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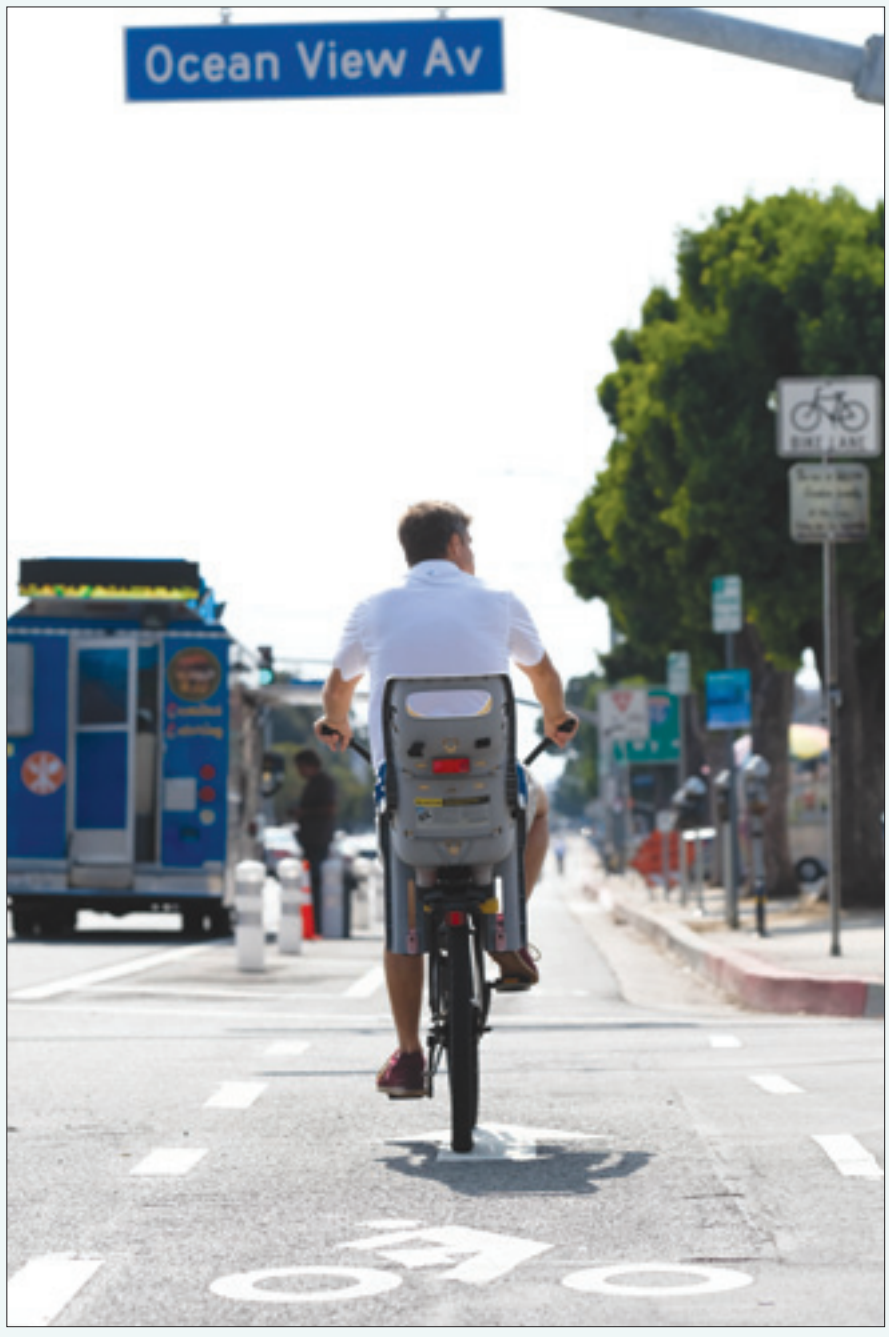
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Change in Venice Boulevard divides commuters



Jayrol San Jose

NEW LANES: **Traffic lanes have been reduced on Venice Blvd.**

BY HARRY PHILLIPS
Daily Press/SMC Corsair reporter

Editor's Note: The Daily Press has developed a partnership with the SMC Corsair student newspaper and Corsair writers will be appearing in the Daily Press covering a variety of subjects.

