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Council's LUVE study returns July 12

BY MATTHEW HALL
Daily Press Editor

It's an election heavy agenda for the July 12 City Council meeting.

Council will hear a report on the Land Use Voter Empowerment Initiative (LUVE), finalize language for a ballot measure revising anti-corruption laws and approve another ballot measure for a new tax to fund affordable housing.

LUVE will require voter approval for development over 32 feet, all development agreements and major revisions to zoning codes. It provides some exemptions for affordable housing and exempts some specific parcels of land.

The measure has already qualified for the November ballot but Council had the ability to ask for a study on the topic before either scheduling it for a vote or adopting it into law. The results of that study will be presented on July 12.

The staff report states that "LUVE does not exempt from voter approval buildings reconstructed because of damage (whether in an earthquake or some other event) if the building exceeds Tier 1 limits" and therefore, LUVE would complicate the ability of property owners to rebuild following a disaster.

LUVE lists some specific properties as exempt from its restrictions and according to staff that would create inconsistent planning

SEE COUNCIL PAGE 6

SMMUSD communications evaluated

Public records requests cramp Pinsker's schedule

BY JEFFREY I. GOODMAN
Daily Press Staff Writer

Gail Pinsker is used to waking up at 6 a.m. to review a software company's scans of topics related to the Santa Monica-Malibu school district: school sites, board members, current issues and other keywords.

It's one of the ways she monitors how the district is being covered in various media — and how its messages are being dispersed.

Pinsker, who was hired in 2015 to spearhead public relations and communications for SMMUSD, gave a presentation on her work and heard from local Board of Education members about related topics during the June 29 meeting at district headquarters.

"We've struggled as a district with communications," board member Oscar de la Torre said. "You've definitely had a lot of activity. It's amazing to see how much work has been done throughout the year."

Pinsker was hired amid a storm of controversies in the district, including chemical testing and cleanup at Malibu schools, the implementation of a centralized fundraising system and efforts to close longstanding achievement gaps.

"Everybody is watching the Santa Monica-Malibu school district," she said.

Pinsker said she has tried to improve communications within and beyond the district over the last year and a half. This past school year, she received hundreds of phone calls and emails from local, regional and national media agencies and also sent out scores of press releases and invitations to

SEE SCHOOL PAGE 3

Summer fun in the marina



Matthew Hall editor@smdp.com

MARINA WALK: Visitors to Marina Del Rey have options this summer including the new Oxford Basin walk. The new basin trail opened last week with a small ceremony including officials like Supervisor Don Knabe and Janet Zaldua Chief Executive Officer of the Marina's visitor's bureau. Local scouts helped finish the landscaping during the ceremony.

BY ROBERTO LUNA JR
Daily Press Intern



It's a short trip to Marina Del Rey but the reward is big fun for the summer season. Marina Del Rey visitors will be able to take a tour on a boat, buy dinner from a diverse array of food trucks and attend various attractions this summer.

TRAVEL BY WATER

The Los Angeles County Department of Beaches and Harbors and Hornblower Cruises and Events are continuing two of their popular summer attractions - the WaterBus and the Harbor Tours.

For $1, visitors will be able to board the WaterBus at one of eight stops in the Marina Del Rey harbor, such as Fisherman's Village, Burton Chace Park and Waterfront Walk. The WaterBus will run Thursdays to Saturdays from 11 a.m. to midnight and Sunday from 11 a.m. to 9 p.m. until Sept. 5, according to the program's

SEE MDR PAGE 7


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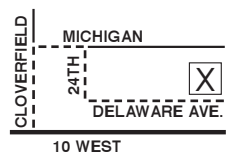
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Hosted by Viceroy Santa Monica
Wednesday, July 20, 2016
5:30PM-7:30PM

This month at Viceroy Santa Monica, experience networking set in an approachable scene with a modern atmosphere, including specialty cocktails and craft beers.

Register at www.smchamber.com or call 310-393-9825.
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What's Up Westside

OUT AND ABOUT IN SANTA MONICA

Monday, July 11

Annie Banannie "The Tortoise & the Hare In Space"
Using balloons and audience volunteers, Annie Banannie leads this goofy adventure in her signature balloon storyteller style. Ages 4 and up. Seating on a first arrival basis. Martin Luther King Jr. Auditorium at the Main Library, 601 Santa Monica Blvd., 2:30 - 3:15 p.m., cost is free with tickets available starting at 2 p.m. outside the MLK, Jr. Auditorium the day of the event.

Creative Therapy: An Anti-Stress Adult Coloring Program
An adult art event for relaxing, unwinding, refocus, and having fun. Pico Branch Library, 2201 Pico Blvd., 6 - 8 p.m.

Landmarks Commission Meeting
Regular meeting of the Santa Monica Landmarks Commission. City Hall, 1685 Main St., 7 p.m.

Pajama Story Time
Grab your favorite stuffed animal and wear your pajamas for this evening story time for the whole family. Ocean Park Branch Library, 2601 Main St., 6:30 - 7 p.m.

Tuesday, July 12

Teen Film Series: Harry Potter and the Order of the Phoenix
Watch it from the beginning! Starting June 14 through August 2, every Tuesday at 2 p.m. Answer trivia before each movie for a fun prize. Harry Potter and the Order of the Phoenix (2007) PG-13 [138 MIN.]. Montana Avenue Branch Library, 1704 Montana Ave., 2 - 4:30 p.m.

Beach=Culture: We (or Us) Dress Rehearsal by Post Mortem Mvmt Theater
Run-through, some stops and starts are a possibility during this Open Dress. Please wear sun protection and layers; performance takes place outdoors. The ensemble utilizes puppetry, acrobatics and a variety of dance forms and draws upon fantastic tales from Egypt, India, China, Japan, and the ancient Greeks and Aztecs. Annenberg Community Beach House, 415 PCH, 4:30 - 5:30 p.m.

City Council Meeting
Regular meeting of the Santa Monica City Council. City Hall, 1685 Main St., 5:30 p.m.

Zumba with Diana Flores
Zumba is a latin-inspired, calorie-burning, dance-fitness experience. In this fitness party, you will burn more calories than you thought you could. Join us for a workout that is so much fun you won't even feel like you're working out. All fitness levels welcome. Palisades Park, 1450 Ocean Ave., 6:30 - 7:30 p.m., cost $15 to drop-in

Wednesday, July 13

Write On! Teen Creative Writing Workshop
Attention, aspiring teen writers! This two-day intensive workshop includes one session led by a published author, and one "Writers' Café" for free time for writing on your own. Student work will be published in a 'zine. Pico Branch Library, 2201 Pico Blvd., 3 - 5 p.m., Space limited; registration required. Sign-ups begin Monday, June 1.

We (or Us) by Post Mortem Movement Theater Company
Please wear sun protection and layers; performance takes place outdoors. The ensemble utilizes puppetry, acrobatics and a variety of dance forms and draws upon fantastic tales from Egypt, India, China, Japan, and the ancient Greeks and Aztecs. Created onsite in summer 2016, this hour long performance is for general audiences. Annenberg Community Beach House, 415 Pacific Coast Hwy., 4:30 - 5:30 p.m.

For help submitting an event, contact us at **310-458-7737** or submit to editor@smdp.com

COMMUNITY BRIEFS

Citywide

County receives additional funding to help house homeless veterans

The Housing Authority of the County of Los Angeles (HACoLA) has announced that it has been awarded $781,492, the largest such funding award in the country, in extraordinary administration fees to support its Veterans Affairs Supportive Housing (VASH) Program. The award comes from the U.S. Department of Housing and Urban Development (HUD) as a result of an application submitted last March.

The VASH Program provides rental assistance vouchers combined with case management/clinical services to enable homeless Veterans to lead healthy, productive lives in the community and avoid remaining homeless. The Program is designed to improve each Veteran's physical and mental health, and to enhance his/her ability to remain stable, housed, and integrated in their local community. The funding award will enable HACoLA to reduce processing time and, ultimately, decrease the time it takes for a Veteran to locate a unit and move out of homelessness.

The award comes on the heels of last month's achievement where HACoLA reached 100% voucher utilization for VASH. Over 1,500 formerly homeless Veterans and their families have been housed, which is the direct result of a concerted effort to bring together federal and local resources. Additionally, HACoLA just received an additional VASH allocation for Fiscal Year 2016, in the amount of 236 vouchers. The extraordinary administration fees received will enable HACoLA to increase its leasing success rates and address voucher turnover.

"The funding will help address the growing need within HACoLA to help Veterans navigate through the administrative process and into housing as soon as possible," stated HACoLA Executive Director Sean Rogan. "We are excited to continue to work toward our goal of ending Veteran homelessness."

While HACoLA is pleased with its success, it acknowledges that the task of ending Veteran homelessness is not over. The agency continues to advocate at the state and federal level in an effort to bring awareness to the need for additional resources to address this issue.

For information on the County's housing programs, visit the HACoLA website at www.hacola.org.

