Channel 21 for FIOS subscribers. Here are some of the topics that will be discussed at Tuesday's city council meeting:



- The City Council will discuss requesting the City Manager, Department of Development Services, Housing Groups and Associations to draft a report on streamlining and making the rental application credit check process more affordable through a third party repository program.
- The City Council will consider asking the City Manager to execute an agreement with KPMG Corporate Finance to assist the City in the evaluation and selection process for the operator of the Grand Prix of Long Beach.
- The City Council will discuss approving the 2016-2019 Memorandum of Understanding with the Long Beach Firefighters Association.

This is just a small selection of the topics to be covered at next week's city council meeting. Public comment is also available. The entire agenda can be found [here](#). To see the schedule and agenda for all upcoming city meetings, click [here](#).

Misty May-Treanor to Receive Key to the City

Next Tuesday, April 18th, Mayor Garcia will present Misty May-Treanor a Key to the City at the beginning of the Council meeting. Misty May-Treanor is a three-time Olympic gold medalist and a Fourth District resident. Receiving a Key to the City is one of the highest honors the Mayor can bestow on a resident. Congratulations to Misty

and her family.



El Dorado Audubon Society - Introduction to eBird

Please join Dan Cooper for an introductory workshop on using eBird, one of the most powerful citizen-science tools on earth. Learn about how to enter your sightings, and look up what others have seen. Dan will walk you through the basics of data entry, exploring and sharing data, creating seasonal abundance graphs and occurrence charts. If time allows, they will discuss eBird-ready apps, and iNaturalist, a "sister program" to eBird where you can upload photos of all species (not just birds). The event is on Thursday, April 20th at the El Dorado Nature Center at 7 PM. Please visit their [website](#) for more information.

A screenshot of the eBird website. The header features the eBird logo and a bird in flight. Below the header is a navigation bar with links: Home, About, Submit Observations, Explore Data, My eBird, and Help. The main content area is titled "About eBird" and includes the text "Global tools for birders, critical data for science" followed by a bulleted list of features. To the right of the main content is a black box with white text that reads "April 20th Program", "Introduction to eBird", and "by Dan Cooper".

eBird

Home About Submit Observations Explore Data My eBird Help

About eBird

Global tools for birders, critical data for science

- Record the birds you see
- Keep track of your bird lists
- Explore dynamic maps and graphs
- Share your sightings and join the eBird community
- Contribute to science and conservation

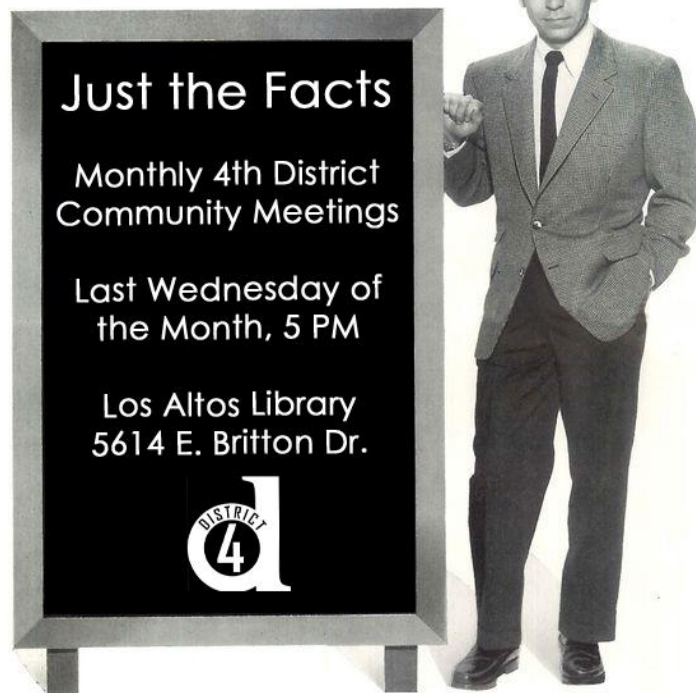
April 20th Program

Introduction to eBird

by Dan Cooper

SAVE THE DATE: Fourth District Community Meeting

The next Fourth District Community Meeting is Wednesday, April 26 at the Los Altos Library at 5 PM. We will have a guest speaker from the Department of Health and Human Services who will give a short presentation on prevention measures for both Zika Virus and West Nile Virus in Long Beach. Make sure to attend our community meeting as we prepare for mosquito season!



Get Involved in City's Noise Element Update

The city published a press release asking residents to provide input on noise concerns throughout the city of Long Beach. The process will be held over a year-long update period that includes public outreach, community meetings, and focus groups. The update to the noise element will replace the existing 1975 document, which will focus on establishing guidelines that will limit noise exposure. The Map Tool enables residents and stakeholders to share input on noise concerns in Long Beach neighborhoods by posting location-based photos and leaving comments online either by computer or smartphone. To access the Map Tool, visit: www.lbds.info/noise_element_update. The public is also encouraged to submit comments on Facebook and Twitter using #ListenUpLB.



CPUC Public Hearings on SCE Rate Increase

The California Public Utilities Commission (CPUC) is holding Public Participation Hearings (PPHs) to receive comments from the public about Southern California Edison Company's (SCE's) request to increase rates and revenue by \$222 million by January 2018, an additional increase of \$533 million in 2019, and \$570 million in 2020. The Long Beach hearings will be held at 2 pm on May 17th at the Port of Long Beach building at 4801 Airport Plaza Drive. You can read more about the hearing at this [link](#).