"It makes it a lot less a highway and more a parking lot," Gigi Grase.

Meet Clayton Chancy. Chancy has lived in Venice for two years and commutes on Venice Boulevard to his work in Calabasas every

SEE **COMMUTERS** PAGE 4

Council to consider City's economic future

MATTHEW HALL
Daily Press Editor

Santa Monica's economy remains strong but city officials will open discussions Tuesday night on strategies for preserving economic growth in the future.

Council will be presented with a request to provide direction on a new economic sustainability plan at their Sept. 26 meeting.

According to the staff report, the study session is intended to begin a dialogue on how staff and the Council will plan for upcoming changes and disruptions. According to the report, the expected pace of innovation and disruption requires some level of though by city leaders.

"The changes not only pose threats to our traditional sources of prosperity and the local revenues that support city services," said the report. "They also present opportunities to enhance our community standard of living, wellbeing, and quality of life. Proactive strategic planning and implementation has the potential to enhance environmental sustainability and resilience in the face of acute and chronic stressors, from earthquakes to climate change."

The report identifies four areas of technological advancement in need of study.

"Growing globalization and exploding digital communication that allows people to work, live, shop, and visit anywhere, unrestrained by geographic advantages and disadvantages, which has the potential to undermine key sectors

SEE **COUNCIL** PAGE 7

Local company helps performers make a band and book a show

BY LEA YAMASHIRO
Special to the Daily Press

How do people cope with the struggle to find band members and gigs? They invent an online, live music-marketplace.

After working on Wall Street and then at AOL during the dot-com boom, Canadian-born turned Santa Monica-local David Baird, founder of Gigmor, moved to Los Angeles in 2007 to continue to pursue his passion for technology. However, technology has not always been Baird's only focus; he has always had a passion for music.

Baird has been the leader and guitar player for many bands, playing guitar; these have been varied types of bands - original bands, cover bands, and "a little bit of everything," as he put it. He helped create a few bands while working in New York and Virginia.

When he moved to Los Angeles, Baird opened up a digital agency called Troubadour Digital Media and served a few notable clients. Meanwhile, while forming a band, he realized that despite the obvious implied advantages of being a musician in Los Angeles, he had a very hard time booking gigs and finding musicians to fill in for band members.

He launched into this issue with the vision of creating an musician-matching, gig-booking website, on which people had a forum to both self-advertise and search for needed musicians with more ease. Hence, Gigmor was borne.

"It all kind of came to the forefront when I moved to LA. I was a lone musician, and needed to put a

SEE **PERFORMERS** PAGE 6

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What's Up Westside

OUT AND ABOUT IN SANTA MONICA

Monday, September 25

Teen Advisory Council

Join Teen Council and serve throughout the academic year, advocating for the library and working on special projects with your peers, in exchange for community service hours. We meet twice monthly, on Monday afternoons. For more information: 310-458-8604. High School students only. Main Library, 601 Santa Monica Blvd. 4 – 5 p.m.

Maker Mondays

A space to create STEAM projects at Virginia Avenue Park's Teen Center Maker Space! Bring your ideas and use our materials (and Mac Lab) to create. Space is limited and on first-arrival basis. Presented in collaboration with Virginia Avenue Park. Pico Branch Library, 2201 Pico Blvd, 4 – 6 p.m.

Airport Commission Meeting

The Santa Monica Airport Commission meets the 4th Monday of each Month at 7 p.m. in the City Hall Council Chambers, 1685 Main St.

Social Services Commission Meeting

Meetings are held on the 4th Monday of each month at 7 p.m. at the Ken Edwards Center (1527 4th St).