- SUBMITTED BY THE HOUSING AUTHORITY OF THE COUNTY OF LOS ANGELES

Citywide

It's no xcam! California has changed its electronic payment process

As of July 1, the bank that processes electronic fund transfer (EFT) payments for several state agencies has changed from Citibank to Union Bank. This change impacts all California businesses that make electronic payments to the various agencies, including to tax or fee accounts with the State Board of Equalization (BOE).

In addition to the Board of Equalization, the impacted agencies include the Employment Development Department, Franchise Tax Board, Department of Insurance, State Controller's Office, Department of Health Care Services, State Teachers Retirement System, State Water Resources Control Board, Department of Pesticide Regulation, Department of Industrial Relations, and the Public Utilities Commission.

If you use the BOE's online payment system to make your payment, no change is required on your part.

However, if you make Automated Clearing House (ACH) Debit payments through the EFT payment processor, visit our new bank and payment processor webpage for instructions. If you pay by ACH Credit, you must notify your financial institution of the new bank information to ensure the correct bank is credited.

ACH Credit transactions with a settlement date on or after July 1, 2016, using incorrect banking information will be returned and may be subject to penalty and interest charges. In addition, any payments that were made to Union Bank prior to July 1, 2016, will also be returned and may be subject to penalty and interest charges.

For more information on EFT payments, visit the BOE's Frequently Asked Questions webpage. If you have questions about Sales and Use Tax accounts, call our EFT helpline: 1-916-327-4229. For questions about Special Taxes and Fees accounts, call 1-800-400-7115. Additional information is available at www.boe.ca.gov.

- SUBMITTED BY PAUL CAMBRA, OFFICE OF PUBLIC AFFAIRS

SCHOOL

FROM PAGE 1

media to cover school events.

But Pinsker said she spent as much as 30 percent of her time in some weeks on public records requests, which several board members said should probably be handled by someone else.

"You're doing an amazing amount, and I don't think we were aware of all of it," board president Laurie Lieberman said. "You've done a phenomenal job."

Pinsker said websites for the district and individual schools can now be translated into Spanish and many other languages using Google Translate. The district contracts with Maryanne Solomon to run nearly all of the school websites, while Malibu High School handles its own page.

"It's not the best thing on this earth, but it's better than nothing," Pinsker said of the software, noting that it doesn't translate attached documents. "It's a pretty amazing tool that's on each of our school sites and our district website. ...

"We have a growing number of students who speak Farsi, students who are Korean, and this way parents can get basic information. I'm making sure things that go out in district communications are translated. I'm insistent that, 'I'm not sending this out until I have a Spanish translation.'"

Some 3,700 notices were sent out through Blackboard, a communication software, including more than 200 from the district office. An associated mobile app allows teachers to connect directly with families, helping them to provide updates on emergencies, delayed field trips and other issues.

Pinsker said the district is also working with Constant Contact, an email software, to make sure information reaches the appropriate audiences. People who are interested in the work of the Santa Monica-Malibu Education Foundation, for example, could sign up to receive updates on fundraising.

"When I have a particular press release ... I can target the press release to those people who are interested in that topic," Pinsker said.

Traffic on the district's website was strong towards the end of the school year, according to Google Analytics data compiled by Pinsker. About 29,000 users viewed a combined 184,000 pages during the month of May, with an average session of more than 2 minutes. The most popular pages included schools, calendar information, human resources, Illuminate information services and food services.

The district recently launched an official Facebook page and has gained more than 1,600 followers on Twitter with a little more than 500 tweets.

Pinsker emphasized the role of the Internet and social media in reaching more district stakeholders.

"This is the way that people want to get their news and information," she said.

jeff@smdp.com





KNOW BEFORE YOU GO

California incline bridge replacement project:

The California Incline will be closed until Summer 2016 while construction crews demolish the existing structure and build the new bridge and roadway. Construction crews are also utilizing the current Incline closure and building the new Idaho Avenue Pedestrian Overcrossing. Motorists are advised to use Ocean Avenue (via Moomat Ahiko Way) and Lincoln Boulevard as alternate routes. For more information on this project, please contact: (888-303-6026 or incline@smgov.net).

Wastewater main replacement project:

For the week of July 11, the contractor will begin paving of the trenches on Pacific Street between Euclid and 14th Street, Pacific Street between 6th Street and 7th Street, and 11th Court between Michigan and 10 Fwy. The contractor will also begin removal and replacement of sewer main pipe on Palisades Pl. N. between 1st Court and 4th Street. During these operations, the street/alley will be closed to through traffic, local access only. Should you have any questions, please contact Carlos Rosales, Project Manager (310) 458-8721 ext. 2620 or Tim Scheffer, Construction Manager (909) 376-0275.

San Vicente Pump Station Emergency Generator

For the Week of July 11, the contractor will continue with testing of the new engine driven standby generator. No street improvement work is scheduled. Should you have any questions, please contact Carlos Rosales, Project Manager (310) 458-8721 ext. 2620

Ishihara Park (Buffer Park) Project:

As part of the construction of the new Buffer Park at 2909 Exposition Blvd, the sidewalk on the eastside of Stewart St. at Exposition Blvd. and along Exposition Blvd to Dorchester Ave. will be closed. Construction will also close part of the northbound bike lane on Stewart Street at the intersection of Stewart St. and Exposition Blvd. Directional signage has been posted alerting pedestrians and bicyclists of the impediments caused by the construction project. This closure will allow for the construction of a new sidewalk on a portion of Stewart St. and Exposition Blvd as well as park pathways and landscaping adjacent to the affected areas. For more information contact Sebastian Felbeck, Construction Manager, at (310) 434-2675.

Los Amigos Park Stormwater Harvesting And Direct Use Demonstration Project

For the week of July 11, the contractor will begin mobilization on-site. Construction for the first phase of the project will begin at the intersection of 5th Street and Hollister Ave. Traffic control will be installed and it is recommended to avoid 5th Street between Ocean Park Blvd. and Hollister Ave. and Hollister Ave. between 5th and 6th Streets. Hollister Ave. between 5th and 6th Streets will be closed to through traffic. Please use alternate routes. Should you have any questions, please contact Carlos Rosales, Project Manager (310) 458-8721 ext. 2620 or Scott Neumann, Construction Manager (310) 525-0683.

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My Write

Bill Bauer

Send comments to editor@smdp.com

Crisis? What crisis?

A COUPLE OF WEEKS AGO, I WROTE THAT the Santa Monica-Malibu schools were in crisis on every level (My Write, June 27, 2016, Pg. 4). The problems run long and deep and extend into just about every aspect of the Santa Monica-Malibu Unified School District.

After two decades of ineffective leadership, the Board of Education finally limped into action.

Last summer, it hired noted educator/consultant Pedro Noguera, PhD, last to conduct a study and suggest fixes for the problems.

Dr. Noguera took issue with my column even though it was based lock, stock and barrel on his own study. In a letter to the Daily Press June 30, Dr. Noguera wrote, "Bill Bauer mistakenly concludes that SMMUSD is in 'crisis' based on his reading of the report…"

Seems like we have a difference of opinion.

But, I've all heard it before only from our own school supporters who believe that only spreading good news will make bad problems go away. I hope Dr. Noguera isn't drinking that "aren't we wonderful" Kool-Aid.

Considering the nature of the problems here and their longevity, I would think "crisis" would be an apt description of the situation as would educators in most school districts - especially given the extensive resources available in this community to fix them. Apparently they're just not at a level that Dr. Noguera would call "a crisis."

These are problems the district must resolve or face decades of flawed educational practices, unprepared students, rising deficits and increased taxes.

The "achievement gap," the lagging academic performance of white (Caucasian) and Asian students compared to students of color has been the most troublesome. The SMMUSD has failed miserably and bringing the various ethnic, racial and socio-economic groups into parity.

When it comes to finance, the board has been especially incompetent whether it be salaries for administrators (which are among the highest in the country) to fundraising.

The SMMUSD currently is facing a $10 million annual operating budget deficit. There's the possibility of unprecedented cuts for the 2017-18 school year which could include school closures, cutting arts and programs as well as other 'belt-tightening" options which may be unavoidable.

The board recently gave all employees a very large (and overdue) raise, however that's still a new and significant contributor to the deficit. The deficit also comes at the end of a massive increase in school funding which brings the State funding in line with pre-crash levels. It's still not clear what's causing this deficit here given that other similar districts are not in this position.

The district gets an educational subsidy from the State, however the "ADA" subsidy doesn't cover the full cost of educating a SMMUSD student. District generated sales and parcel taxes, donations, fees and miscellaneous income (real estate leases) help make up for the shortfall. Bottom line: we pay to educate out-of-town or nonresident students.

"Permitting" helps mitigate the financial loss (State subsidy) resulting from resident students who've transferred to private schools as well as the loss of high energy/involvement parents, private financial support and community integration. Statistics in the "Cradle to Career" report section on school age children in Santa Monica vs. the district's resident enrollment numbers prove this point. This issue in totality is at the heart of SMMUSD's failure to serve our communities.