And Finally

The Beachcomber "Best of Long Beach" Awards

Check out today's edition of [The Beachcomber Newspaper](#) for the listing of 16th Annual Best of Long Beach Awards. We ran an ad this year to recognize all the 4th District businesses that won awards. Congratulations to all the winners, and thanks to all who voted in the contest.



Calendar of Upcoming Events

- 4/14: Coloring Club for Adults**, 3 p.m., Los Altos Library, 5614 E.Britton Dr .
- 4/15: 2nd Saturday Birds, Butterflies & Wildflowers**, 8 a.m. - 9:30 a.m., Gum Grove Park - Seal Beach
- 4/15: Earth Day Coastal Cleanup**, 10 a.m. - Noon, East side of Belmont Pier (Rain Cancels)
- 4/15: FREE Tech Workshop, Website Design Workshop**, 10 a.m., Los Altos Library, 5614 E.Britton Dr.
- 4/19: Long Beach Gay & Lesbian Chamber of Commerce Evening Mixer**, 5:30 p.m. - 7:30 p.m., Sweet Dixie Kitchen, 401 E. 3rd St.
- 4/20: Film Series - Chariot of Fire**, 4:30 p.m., Brewitt Library, 4036 E. Anaheim St.
- 4/20: El Dorado Audubon Society Meeting**, 7:30 p.m., El Dorado Nature Center, 7550 E. Spring St.
- 4/21: Baby & Toddler Story time**, 9:15 a.m., Los Altos Library, 5614 E.Britton Dr.
- 4/21: Preschool Story time**, 10:15 a.m., Los Altos Library, 5614 E.Britton Dr.
- 4/21: Baby & Toddler Story time**, 10:30 a.m., Brewitt Library, 4036 E.Anahaim St.
- 4/21: Coloring Club for Adults**, 3 p.m., Los Altos Library, 5614 E.Britton Dr .
- 4/22: FREE Tech Workshop, Website Design Workshop**, 10a.m., Los Altos Library, 5614 E. Britton Dr.
- 4/22: Make & Take Crafts**, 10 a.m., Los Altos Library, 5614 E. Britton Dr.
- 4/22: BARK Dogs**, 11 a.m. - 12 p.m., Los Altos Library, 5614 E. Britton Dr.
- 4/22: Movie - Disney Nature Earth**, 1 p.m., Los Altos Library, 5614 E. Britton Dr.
- 4/25: Zaferia Quarterly Breakfast Program**, 8 a.m. - 9 a.m., Long Beach Playhouse, 5021 E. Anaheim St.
- 4/27: Film Series - Doctor Strange**, 4:30 p.m., Brewitt Library, 4036 E. Anaheim St.
- 4/28: Baby & Toddler Story time**, 9:15 a.m., Los Altos Library, 5614 E.Britton Dr.
- 4/28: Preschool Story time**, 10:15 a.m., Los Altos Library, 5614 E.Britton Dr.
- 4/28: Baby & Toddler Story time**, 10:30 a.m., Brewitt Library, 4036 E.Anahaim St.
- 4/28: Coloring Club for Adults**, 3 p.m., Los Altos Library, 5614 E.Britton Dr .
- 4/29: Great LA River Cleanup**, 9 a.m. - 12 p.m., Golden Shore Marine Reserve & Willow

Street Estuary

4/29: FREE Tech Workshop, Website Design Workshop, 10a.m., Los Altos Library, 5614 E. Britton Dr

5/6: Turtle Show, 10 a.m. - 3 p.m., El Dorado Nature Center, 7550 E. Spring St.

5/6: "Out of the Wilds and into Your Garden" Lecture Series, 2 p.m. - 4 p.m., 7550 E. Spring St.

5/9: Family Night Walks, 7 p.m. - 9 p.m., El Dorado Nature Center, 7550 E. Spring St.
([Register Here](#))

5/18: El Dorado Audubon Society Meeting, 7:30 p.m., El Dorado Nature Center, 7550 E. Spring St.

El Dorado Nature Center



Looking for a bit of nature in the middle of the city? Nestled between the San Gabriel River and the 605 Freeway, El Dorado Nature Center is an oasis of natural habitat, offering visitors the chance to escape the hustle and bustle of the urban environment.

The 105 acres that make up the Nature Center grounds provide sanctuary for animals and plant life. Two miles of dirt trails and a ¼ mile paved trail wind around two lakes, a stream and forested areas. At the entrance, cross over the wooden bridge that spans the lake and you'll find yourself on a small island that houses the Visitor Center, containing educational displays, art gallery and a small gift shop offering environmentally themed books and gifts.

Long Beach Library Information

Brewitt Neighborhood Library Book Club

The Brewitt Neighborhood Library Book Group meets the fourth Saturday of the month at 10:00AM. Bring your favorite title suggestions (fiction or nonfiction) and join us! Everyone welcome! For more information call (562) 570-1040.

Los Altos Neighborhood Library Book Club

The Los Altos Neighborhood Library Book Group meets the second Saturday of the month at 10:00AM. Bring your favorite title suggestions (fiction or nonfiction) and join your neighbors for lively discussions. For more information call (562) 570-1045.



3 Days Per Week Watering Restrictions



Check out the Long Beach Water Department's [website](#) for information about water use prohibitions, available rebates, and ways you can conserve water during this drought!



**Councilman Daryl Supernaw
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www.longbeach.gov/district4**