Tuesday, September 26

National Voter Registration Day

The City Clerk's Office is a proud partner and supporter of National Voter Registration Day. Community members may register at City Hall, 1685 Main St., all Santa Monica branch libraries, and online at smvote.org. Please also visit City Hall from 11 AM – 3 PM to test Los Angeles County's new voting system, and attend the 5:30 PM City Council meeting to watch the LA County Clerk's presentation to the Council on the future voting experience. For more info, call the City Clerk's Office at (310) 458-8211.

Banned Books Week Movie Screening: Fahrenheit 451 (1966)

Francois Truffaut directs this adaptation of Ray Bradbury's classic tale of an oppressive future world, where firemen burn books and the state suppresses learning. Starring Oskar Werner and Julie Christie. (112 min.) Main Library, 601 Santa Monica Blvd. 6:30 – 8:30 p.m.

City Council Meeting

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

Mini Makers: Leaf Art

Make art using our favorite fall medium: Leaves! Ocean Park Branch Library, 2601 Main St, 3:30 – 4:30 p.m.

Wednesday, September 27

Movie Screening: Beatriz at Dinner

A holistic medicine practitioner attends a wealthy client's dinner party after her car breaks down. Starring Salma Hayek and John Lithgow. (83 min.) Montana Avenue Branch Library, 1704 Montana Ave, 7 – 8:30 p.m.

Chasing Coral Film Screening

From the director of Chasing Ice comes an epic adventure to capture our changing oceans. A Panel discussion moderated by Joel Cesare, Sustainable Building Advisor, City of Santa Monica Office of Sustainability and the Environment and Vice-Chair Surfrider Foundation, Los Angeles Chapter will follow the screening. The panel will include; Zackery Rago, Youth Outreach Manager for Exposure Labs' Chasing Coral Impact Campaign who is featured in the film and Tom Ford, Executive Director Santa Monica Bay National Estuary Program.
This event is free! Please reserve your seats at https://www.eventbrite.com/e/chasing-coral-film-screening-tickets-36766268900. The Aero Theater, 1328 Montana Ave. 7 – 10 p.m.

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

COMMUNITY BRIEFS

The Pier

Play For A Cause At The 18th Annual Mattel Party

UCLA Mattel Children's Hospital (www.uclahealth.org/mattel) will celebrate its 18th Annual Mattel Party on the Pier on Sunday, November 5, at Pacific Park on the Santa Monica Pier. The event, which benefits UCLA Mattel Children's Hospital, includes unlimited rides; carnival games stocked with prizes donated by Mattel; and a "Power of Play" area for activities and entertainment, sponsored by the Goldhirsh-Yellin Foundation, including custom cookie decoration provided by Ralphs/Food for Less. A VIP area hosted by the Toys "R" Us Foundation will feature lunch donated by Wolfgang Puck Catering.

Stars from Disney Channel, Nickelodeon, and other popular TV shows and movies will sign autographs for fans, take pictures at the popular Celebrity Photo Station, and help out in game booths. Partygoers will have an opportunity to donate any of the extra toys they win at Give Back stations throughout the event area.

"Mattel Party on the Pier is an iconic event for UCLA Mattel Children's Hospital. It supports innovative programs and the discovery of novel therapies that make a true difference in the lives of children not only in Los Angeles, but around the world. For me, it is so inspiring and rewarding to see our young patients who are able to attend with their families enjoying this time on the pier," said Dr. Sherin Devaskar, physician-in-chief of UCLA Mattel Children's Hospital.

Mattel Party on the Pier helps fund high-priority programs that benefit children being treated at UCLA Mattel Children's Hospital and around the world. Recent philanthropy has supported Chase Child Life specialist education; intestinal rehabilitation for pediatric surgery patients; pediatric sarcoma and leukemia programs in the Division of Pediatric Hematology and Oncology; and the Pediatric Global Scholars Program, which funds third-year pediatric residents who train globally.