Although it appears that a split between schools in Santa Monica and Malibu is inevitable, the district's response to health concerns in Malibu classrooms has been particularly inept and expensive considering that money being spent to avoid remediation (through legal fees) is more than the remediation would cost. Legal fees of $5.7-million have been discussed at board meetings with $1.5 million being approved in the most recent meeting alone. That's $5.7-million for attorneys not for education and climbing. Unacceptable.

Malibu families generally oppose the school board's highly touted "centralized fundraising." It's viewed as taking funding decisions away from the local schools and giving them to a school board with different and unpopular spending programs.

And, Dr. Noguera admitted that the possible separation of Malibu and Santa Monica into two autonomous districts is a "significant distraction from a clear focus on student needs."

Veteran board members Jose Escarce, Maria Leon-Vazquez and Ralph Mechur are clearly the "old guard" who have substantially contributed to the shortcomings - along with former Superintendent Sandra Lyon. At a recent board meeting, Leon-Vazquez and Mechur were particularly clueless about the differing requirements of a voluntary fundraising campaign from those of a statutorily funded school district (or a government body with taxing authority).

The old superintendent is gone. In retrospect, the precipitous, five-year decline of SMMUSD was under Lyon's watch. While there were certainly other factors contributing to the problems, Lyon was "in charge" by handling initiatives such as toxic site pollution in Malibu, fundraising inequities and the de-unification of Santa Monica and Malibu schools.

Lyon is best remembered for her bad decisions such as the public relations bungling of the handling of an altercation between teacher/wrestling coach Mark Black and a student allegedly selling drugs in his classroom.

There was an equally embarrassing situation wherein popular, championship winning, Samohi Boys baseball coach Kurt Schwengel was relieved of coaching facilities and replaced by an "insider." That incident raised issues concerning bypassing human resource policies and contradictory "on faculty" requirements for qualifying to coach at Samohi.

We now have an extraordinary opportunity for reflection and change. With Dr. Noguera's guidance, a new, permanent superintendent and the possible election of fresh and desperately needed new blood for the board, we can expect a first class school district, not one damaged by cronyism, favoritism, incompetence, ego and "business as usual."

We just need to start making good decisions. We must do better and we haven't. That's the crisis, whether Dr. Noguera agrees with me or not.

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OPINIONS EXPRESSED are those of the writer and do not necessarily reflect those of the Santa Monica Daily Press staff. Guest editorials from residents are encouraged, as are letters to the editor. Letters will be published on a space-available basis. It is our intention to publish all letters we receive, except those that are libelous or are unsigned. Preference will be given to those that are e-mailed to editor@smdp.com. All letters must include the author's name and telephone number for purposes of verification. All letters and guest editorials are subject to editing for space and content.

Earth Talk

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By the editors of E Magazine

Send comments to editor@smdp.com

Virtual help for actual reality

Dear EarthTalk:

Have environmentalists started using Virtual Reality (VR) to further their cause?

Benjamin Pine
Forest Hills, NY

Virtual Reality (VR) is no doubt the hottest thing in electronics and entertainment today, with "immersive" 360-degree experiences increasingly available via the click of a mouse or tap of a screen. And while it's hardly a replacement for getting out into nature and experiencing life itself, environmental advocates are starting to use VR as a tool to help everyday people appreciate the natural world around them and the environmental challenges we face as global citizens.

One of this trend's leading lights is Stanford University's Virtual Human Interaction Lab (VHIL), which works to "design, test and distribute virtual reality interventions that teach the concept of empathy."

"Virtual reality can give everyone, regardless of where they live, the kind of experience needed to generate the urgency required to prevent environmental calamity," Stanford professor Jeremy Bailenson told Yale Environment 360. "One of the greatest challenges to staving off irrevocable climate change isn't simply getting buy-in from skeptical politicians-it's getting people to visualize how driving a gas-guzzling car or living in an energy inefficient home is contributing to a problem that may only manifest itself completely in future decades." Earlier this year the lab unveiled a short VR documentary and interactive VR game to help explain ocean acidification, a slow-motion and hard-to-explain process whereby excess carbon dioxide in the atmosphere dissolves in the ocean, upping acidity levels and altering marine habitats accordingly.

Google Expeditions, a VR educational program from the Internet giant, has shared sections of VHIL's ocean acidification documentary with over a million school children around the world as part of its beta release, and will likely reach many more as the program is rolled out to new audiences in coming months.

One of VHIL's earlier experiments asked participants to either read a description of the experience of cutting down a tree, or to chop down a virtual tree using VR. "In following tests, those that took part in the VR simulation reduced their usage of paper products by 20 percent in comparison to those who did not," reports the Triple Pundit blog. "In another experiment, test subjects were asked to virtually eat coal while bathing in order to fully understand the amount of resources they require to enjoy a hot shower."

Yale Environment 360 reports that VR is also now being used more often in academic circles and to support policy initiatives, such as to create 3D representations of pollution or other human impacts.

Not to be outdone, famed nature filmmaker David Attenborough has kicked off a new series of VR nature films by documenting a recent dive expedition into Australia's Great Barrier Reef in VR. Attenborough hopes to spark interest in protecting nature and wildlife by producing and distributing VR experiences that entertain and educate viewers through immersing them in some of the world's most iconic environments.

Given the popularity of VR and the increasingly lower costs of producing content, we can expect to see many more immersive experiences to stir up enthusiasm for reducing our environmental impact and protecting vanishing nature and wildlife.

EarthTalk is produced by Roddy Scheer & Doug Moss and is a registered trademark of the nonprofit Earth Action Network. To donate, visit www.earthtalk.org. Send questions to: question@earthtalk.org.

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SURF REPORT



SURF FORECASTS WATER TEMP: **69.3°**

MONDAY – **FAIR** – SURF: **2-3 ft** Knee to chest high
SW/S swell mix for exposures. Small windswell.

TUESDAY – **POOR TO FAIR** – SURF: **1-3 ft** ankle to waist high
Small SW/S swell mix and traces of NW windswell.

CRIME WATCH

BY DAILY PRESS STAFF

Crime Watch is culled from reports provided by the Santa Monica Police Department. These are arrests only. All parties are innocent until proven guilty in a court of law.

ON JULY 1

The Santa Monica Police Department's Traffic Unit was conducting a DUI/Driver's License checkpoint in the 2200 block of Pico Blvd. At about 10:45 p.m., a vehicle was directed to the screening area by officers. The driver was investigated for suspicion of driving under the influence of a controlled substance. The driver was unable to complete the Field Sobriety Testing and driving on a suspended driver's license. The driver was placed under arrest.

Bradley Edgardo Melendez, 23, from Los Angeles was arrested for Driving under the influence of a controlled substance. Bail was set at $1,000.

COUNCIL

FROM PAGE 1

rules.

"For example, a 3-story, 6-unit condo project in the R3 multi-unit residential zone would require voter approval while a 5-story, 100- unit apartment project on Lincoln Boulevard would not require voter approval," said the report.

As LUVE is tied to the Tier system in the city's general plan, any area not subject to Tiered restrictions, such as the Civic Center or Downtown Core, would not be covered. City Hall is working on a specific zoning document for Downtown and if LUVE were to put that plan to a vote that rejected the rules, development in the area would revert to a combination of 1984 and 1988 standards.

While LUVE exempts some affordable housing projects it also exempts 100 percent moderate income projects and staff said that incentive could undermine efforts to secure deeper levels of affordability in projects.

LUVE would delay the approval process for most projects, cover the vast majority of currently proposed housing projects, delay approval for specific zoning documents, and would cover City projects such as the recently approved Fire Station.

The report also states LUVE might impede housing development to a degree that could prevent certification of the city's housing element and identifies areas where the proposed rules are unclear.

OTHER BALLOT MEASURES

Council has been working on its own ballot measures for November, both of which return for final approval this month.

On June 28, the City Council considered proposed language for amending its anti-corruption laws known as the Oaks Initiative. The new language needs to be approved by voters and council will have one more pass at the rules on Tuesday.

"The new proposed language consists of a 'reach back' provision applicable to all types of City contracts, a change in the placement of language relating to "nesting" corporations, and the addition of language limiting remedies to willful and knowing violations," said the staff report.

Council will also take a second pass at a pair of ballot measures tied to funding affordable housing.

"The first measure would allow voters to express their preference that increased General Fund revenues associated with an increase in the transaction and use tax be used for affordable housing and local public schools. The second measure would supplement General Fund revenues through an increase in the transaction and use tax," said the report.

A transaction and use tax is similar to sales tax. With the proposed half cent increase, the total levy in Santa Monica would increase to 10 percent.

CITY YARDS

Deviating from the election theme, Council is being asked to make decisions related to the revitalization of the City Yards.

The yards house many city services and have been in need of repair for years. Staff are recommending adoption of a proposed construction schedule and an increase in the contract amount with the design company.

As proposed by staff Phase 1 of construction would include side preparation, building the fleet maintenance structure, new parking and new storage. Phase 2 would build Administration buildings for Resource, Recovery and Recycling, Fleet Maintenance, Street Maintenance, and Custodial Services. Phase 3 would build the Traffic Operations building, build Rosie's Girls Community Room, build Facilities Maintenance shops (partial completion), add new Resource, Recovery and Recycling parking and new medium vehicle parking for field operations.