Mattel Party on the Pier is expected to attract a sellout crowd. General admission tickets are $150 per adult and $75 per child ages 3 to 12. Admission is free for children under 3. All net proceeds benefit UCLA Mattel Children's Hospital.

To purchase tickets or for more information, visit: www.partyonthepier.ucla.edu/.

– SUBMITTED BY DESTIN JUDY.

Citywide

Santa Monica Public Library presents Santa Monica Eats!

Santa Monica Public Library presents Santa Monica Eats!, a six-week buffet of programs, screenings, hands-on activities and displays exploring the food culture of Santa Monica. Programs take place at the Main Library and all four Branch Libraries and are offered for foodies of all ages. The series runs from October 5 through November 11.

Santa Monica's rich culinary history runs the gamut from fanciful food for beachgoers (Hot Dog on a Stick was founded here in 1946) to the sublime cuisine of many of the country's top chefs today. The City has been at the vanguard of the sustainable food movement, with the Santa Monica Farmers Market's emphasis on local organic produce and Heal the Bay's efforts to promote ocean-friendly seafood.

The series kicks off with the following events. For a complete list of programs, see: smpl.org/santamonicaeats.

HANDMADE COOKBOOK WORKSHOP

Debra Disman teaches you how to create an accordion-style cookbook to collect your favorite recipes. For adults, teens and children ages 10 and up.

Saturday, Oct. 7, 11 a.m. to 1 p.m. Main Library, 601 Santa Monica Blvd.

AUTHOR/ILLUSTRATOR TALK: ROY CHOI AND THE STREET FOOD REMIX

June Jo Lee and graffiti artist Man One discuss their children's biography about famed local chef Roy Choi. An art demonstration and activity follow.

Saturday, Oct. 7, 4:30 to 6:30 p.m. Virginia Avenue Park, 2200 Virginia Ave.

SUSTAINABLE SEAFOOD

Nick Fash, Education Manager for Heal the Bay, discusses the history, future of, and issues surrounding our love affair with seafood and offers tools for making ocean-friendly choices. Co-presented with the Office of Sustainability and the Environment.

Tuesday, Oct. 10, 7 p.m. Main Library, 601 Santa Monica Blvd.

MOBILE MEALS: STREET FOOD, POP-UPS AND MEAL KITS

Local food writers dish on the latest food trends. With Farley Elliott (senior editor at Eater Los Angeles and author of Los Angeles Street Food: A History from Tamaleros to Taco Trucks), Bill Esparza (James Beard Award-winning writer at Los Angeles Magazine and author of L.A. Mexicano), Tien Nguyen (co-author of L.A. Son: My Life, My City, My Food with Roy Choi and Natasha Phan, and founder of Coffee L.A.) and Katherine Spiers (food editor at L.A. Weekly and host of the food history podcast Smart Mouth). A book sale and signing follows.

Thursday, Oct. 12, 7 p.m. Main Library, 601 Santa Monica Blvd.

Photos of historic Santa Monica restaurants, a slideshow of vintage menus from local eateries, and magazine spreads showing food trends and advertisements from decades past will be on display at the Main Library throughout the six-week series.

Funding for Santa Monica Eats! is provided by the Friends of the Santa Monica Public Library. Programs are free and open to the public. Space is limited and on a first arrival basis, unless otherwise stated. The Santa Monica Public Library is wheelchair accessible. For disability-related accommodations, call Library Administration at (310) 458-8606 at least one week prior to event. All Library locations are served by the Big Blue Bus. Ride your bike. Bicycle parking racks are available at the library.

– SUBMITTED BY BARBARA CHANG FLEEMAN, PUBLIC SERVICES LIBRARIAN

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CITY OF SANTA MONICA
Ordinance Numbers 2554 (CCS)
(City Council Series)

The following is a summary of Interim Ordinance Number 2554 (CCS), which was adopted by the City Council at its meeting of September 12, 2017.

Interim Ordinance Number 2554 authorizes the issuance of additional Temporary Use Permits for temporary sidewalk sales undertaken in conjunction with a City public street event and also waives the filing fee for Temporary Use Permits that will be exercised in conjunction with and contemporaneous with the City public street event by these entities.

The interim ordinance became effective when it was adopted by the City Council on September 12, 2017. The full text of the ordinance is available from the Office of the City Clerk located at 1685 Main Street, Santa Monica, California 90401; phone (310) 458-8211.

CITY OF SANTA MONICA
REQUEST FOR PROPOSALS

NOTICE IS HEREBY GIVEN that the City of Santa Monica invites sealed proposals for

RFP: #135 ADULT SOCCER LEAGUE CONTRACTORS

- **Submission Deadline is October 9, 2017 at 5:00 PM Pacific Time.**

Proposals must include forms furnished by the City of Santa Monica. Request for Proposals may be obtained on the **CITY'S ONLINE VENDOR PORTAL**. The website for this Request for Proposals and related documents is: Planet Bids or http://vendors.planetbids.com/SantaMonica/bidsearch4.cfm. There is no charge for the RFP package.

NOTICE OF AVAILABILITY
CONSOLIDATED ANNUAL PERFORMANCE AND EVALUATION REPORT FOR 2016 PROGRAM YEAR

Notice is hereby given that the City of Santa Monica has developed the Consolidated Annual Performance and Evaluation Report (CAPER) for the 2016 Program Year. The CAPER is submitted annually to the U.S. Department of Housing and Urban Development (HUD) and provides a status report on how the City's Community Development Block Grant (CDBG) and HOME grant funded projects and activities are meeting the City's overall housing and community development needs as specified in the Consolidated Plan (2015-19) and Action Plan (2016-17), adopted by City Council in May 2016 and submitted to HUD. The City is seeking community comments on this report.

Copies of the CAPER are now available to the public for a 15-day community review period ending September 27, 2017. Copies are available at City Hall (Room 212) and on the web at www.smgov.net/hsd, or you may contact the Human Services Division, 1685 Main Street, Room 212, Santa Monica, CA 90401, telephone (310) 458-8701; TDD (310) 458-8696. Please send your written comments to Marc Amaral at the above address or via email at humanservices@smgov.net by September 27, 2017.

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COMMUTERS

FROM PAGE 1

day. That changed, however, when Venice Boulevard lost a driving lane. He now drives up through Mar Vista to get onto the 10 Freeway, which adds between 15 to 20 minutes to his daily commute.

"This really adds up and takes me away from my wife when I'm off work," Chancy said.

Los Angeles Councilmember Mike Bonin and the Great Streets Initiative worked together to remove one of the three traffic lanes on Venice Boulevard between Inglewood Boulevard and Beethoven Street three months ago, aiming to improve safety for bicyclists. The city replaced the removed lane for parking space, and designated the old parking space next to the curb as a bicycle lane enclosed with plastic barriers. These changes were made in addition to four new stop lights and a pedestrian crossing that were created on Venice Boulevard at the cross streets of Mountain View Avenue, Ocean View Avenue, Boise Street and Meier Street.

The Great Streets Initiative is a program founded by Mayor Eric Garcetti, which, according to their website, aims "to help reimagine neighborhood centers, one main street at a time." The website also includes information on the investments they made to date on Venice Blvd. These investments included installing Mar Vista Great Street streetlight banners, conducting sidewalk and tree maintenance, initiating weekly overnight street sweeping, and installing 14 new bike racks and 13 new trash and recycling bins. According to the Great Streets Initiative, the changes are estimated to cost $1.8 million.

Like Chancy, many disliked the changes that happened on Venice Blvd, including John Saletra, the manager of Tattoo Lounge on Venice Blvd. Saletra has been a member of the tattoo shop for 17 years, while the shop has been a presence in the Mar Vista community for 24 years. The Tattoo Lounge has giant glass windows in front of the shop, where most of the artists can see the traffic 24/7.