Staff are also asking for approval of new ordinance regulating wireless communications equipment in the public right of way. Wireless providers have a legal right to install equipment in the public right of way and staff said the City's current rules are out of date. The proposed changes expand design guidelines, provide detailed design requirements, adds definitions for concealment elements and adds other definitions to help streamline the process while protecting the city.

"The ordinance balances the community's need for services, the industry's need to deploy quickly, and the City's obligation to maintain public health and safety and protect the aesthetic qualities of our neighborhoods," said the report.

To view a list of City Council agendas and videos, visit www.smgov.net/departments/clerk/agendas.aspx.

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MDR

FROM PAGE 1

website.

Lucie Kim, marketing analyst with the Department of Beaches and Harbors, said the department has been offering the program since 2002 to provide visitors an alternate form of transportation within Marina Del Rey, to alleviate traffic during summer concerts and to provide an accessible, low-cost recreational activity.

Hornblower Cruises and Events began its Harbor Tours last year to commemorate Marina Del Rey's 50th anniversary. For $12, visitors can go on a 45-minute cruise that will go over some of the area's historic sites and marine environment, said Kevin Lorton, Hornblower vice president and general manager for Los Angeles and Orange counties.

"We think these tours are a great way to see the beauty of Marina Del Rey and see some of the marine wildlife that frequents the marina while learning about the history of the Marina," Lorton said.

The tours depart from Fisherman's Village and will be offered every Saturday and Sunday until sometime in mid-September, depending on demand, Lorton said.

BEACH EATS

The Southern California Mobile Food Vendors Association will also be continuing its Beach Eats summer food truck program. About five food trucks will line up in the parking lot at 4101 Admiralty Way, near Via Marina, every Thursday from 5-9 p.m., according to the association's website.

Beach Eats will offer sea, Asian, Latin and other various types of food and run until July 28.

FREE CONCERTS, MOVIES

The Department of Beaches and Harbors is also hosting a free summer concert series at Burton Chace Park on alternating Thursdays and Saturdays at 7 p.m. Opera and symphonic performances will take place on Thursdays, while pop performances will take place on Saturdays.

The department will also host free movie screenings at Burton Chace Park on select Saturday nights. It will show Earth to Echo on July 23, The Spongebob Movie: Sponge Out of Water on August 6 and My Fair Lady on August 20. All movies will begin at 8 p.m.

The Marina Del Rey Historical Society will be displaying archives and selling souvenirs at the annual Old Fashioned Day at Burton Chace Park on July 24 from 10 a.m. to 3 p.m., said Willie Hjorth, president of the society. He added they will be showing a historic video of Marina Del Rey at the event.

Visit http://www.chacepark.com/Events.htm for more information on Burton Chace Park events.

SMOOTH SAILING

Some Marina Del Rey yacht clubs and organizations will also be organizing events for the public during the summer.

The California Yacht Club and U.S. Sailing will host a sailing competition for about 300 children from July 14-18, according to a press release. There will be an opening ceremony on July 14 at 6 p.m. and a closing ceremony after the final race on July 18.

The Classic Yacht Association and the Department of Beaches and Harbors are organizing Old Fashioned Day, which will also feature restored yachts from the 1920s to 1950s and vintage cars.

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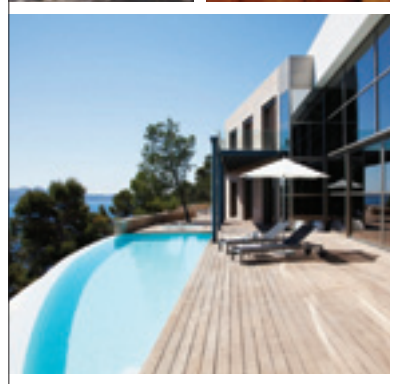
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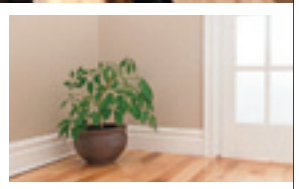
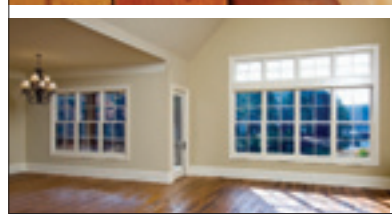


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By THOMAS JOSEPH

ACROSS

1 "Peter Pan" pooch
5 Los Angeles NFL team
9 Visit briefly
10 Visitor from space
12 — garde
13 Pound parts
14 Meal on the grass
16 Mine rock
17 Sore
18 Loathing
21 Director Ang
22 Mass leader
23 Julianne of "Still Alice"
24 Some silverware
26 El — (Spanish hero)
29 TV's Goldberg
30 Tex-Mex snack
31 Gusher flow
32 Health center
34 Chilled
37 By surprise
38 Car sticker
39 Flour factories
40 Egotist's focus
41 Diamond corner

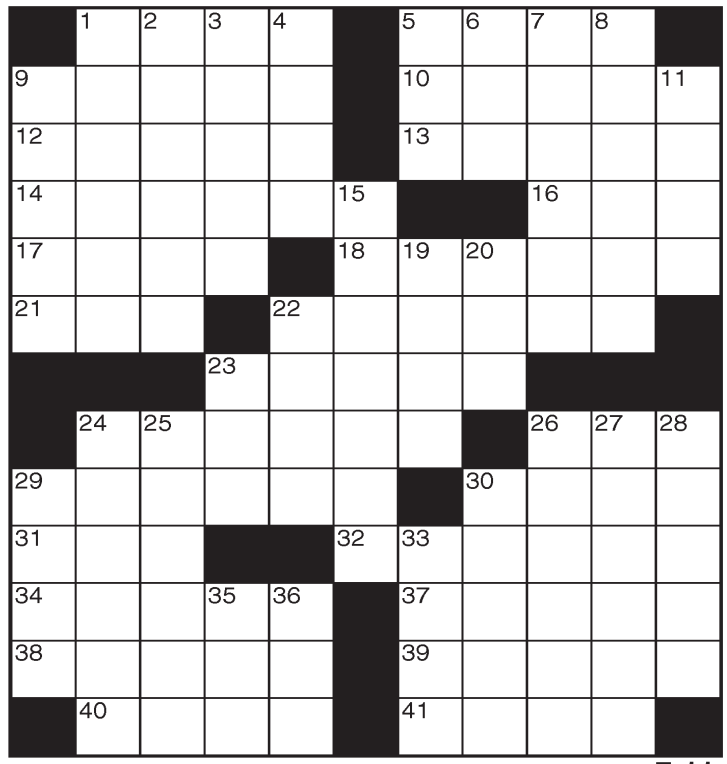
DOWN

1 Beginner
2 Cochise's people
3 Foolish fellow
4 Opposed
5 Jay-Z's genre
6 Pub drink
7 They're underage
8 Classified
9 Vatican-based
11 Must have
15 Persistent
19 Broadcasts
20 Golf peg
22 Inside info
23 Cow call
24 Polishes
25 Urban officers
26 Venice byways
27 Winter dripper
28 Port sights
29 Lumber
30 Leg bone
33 Flock member
35 Baseball's Ripken
36 North Pole worker

A	W	O	L	■	■	B	R	A	S	H
C	H	I	E	F	■	R	A	T	I	O
H	A	L	E	R	■	A	N	T	E	S
E	L	M	■	E	O	N	■	A	G	E
D	E	A	L	E	R	■	I	C	E	D
■	S	N	O	W	B	A	N	K	S	■
■	■	■	G	A	I	T	S	■	■	■
■	A	H	O	Y	T	H	E	R	E	■
P	I	E	S	■	E	L	T	O	R	O
L	E	A	■	O	R	E	■	T	A	P
E	L	L	E	N	■	T	E	A	S	E
A	L	E	R	T	■	E	A	T	E	N
T	O	R	S	O	■	■	R	E	D	S

Saturday's answer

THOMAS CROSSWORD BOOKS 1-8! Send $4.75 (check/m.o.) for each book to 628 Virginia Dr., Orlando, FL 32803



7-11

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Matthew Hall *matt@smdp.com*



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Sudoku

Fill in the blank cells using numbers 1 to 9. Each number can appear only once in each row, column, and 3x3 block. Use logic and process of elimination to solve the puzzle. The difficulty level ranges from (easiest) to (hardest).

Difficulty Level ★

GETTING STARTED

There are many strategies to solving Sudoku. One way to begin is to examine each 3x3 grid and figure out which numbers are missing. Then, based on the other numbers in the row and column of each blank cell, find which of the missing numbers will work. Eliminating numbers will eventually lead you to the answer.