While Chancy is only inconvenienced by the newly installed bike lane, the tattoo shop suffered tremendously, with its business dropping 30 percent after the changes took place. Saletra has also noticed that these changes have increased the likelihood of accidents between bicycles and pedestrians. He documented this change by taking pictures of these accidents, because they often go unreported if nobody calls an ambulance. He has even seen cars drive in between the barrier and the curb and enter the enclosed bike lane.

Clients have let the tattoo shop employees know that they come in less often due to the changes in Venice Boulevard. Saletra mentioned receiving complaints from clients who can no longer access the shop. "They can't get to us, or they are trying to find us, or Waze is rerouting them different streets to try and find us." He has even talked to Councilmember Bonin personally.

Saletra brought up the lane reduction causing only one drivable lane when someone is trying to park, causing massive traffic. In response, Bonin told Saletra that he has data proving that Saletra is wrong.

The Tattoo Lounge was not the only business affected by the lane reduction. Shane Gudlow is the business owner of Time Warp Music and Time Warp Records, both of which are on Venice Boulevard. The lane reduction has negatively affected both of his businesses. He also had numerous customers telling him that they are avoiding the area and not coming in as often because of increased traffic.

Gigi Grase, a Venice local for 20 years, felt that the lane reduction was not well-thought out, saying these changes would have been much more useful if implemented on Washington Boulevard. "Washington Boulevard is wider and a little bit less trafficked," Grase said.

In contrast, Grase said that "Venice Boulevard ... is our only conduit from the beach to the city."

She argued that these small changes to only four city blocks have an extensive impact. "The repercussions go for miles, and it makes it [Venice Boulevard] a lot less a highway and more a parking lot," Grase said.

Even cyclists felt conflicted with the changes. Luis Jauregui, an SMC Student Services Specialist at the Bundy campus, is a bicyclist and a motorist. As a bicyclist, Jauregui felt that the enclosed bike lane made him safer from cars, but could be annoying when he is driving, especially when he is in a rush. "I like the idea, but it could be worked on," said Jauregui. "I do like the idea of a bigger bike lane or a buffer zone, but it doesn't seem that practical right now." Instead of creating a buffer zone between bicyclists and cars, he felt installing new bike lanes on streets that currently do not have any would be more productive.

People's frustrations have motivated them to form a coalition in order to reverse the changes.

Restore Venice Blvd is a coalition of individuals who are opposed to the lane reduction on Venice Boulevard. Their website states, "We don't want a great street, we want a smart street!"

During the Mar Vista Art Walk on Thursday, September 7th, two volunteers, Selena Inouye and Sheri Odere, collected signatures for a petition while informing people about how the lane reductions are harmful.

Others, however, like the change. Enzo Loconte, a volunteer at Bikerowave for seven years, is in favor of it. "The life and safety of pedestrians and people who use the sidewalk should take priority [over] commute time," Loconte said. He also mentions that unless people can show hard evidence about traffic and emergency vehicle response times being slowed, he doesn't want to hear people complaining about it.

Many are indifferent or neutral on the topic. Andrea Diaz, a SMC business major, is personally not bothered by the change because it does not affect her but is aware that other individuals are.

The Venice Neighborhood Council has not taken a position on the matter. The Los Angeles Police Department, Los Angeles Fire Department, Councilmember Mike Bonin, and Mayor Eric Garcetti did not respond to a request for comment.

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COMMUNITY BRIEFS

Pico Blvd.

SMC'S Drescher Planetarium features Osiris-Rex and Apollo 4 missions

The Santa Monica College John Drescher Planetarium presents three special feature shows – including a telescope viewing session – on Friday evenings in October. The feature shows – as well as our popular Night Sky Show – will be held on Friday evenings.

The feature shows are at 8 p.m. and are preceded by "The Night Sky Show" at 7 p.m., offering the latest news in astronomy and space exploration, a family-friendly "tour" of the constellations, and the chance to ask astronomy-related questions.