SOLUTIONS TO YESTERDAY'S PUZZLE

9	2	4	5	1	3	7	8	6
3	1	8	6	4	7	5	9	2
5	7	6	9	2	8	1	3	4
2	9	3	4	8	5	6	1	7
6	5	1	2	7	9	8	4	3
4	8	7	3	6	1	2	5	9
1	3	9	7	5	2	4	6	8
8	4	2	1	3	6	9	7	5
7	6	5	8	9	4	3	2	1

	8	1			6	4		3
				9			6	1
					2			
	5		2			1	4	6
	9			7			5	
4	3	2			5		7	
			4					
3	1			8				
6		7	9			5	1	

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TODAY IN HISTORY

1906 – Murder of Grace Brown by Chester Gillette in the United States, inspiration for Theodore Dreiser's An American Tragedy.

1914 – Babe Ruth makes his debut in Major League Baseball.

1914 – USS Nevada (BB-36) is launched.

1919 – The eight-hour day and free Sunday become law for workers in the Netherlands.

1920 – In the East Prussian plebiscite the local populace decides to remain with Weimar Germany.

1921 – A truce in the Irish War of Independence comes into effect.

1921 – The Red Army captures Mongolia from the White Army and establishes the Mongolian People's Republic.

1921 – Former President of the United States William Howard Taft is sworn in as 10th Chief Justice of the U.S. Supreme Court, becoming the only person ever to hold both offices.

1922 – The Hollywood Bowl opens.

1924 – Eric Liddell won the gold medal in 400m at the 1924 Paris Olympics, after refusing to run in the heats for 100m, his favoured distance, on the Sunday.

NEWS OF THE WEIRD BY CHUCK SHEPARD

■ More and more churches ("hundreds," according to a June Christianity Today report) offer hesitant parishioners a "money-back guarantee" if they tithe 10 percent (or more) of their income for 90 days -- but then feel that God blesses them insufficiently in return. The South Carolina megachurch NewSpring instituted such a program in the 1990s and claims that, of 7,000 recent pledgers, "fewer than 20" expressed dissatisfaction with the Lord. Advocates cite the Bible's Book of Malachi, quoting God himself (according to Christianity Today): "Test me in this." "Bring the whole tithe into the storehouse" and "see if I will not pour out so much blessing" that "there will not be room enough to store it."

■ A leading Chinese orthopedic surgeon continues to believe that "full-body" transplants are the next big thing in medicine, despite worldwide skepticism about both the science and the ethics. The plan for Dr. Ren Xiaoping of Harbin Medical University calls for removing both heads (the deceased donor's and the live recipient's), connecting the blood vessels, stabilizing the new neck, and "bath(ing)" spinal-cord nerve endings chemically so they will connect. (Critics say it is impossible to "connect" spinal-cord nerves.) According to a June New York Times dispatch, doctors regularly denounce China's ethical laxities (though Chinese officials term such denunciations "envy" at China's achievements).

Enjoy the moment, Libra

ARIES (March 21-April 19)
★★★ You don't always find it easy to let others take charge, as you are a natural leader with a distinctive style. News seem to flow in from those at a distance. You might wonder whether you should let others know; weigh the pros and cons first. Tonight: Say "yes" to living.

TAURUS (April 20-May 20)
★★★ Pace yourself -- you have a lot of ground to cover. Many of you will decide to schedule an important appointment that you have been putting off. Do not fight the inevitable or create excuses, and you will be happier as a result. Tonight: Slow down the hectic pace.

GEMINI (May 21-June 20)
★★★★★ You'll try to lighten the mood even in the most difficult of situations, but you'll also recognize when your sense of humor is best not shared. This knowledge could mean the difference between success and failure, peace and fighting. Tonight: Be a wild thing.

CANCER (June 21-July 22)
★★★★ Getting going will take all the self-discipline you have. You easily could become a couch potato right now. Ask yourself whether taking a lazy day is possible. Sometimes it is best not to negate your whimsical side. You might need a longer break. Tonight: Make it easy.

LEO (July 23-Aug. 22)
★★★★ You always make the first move. You understand how to mix warmth and charm and not offend anyone. You might need to give someone a bit of a pep talk, especially if this person doesn't get the results he or she wants. Tonight: Say "yes" to an offer or invitation.

VIRGO (Aug. 23-Sept. 22)
★★★ Though you have been on an indulgent spree for the past few months, you might not be ready to rein in your finances just yet. Be willing to say "no" and then support yourself in this sensible decision, as it could change after several months. Tonight: Make it your treat.

LIBRA (Sept. 23-Oct. 22)
★★★★★ You might feel like you're in your element, despite a serious or difficult talk in the morning. You suddenly could decide to wing it and do whatever you want. Don't expect someone not to react. Honor your goals. Tonight: Smile and enjoy the moment.

SCORPIO (Oct. 23-Nov. 21)
★★★ You might want to be somewhat laid-back, and so decide to do nothing for now. You will want to see how others feel about a key situation. You likely will not let differing views affect you, as you know what you are doing and what your priorities are in this situation. Tonight: Vanish.

SAGITTARIUS (Nov. 22-Dec. 21)
★★★★ You'll sense that you could score big if you make the correct decision, but you might not know which is the right choice yet. Don't wait too long. Refuse to pressure someone financially, but if you feel lucky, buy a lottery ticket or two. Tonight: Where the action is.

CAPRICORN (Dec. 22-Jan. 19)
★★★★ You might want to back away from a conversation that could be contentious, especially if someone continues to be so stubborn. You know that your way is the right way to go. Try not to be so strong-willed, and be more open-minded. Tonight: Be aware of others and their responses.

AQUARIUS (Jan. 20-Feb. 18)
★★★★★ To maximize your effectiveness, you need to detach more. The objective will be to take in the big picture and see where others are coming from. Tonight: Follow the music.

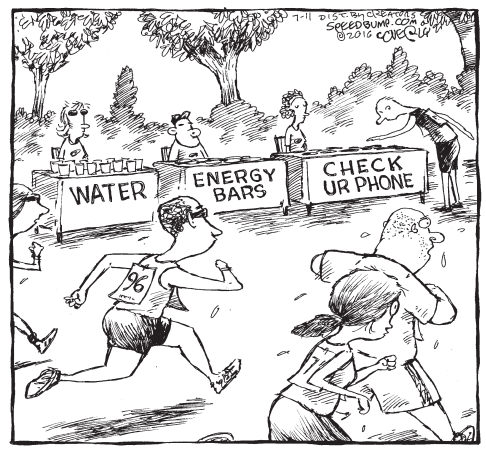
PISCES (Feb. 19-March 20)
★★★★ Relate closely and directly to one specific person. This scenario might take place in your professional life or in your personal life. You always have worked better as part of a duo. Make sure that mutual respect is at the base of your interactions. Tonight: Avoid a power-hungry pal!

Monday, July 11, 2016

This year you project a very nurturing and caring attitude, yet there is a side of you that emerges which is flirtatious and sometimes fickle. Others might feel as if you are sending mixed messages. Be more clear about your intentions. If you are single, you won't know which part of your personality draws someone toward you until he or she shares that fact with you. You'll need to decide whom you are most comfortable with. If you are attached, your sweetie might find it challenging to respond to you appropriately at times. Open up a discussion. LIBRA knows how to entice you into doing what he or she wants.

JACQUELINE BIGAR'S STARS
The stars show the kind of day you'll have:
★★★★★Dynamic ★★ So-So
★★★★ Positive ★ Difficult
★★★ Average

Speed Bump
By Dave Coverly



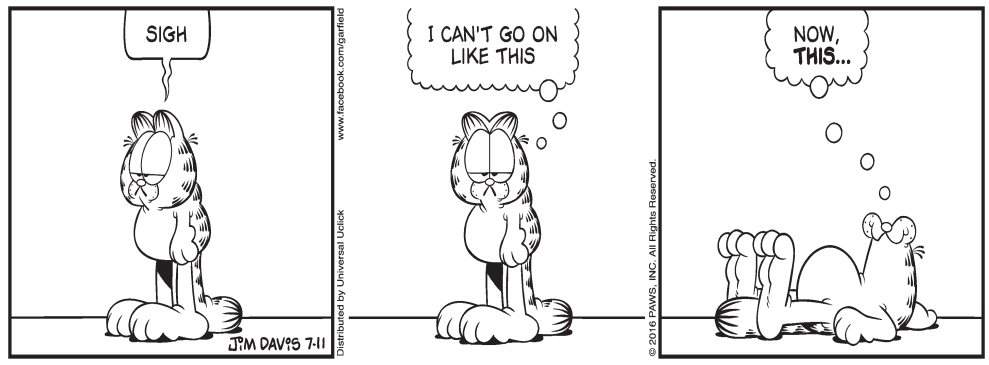
Strange Brew
By John Deering



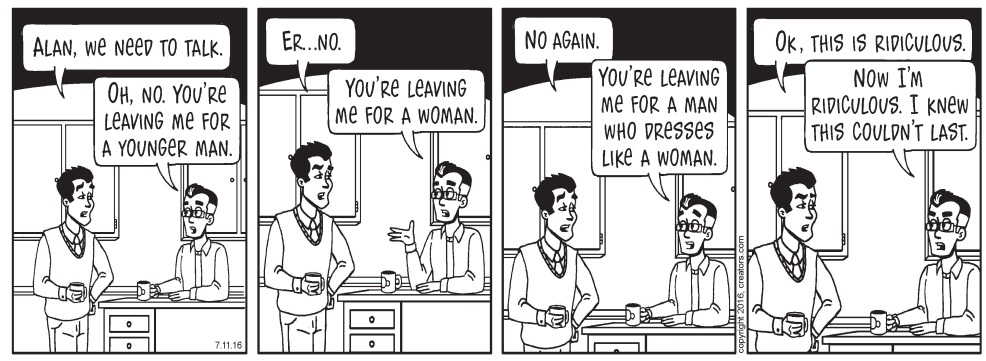
Dogs of C-Kennel
By Mick and Mason Mastroianni



Garfield
By Jim Davis



The Meaning of Lila
By John Forgetta & L.A. Rose



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Notices

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2016 161108 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 06/27/2016 The following person(s) is (are) doing business as JAPAN WIRELESS. 1740 WEST ARTESIA BLVD. SUITE B-01 , GARDENA, CA 90248.Ä The full name of registrant(s) is/are: VILLAGE USA INC. 21515 S. WESTERN AVE. SUITE 106 TORRANCE, CA 90501. This Business is being conducted by: Äa Corporation. The registrant has not yet commenced to transact business under the fictitious business name or names listed above. /s/:KAORI HOTTA. VILLAGE USA INC..Ä This statement was filed with the County Clerk of LOS ANGELES County on 06/27/2016. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 07/11/2016, 07/18/2016, 07/25/2016, 08/01/2016.Ä

NOTICE OF POSSIBLE PRIVATE SALE of a 2 bedroom, 1 bath house located at 229 5th Avenue, Venice, CA 90291 beginning on July 12, 2016 with an initial asking price of $1,450,000 and with conventional financing of purchase offers to be considered. Property also will be listed on the MLS. Any sale will be subject to court-approval pursuant to a judgment for partition of this property. For more information or to submit a purchase offer, please contact listing broker Richard Greta at rgreta@sbcglobal.net.

Name Changes

ORDER TO SHOW CAUSE FOR CHANGE OF NAME
Case No. BS163289
Superior Court of California, County of Los Angeles
Petition of UNIQUE LAKEISHA HARVEY for Change of Name
TO ALL INTERESTED PERSONS:
Petitioner or Attorney: UNIQUE LAKEISHA HARVEY filed a petition with this court for a decree of changing names as follows: UNIQUE LAKEISHA HARVEY to UNIQUE CHUNG. The court orders that all persons interested in this matter shall appear before this court at the hearing indicated below to show cause, if any, why the petition for change of name should not be granted.
Notice of Hearing:
Date: SEP 27, 2016 Time: 10:00 AM, Dept: 44, Room: 418
The address of the court is SUPERIOR COURT OF CALIFORNIA, COUNTY OF LOS ANGELES. 1111 NORTH HILL STREET, LOS ANGELES, CA 90012
A copy of this Order to Show Cause shall be published at least once each week for four successive weeks prior to the date set for hearing on the petition in the following newspaper of general circulation, printed in this county: Santa Monica Daily Press.
Date: JUN 30, 2016

ORDER TO SHOW CAUSE FOR CHANGE OF NAME
Case No. SS026311
Superior Court of California, County of Los Angeles
Petition of KAREN EL SMITH GAL / JULIETTE S GAL for Change of Name
TO ALL INTERESTED PERSONS:
Petitioner or Attorney: KAREN EL SMITH GAL filed a petition with this court for a decree of changing names as follows: A. KAREN EL SMITH GAL TO KAREN EL SMITH AND B. JULIETTE S. GAL TO JULIETTE S SMITH. The court orders that all persons interested in this matter shall appear before this court at the hearing indicated below to show cause, if any, why the petition for change of name should not be granted.
Notice of Hearing:
Date: 08/12/16 Time: 8:30 AM, Dept: K, Room: A203
The address of the court is SUPERIOR COURT OF CALIFORNIA, COUNTY OF LOS ANGELES. 1725 MAIN ST., ROOM 102, SANTA MONICA, CA 90401
A copy of this Order to Show Cause shall be published at least once each week for four successive weeks prior to the date set for hearing on the petition in the following newspaper of general circulation, printed in this county: Santa Monica Daily Press.
Date: JUN 20, 2016

ORDER TO SHOW CAUSE FOR CHANGE OF NAME
Case No. SS026231
Superior Court of California, County of Los Angeles
Petition of ISABELLE LOPEZ for Change of Name
TO ALL INTERESTED PERSONS:
Petitioner or Attorney: ISABELLE LOPEZ filed a petition with this court for a decree of changing names as follows: ISABELLE LOPEZ to IZZY DE LA MEME. The court orders that all persons interested in this matter shall appear before this court at the hearing indicated below to show cause, if any, why the petition for change of name should not be granted.
Notice of Hearing:
Date: AUG 12, 2016 Time: 8:30 AM, Dept: K, Room: A-203
The address of the court is SUPERIOR COURT OF CALIFORNIA, COUNTY OF LOS ANGELES. 1725 MAIN STREET, ROOM 102, SANTA MONICA, CA 90401
A copy of this Order to Show Cause shall be published at least once each week for four successive weeks prior to the date set for hearing on the petition in the following newspaper of general circulation, printed in this county: Santa Monica Daily Press.
Date: JUN 06, 2016

DBAS

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2016143257 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 06/08/2016 The following person(s) is (are) doing business as THE AUXILIUM COMPANY. 430 N ARDMORE AVE , LOS ANGELES, CA 90004. The full name of registrant(s) is/are: ROBERT ANTHONY 430 N ARDMORE AVE LOS ANGELES, CA 90004. This Business is being conducted by: an Individual. The registrant has not yet commenced to transact business under the fictitious business name or names listed above. /s/:ROBERT ANTHONY. ROBERT ANTHONY. This statement was filed with the County Clerk of LOS ANGELES County on 06/08/2016. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 06/20/2016, 06/27/2016, 07/04/2016, 07/11/2016.

OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 06/20/2016, 06/27/2016, 07/04/2016, 07/11/2016.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2016159273 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 06/24/2016 The following person(s) is (are) doing business as BLOSSOM, BLOSSOM YOUR INNER BLOOM. 2823 MAIN STREET , SANTA MONICA, CA 90405. The full name of registrant(s) is/are: BLOSSOM YOUR INNER BLOOM, LLC 28868 CLIFFSIDE DR. MALIBU, CA 90265. This Business is being conducted by: a Limited Liability Company. The registrant has not yet commenced to transact business under the fictitious business name or names listed above. /s/:BLOSSOM YOUR INNER BLOOM, LLC. BLOSSOM YOUR INNER BLOOM, LLC. This statement was filed with the County Clerk of LOS ANGELES County on 06/24/2016. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 06/27/2016, 07/04/2016, 07/11/2016, 07/18/2016.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2016141360 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 06/06/2016 The following person(s) is (are) doing business as DABBLEON. 1810 BERKELEY ST. SUITE H , SANTA MONICA, CA 90404. The full name of registrant(s) is/are: TRENTON JEFFREY REYNOLDS 1810 BERKELEY ST. SUITE H SANTA MONICA, CA 90404. This Business is being conducted by: an Individual. The registrant has not yet commenced to transact business under the fictitious business name or names listed above. /s/:TRENTON JEFFREY REYNOLDS. TRENTON JEFFREY REYNOLDS. This statement was filed with the County Clerk of LOS ANGELES County on 06/06/2016. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 06/20/2016, 06/27/2016, 07/04/2016, 07/11/2016.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2016141273 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 06/06/2016 The following person(s) is (are) doing business as MERCENARY GENERAL STORE. 120 BROADWAY SUITE 108 , SANTA MONICA, CA 90401. The full name of registrant(s) is/are: HAUS OF MOO, LLC 517 OCEAN FRONT WALK 18-19 VENICE, CA 90291. This Business is being conducted by: a Limited Liability Company. The registrant has not yet commenced to transact business under the fictitious business name or names listed above. /s/:HAUS OF MOO, LLC. HAUS OF MOO, LLC. This statement was filed with the County Clerk of LOS ANGELES County on 06/06/2016. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 06/20/2016, 06/27/2016, 07/04/2016, 07/11/2016.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2016133436 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 05/26/2016 The following person(s) is (are) doing business as FAIRMONT MIRAMAR HOTEL. 101 WILSHIRE BOULEVARD , SANTA MONICA, CA 90401. The full name of registrant(s) is/are: OCEAN AVENUE LLC 101 WILSHIRE BOULEVARD SANTA MONICA, CA 90401. This Business is being conducted by: a Limited Liability Company. The registrant commenced to transact business under the fictitious business name or names listed on (Date)08/27/1999. /s/: OCEAN AVENUE LLC. OCEAN AVENUE LLC. This statement was filed with the County Clerk of LOS ANGELES County on 05/26/2016. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 06/20/2016, 06/27/2016, 07/04/2016, 07/11/2016.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2016150711 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 06/15/2016 The following person(s) is (are) doing business as BIANCONI, BIANCONI RESTAURANT. 8338 W. 3RD STREET , LOS ANGELES, CA 90048. The full name of registrant(s) is/are: L'ISOLA OPCO LLC 8338 W. 3RD STREET LOS ANGELES, CA 90048. This Business is being conducted by: a Limited Liability Company. The registrant has not yet commenced to transact business under the fictitious business name or names listed above. /s/:L'ISOLA OPCO LLC. L ISOLA OPCO LLC. This statement was filed with the County Clerk of LOS ANGELES County on 06/15/2016. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 06/20/2016, 06/27/2016, 07/04/2016, 07/11/2016.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2016139222 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 06/03/2016 The following person(s) is (are) doing business as PULP & BRANCH PUBLISHING, EDIBLE LA, EDIBLE LOS ANGELES. 27407 PACIFIC COAST HWY , MALIBU, CA 90265. The full name of registrant(s) is/are: PULP & BRANCH LLC 27407 PACIFIC COAST HWY MALIBU, CA 90265. This Business is being conducted by: a Limited Liability Company. The registrant has not yet commenced to transact business under the fictitious business name or names listed above. /s/:PULP & BRANCH LLC. PULP & BRANCH LLC. This statement was filed with the County Clerk of LOS ANGELES County on 06/03/2016. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 06/20/2016, 06/27/2016, 07/04/2016, 07/11/2016.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2016141561 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 06/06/2016 The following person(s) is (are) doing business as JANE THOMAS PRESS. 925 MALCOLM AV , LOS ANGELES, CA 90024. The full name of registrant(s) is/are: JANET ANNE MAKER 925 MALCOLM AV LOS ANGELES, CA 90024. This Business is being conducted by: an Individual. The registrant has not yet commenced to transact business under the fictitious business name or names listed above. /s/:JANET ANNE MAKER. JANET ANNE MAKER. This statement was filed with the County Clerk of LOS ANGELES County on 06/06/2016. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 06/27/2016, 07/04/2016, 07/11/2016, 07/18/2016.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2016141439 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 06/06/2016 The following person(s) is (are) doing business as CLEARED SPACE, STUDIO IN COMMON. 12506 WAGNER STREET , LOS ANGELES, CA 90066. The full name of registrant(s) is/are: G&G PHOTOGRAPHY 12506 WAGNER STREET LOS ANGELES, CA 90066. This Business is being conducted by: a Limited Liability Company. The registrant commenced to transact business under the fictitious business name or names listed on (Date)06/01/2016. /s/: G&G PHOTOGRAPHY. G&G PHOTOGRAPHY. This statement was filed with the County Clerk of LOS ANGELES County on 06/06/2016. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 06/27/2016, 07/04/2016, 07/11/2016, 07/18/2016.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2016154807 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 06/20/2016 The following person(s) is (are) doing business as JAGAANA MOVEMENT. 2700 NEILSON WAY #125 , SANTA MONICA, CA 90405. The full name of registrant(s) is/are: ALISON MCLEA-WOLPER 2700 NEILSON WAY #125 SANTA MONICA, CA 90405. This Business is being conducted by: an Individual. The registrant has not yet commenced to transact business under the fictitious business name or names listed above. /s/:ALISON MCLEA-WOLPER. ALISON MCLEA-WOLPER. This statement was filed with the County Clerk of LOS ANGELES County on 06/20/2016. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 06/27/2016, 07/04/2016, 07/11/2016, 07/18/2016.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2016145809 NEW FILING This statement was filed with the County Clerk of LOS ANGELES on 06/10/2016 The following person(s) is (are) doing business as EXPRESS TICKET CENTER, ETKTC. 8929 S SEPULVEDA BLVD. STE 402 , LOS ANGELES, CA 90045. The full name of registrant(s) is/are: EXPRESS TICKET CENTER 8929 S SEPULVEDA BLVD. STE 402 LOS ANGELES, CA 90045. This Business is being conducted by: a Corporation. The registrant commenced to transact business under the fictitious business name or names listed on (Date)09/01/2015. /s/: EXPRESS TICKET CENTER. EXPRESS TICKET CENTER. This statement was filed with the County Clerk of LOS ANGELES County on 06/10/2016. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 06/27/2016, 07/04/2016, 07/11/2016, 07/18/2016. .

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2016154625 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 06/20/2016 The following person(s) is (are) doing business as GAETA REALTY GROUP. 925 14TH STREET, #25 , SANTA MONICA, CA 90403. The full name of registrant(s) is/are: DAVID JOSEPH GAETA 925 14TH STREET, #25 SANTA MONICA, CA 90403, SO YUNG KIM GAETA 925 14TH STREET, #25 SANTA MONICA, CA 90403. This Business is being conducted by: a Married Couple. The registrant commenced to transact business under the fictitious business name or names listed on (Date)02/01/2016. /s/: DAVID JOSEPH GAETA. DAVID JOSEPH GAETA, SO YUNG KIM GAETA. This statement was filed with the County Clerk of LOS ANGELES County on 06/20/2016. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 06/27/2016, 07/04/2016, 07/11/2016, 07/18/2016.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2016159271 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 06/24/2016 The following person(s) is (are) doing business as CHAMBER MUSIC IN HISTORIC SITES, EDIZONI CASA ANIMATA. 446 SAN VICENTE BL. STE. 107 , SANTA MONICA, CA 90402. The full name of registrant(s) is/are: MAYANN BONINO 446 SAN VICENTE BL. STE. 107 SANTA MONICA, CA 90402. This Business is being conducted by: an Individual. The registrant commenced to transact business under the fictitious business name or names listed on (Date)11/01/2005. /s/: MAYANN BONINO. MAYANN BONINO. This statement was filed with the County Clerk of LOS ANGELES County on 06/24/2016. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 06/27/2016, 07/04/2016, 07/11/2016, 07/18/2016.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2016159272 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 06/24/2016 The following person(s) is (are) doing business as MARGO'S ON MONTANA, MARGOSONMONTANA.COM. 1534 MONTANA AVE , SANTA MONICA, CA 90403. The full name of registrant(s) is/are: MARGO'S ON MONTANA 1534 MONTANA AVE SANTA MONICA, CA 90403. This Business is being conducted by: a Limited Liability Company. The registrant has not yet commenced to transact business under the fictitious business name or names listed above. /s/:MARGO'S ON MONTANA. MARGO'S ON MONTANA. This statement was filed with the County Clerk of LOS ANGELES County on 06/24/2016. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 06/27/2016, 07/04/2016, 07/11/2016, 07/18/2016.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2016 150977 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 06/15/2016 The following person(s) is (are) doing business as VISUAL TAPESTRY IMAGES, VISUAL TAPESTRY PHOTOGRAPHY. 4330 MCLAUGHLIN AVE. APT. 208 , LOS ANGELES, CA 90066.Ä The full name of registrant(s) is/are: LEILANI J. RAMIREZ 4330 MCLAUGHLIN AVE. APT. 208 LOS ANGELES, CA 90066. This Business is being conducted by: Äan Individual. The regis-

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trant commenced to transact business under the fictitious business name or names listed on (Date)06/01/2016. /s/: LEILANI J. RAMIREZ. LEILANI J. RAMIREZ.Ä This statement was filed with the County Clerk of LOS ANGELES County on 06/15/2016. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 06/27/2016, 07/04/2016, 07/11/2016, 07/18/2016.Ä

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2016 154979 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 06/20/2016 The following person(s) is (are) doing business as SUMMER HOUSE. 30765 PACIFIC COAST HIGHWAY STE. 135 , MALIBU, CA 90265.Ä The full name of registrant(s) is/are: BOBS HOUSE MALIBU LLC 30765 PACIFIC COAST HIGHWAY STE. 135 MALIBU, CA 90265. This Business is being conducted by: Äa Limited Liability Company. The registrant has not yet commenced to transact business under the fictitious business name or names listed above. /s/:THOMAS FELDMAN. BOBS HOUSE MALIBU LLC.Ä This statement was filed with the County Clerk of LOS ANGELES County on 06/20/2016. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 06/27/2016, 07/04/2016, 07/11/2016, 07/18/2016.Ä

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2016 154981 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 06/20/2016 The following person(s) is (are) doing business as GAZEN. 362 E. 1ST STREET , LOS ANGELES, CA 90012.Ä The full name of registrant(s) is/are: EKC INTERNATIONAL LOS ANGELES INC. 362 E. 1ST STREET LOS ANGELES, CA 90012. This Business is being conducted by: Äa Corporation. The registrant commenced to transact business under the fictitious business name or names listed on (Date)10/30/2014. /s/: HIDEMITSU EBARA. EKC INTERNATIONAL LOS ANGELES INC..Ä This statement was filed with the County Clerk of LOS ANGELES County on 06/20/2016. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 06/27/2016, 07/04/2016, 07/11/2016, 07/18/2016.Ä

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2016 157525 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 06/22/2016 The following person(s) is (are) doing business as ADMIRAL YACHT SERVICES. 325 w. pebble beach ln , AZUSA, CA 91702.Ä The full name of registrant(s) is/are: John Kelly 325 w. pebble beach ln AZUSA, CA 91702. This Business is being conducted by: Äan Individual. The registrant has not yet commenced to transact business under the fictitious business name or names listed above. /s/:John Kelly. John Kelly.Ä This statement was filed with the County Clerk of LOS ANGELES County on 06/22/2016. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 06/27/2016, 07/04/2016, 07/11/2016, 07/18/2016.Ä

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2016 157522 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 06/22/2016 The following person(s) is (are) doing business as MOD'S HAIR. 8130 BEVERLY DRIVE , LOS ANGELES, CA 90048.Ä The full name of registrant(s) is/are: HAIR BUSINESS DEVELOPMENT LLC 8130 BEVERLY DRIVE LOS ANGELES, CA 90048. This Business is being conducted by: Äa Limited Liability Company. The registrant commenced to transact business under the fictitious business name or names listed on (Date)06/01/2016. /s/: THIBAUT FOULQUIER-GAZAGNES. HAIR BUSINESS DEVELOPMENT LLC.Ä This statement was filed with the County Clerk of LOS ANGELES County on 06/22/2016. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 06/27/2016, 07/04/2016, 07/11/2016, 07/18/2016.Ä

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self authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 06/27/2016, 07/04/2016, 07/11/2016, 07/18/2016.Ä

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2016 157527 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 06/22/2016 The following person(s) is (are) doing business as FIRST CLASS CUSTODIAL SERVICES. 5819 Gregory Ave Apt#205 , LOS ANGELES, CA 90038.Ä The full name of registrant(s) is/are: Robert James Roberts Jr. 5819 Gregory Ave Apt#205 LOS ANGELES, CA 90038. This Business is being conducted by: Äan Individual. The registrant has not yet commenced to transact business under the fictitious business name or names listed above. /s/:Robert James Roberts Jr.. Robert James Roberts Jr..Ä This statement was filed with the County Clerk of LOS ANGELES County on 06/22/2016. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 06/27/2016, 07/04/2016, 07/11/2016, 07/18/2016.Ä

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2016152060 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 06/16/2016 The following person(s) is (are) doing business as ROBOT FIGHT AND FITNESS, ROBOT BJJ. 2028 STONER AVE. , LOS ANGELES, CA 90025. The full name of registrant(s) is/are: ROBOT METHOD LLC 2028 STONER AVE. LOS ANGELES, CA 90025. This Business is being conducted by: a Limited Liability Company. The registrant commenced to transact business under the fictitious business name or names listed on (Date)03/2011. /s/: ROBOT METHOD LLC. ROBOT METHOD LLC. This statement was filed with the County Clerk of LOS ANGELES County on 06/16/2016. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 07/04/2016, 07/11/2016, 07/18/2016, 07/25/2016.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2016157553 REFILE This statement was filed with the County Clerk of LOS ANGELES on 06/22/2016 The following person(s) is (are) doing business as MONTANA MAIL. 1112 MONTANA AVE , SANTA MONICA, CA 90403. The full name of registrant(s) is/are: GARO GUREGHIAN 20001 LASSEN STREET CHATSWORTH, CA 91311. This Business is being conducted by: an Individual. The registrant commenced to transact business under the fictitious business name or names listed on (Date)08/15/2011. /s/: GARO GUREGHIAN. GARO GUREGHIAN. This statement was filed with the County Clerk of LOS ANGELES County on 06/22/2016. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 07/04/2016, 07/11/2016, 07/18/2016, 07/25/2016.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2016170472 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 07/08/2016 The following person(s) is (are) doing business as TRUE WEST CREATIVE. 3002 3RD ST. #111 , SANTA MONICA, CA 90405. The full name of registrant(s) is/are: DEBORAH SPEARS 3002 3RD ST. #111 SANTA MONICA, CA 90405. This Business is being conducted by: an Individual. The registrant commenced to transact business under the fictitious business name or names listed on (Date)07/14/2006. /s/: DEBORAH SPEARS. DEBORAH SPEARS. This statement was filed with the County Clerk of LOS ANGELES County on 07/08/2016. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 07/11/2016, 07/18/2016, 07/25/2016, 08/01/2016.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2016170471 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 07/08/2016 The following person(s) is (are) doing business as LADONIA MUSIC, PM COCONUTS. 10960 WILSHIRE BOULEVARD, 5TH

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FLOOR , LOS ANGELES, CA 90024. The full name of registrant(s) is/are: DRY SNACK PUBLISHING, LLC 10960 WILSHIRE BOULEVARD, 5TH FLOOR LOS ANGELES, CA 90024. This Business is being conducted by: a Limited Liability Company. The registrant commenced to transact business under the fictitious business name or names listed on (Date)12/17/2015. /s/: DRY SNACK PUBLISHING, LLC. DRY SNACK PUBLISHING, LLC. This statement was filed with the County Clerk of LOS ANGELES County on 07/08/2016. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 07/11/2016, 07/18/2016, 07/25/2016, 08/01/2016.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2016165831 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 07/01/2016 The following person(s) is (are) doing business as THE PERFECT PIECE FOR YOU, THEPERFECTPIECEFORYOU, THEPERFECTPIECEFORYOU.COM. 1216 ABBOT KINNEY BLVD , VENICE, CA 90291. The full name of registrant(s) is/are: RON ROSENTHAL 1216 ABBOT KINNEY BLVD VENICE, CA 90291. This Business is being conducted by: an Individual. The registrant commenced to transact business under the fictitious business name or names listed on (Date)06/01/1998. /s/: RON ROSENTHAL. RON ROSENTHAL. This statement was filed with the County Clerk of LOS ANGELES County on 07/01/2016. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 07/11/2016, 07/18/2016, 07/25/2016, 08/01/2016.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2016156886 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 06/22/2016 The following person(s) is (are) doing business as RONMROSENTHAL.COM, RONROSENTHAL.COM, PERFECT PIECE, PERFECTPIECE, PERFECTPIECE.COM, THE PERFECT PIECE 4 U, THEPERFECTPIECE4U, THEPERFECTPIECE4U.COM. 1216 abbot kinney blvd , venice, ca 90291. The full name of registrant(s) is/are: RON M ROSENTHAL 1216 abbot kinney blvd venice, ca 90291. This Business is being conducted by: an Individual. The registrant has not yet commenced to transact business under the fictitious business name or names listed above. /s/:RON M ROSENTHAL. RON M ROSENTHAL. This statement was filed with the County Clerk of LOS ANGELES County on 06/22/2016. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 07/11/2016, 07/18/2016, 07/25/2016, 08/01/2016.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2016170470 REFILE This statement was filed with the County Clerk of LOS ANGELES on 07/08/2016 The following person(s) is (are) doing business as SANTA MONICA DAILY PRESS, SMDP SPECIAL PUBLICATIONS. 1640 5TH ST., SUITE 218 , SANTA MONICA, CA 90401. The full name of registrant(s) is/are: NEWLON ROUGE, LLC 1640 5TH ST., SUITE 218 SANTA MONICA, CA 90401. This Business is being conducted by: a Limited Liability Company. The registrant commenced to transact business under the fictitious business name or names listed on (Date)11/13/2001. /s/: NEWLON ROUGE, LLC. NEWLON ROUGE, LLC. This statement was filed with the County Clerk of LOS ANGELES County on 07/08/2016. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 07/11/2016, 07/18/2016, 07/25/2016, 08/01/2016.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2016165171 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 06/30/2016 The following person(s) is (are) doing business as LATE START MUSIC. 1507 7TH STREET #275 , SANTA MONICA, CA 90401. The full name of registrant(s) is/are: ROBERT MORROW 200 PARK AVENUE SOUTH 8TH FLOOR NEW YORK, NY 10003, CARLOS CALVO 1033 MEADOWBROOK AVENUE LOS ANGELES, CA 90019. This Business is being conducted by: a

DBAS

General Partnership. The registrant commenced to transact business under the fictitious business name or names listed on (Date)01/01/2016. /s/: ROBERT MORROW. ROBERT MORROW, CARLOS CALVO. This statement was filed with the County Clerk of LOS ANGELES County on 06/30/2016. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 07/11/2016, 07/18/2016, 07/25/2016, 08/01/2016.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2016153391 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 06/17/2016 The following person(s) is (are) doing business as BAJA CALI FISH & TACOS. 2001 W. VALLEY BLVD. , ALHAMBRA, CA 91803. The full name of registrant(s) is/are: JAIME ALVAREZ JR 2001 W. VALLEY BLVD. ALHAMBRA, CA 91803, LORENA VARELA ESPARZA 2001 W. VALLEY BLVD. ALHAMBRA, CA 91803. This Business is being conducted by: Copartners. The registrant has not yet commenced to transact business under the fictitious business name or names listed above. /s/:JAIME ALVAREZ JR. JAIME ALVAREZ JR, LORENA VARELA ESPARZA. This statement was filed with the County Clerk of LOS ANGELES County on 06/17/2016. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 07/11/2016, 07/18/2016, 07/25/2016, 08/01/2016.



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