THE OCTOBER PLANETARIUM SHOWS ARE:

"OSIRIS-REx – Earth Encounter and On to Bennu!" on October 6 and October 13. The OSIRIS-REx mission left Earth in September 2016 on a two-year voyage to collect and return with samples from asteroid Bennu, a potentially hazardous object posing a moderate threat of an Earth impact in the next 200 years. The mission – including the spacecraft's gravity assist flyby of Earth on September 22, – will be discussed, and the latest flyby images presented.

Apollo 4: When the Power Met the Dream on October 20. Fifty years ago, in November 1967, the Apollo program symbolically rose from the ashes with the first test launch of the enormous Saturn V booster. Even today, the sheer size and power of the Saturn V still staggers. This first unmanned test was covered live on American television, and the show includes some of the original coverage of this pivotal, triumphant day. (This show will be presented again on November 3.)

Special Observing Event: "First Quarter Moon, the Ring Nebula, and a Pretty Double Star!" on October 27. Tonight's feature is an opportunity to take a look through various telescopes at the first quarter Moon and some of the delights of the early autumn sky: the Moon and its Seas of Tranquility and Serenity, sites of the first and last human lunar landings to date; the Ring Nebula; and a view of double star Albireo.

The John Drescher Planetarium, which features a Digistar projection system, is located near the elevators on the second floor of Drescher Hall (1900 Pico Blvd., Santa Monica). Tickets are available at the door and cost $11 ($9 seniors and children) for the evening's scheduled "double bill," or $6 ($5 seniors age 60+ and children age 12 and under) for a single Night Sky or feature show or telescope-viewing session.

For information, please call (310) 434-3005 or see smc.edu/eventsinfo or smc.edu/planetarium. All shows subject to change or cancellation without notice.

– SUBMITTED BY GRACE SMITH, SMC PUBLIC INFORMATION OFFICER.

UCLA

Rita Wilson and Tom Hanks host Shakespeare Center Of Los Angeles27th annual Simply Shakespeare

Rita Wilson and Tom Hanks hosted The Shakespeare Center of Los Angeles (SCLA) 27th Annual Simply Shakespeare benefit Sept. 18, at the Freud Playhouse, on the UCLA Campus.

The hilarious Forbidden Shakespeare The Tempest offered an evening of improvised Shakespeare and song featuring three-time Grammy Award winner singer/songwriter Ben Harper. Charles Richard Lester wowed the crowd with his theremin instrument and was joined by an intergalactic star-studded cast which included Rita Wilson (Ariel), Tom Hanks (Stephano), Alfred Molina (Prospero) William Shatner Gonzalo), Kyle MacLachlan (Alonso), Michael Chiklis (Caliban), Evan Handler (Antonio), David Cross (Trinculo), Sheldon Donenberg (Boatswain) Finn Wittrock (Sebastian), Susannah Fielding (Miranda) and Glenn Howerton (Ferdinand) who improvised their way through a condensed version of The Tempest. Thomas Dunbar of Louisville, Kentucky was the eBAY winning bidder of a once-in-a-lifetime walk-on role.

The evening was sponsored by the Entertainment Industry Foundation and included a pre-show wine reception provided by the Gallo Family of Wines, followed by a post performance reception with the cast. All proceeds from the event support the SCLA and its arts-based employment programs for chronically unemployed veterans and urban youth, that blend White House award-winning immersive arts engagement for youth living at the poverty threshold, chronically unemployed vets and award-winning professional productions supported by a veteran workforce.

A highlight of the evening was the presentation of the inaugural Bright Future Award to US Army Veteran Ariel Bell, SCLA Veterans in Art Programs Coordinator. The Bright Future Award was proudly presented by BBVA Compass, a Sunbelt-based financial institution that operates 651 branches in the United States, including 61 branches in California.

Under the direction of SCLA founding Artistic Director Ben Donenberg, William Shakespeare's endearing tragic comedy not only gave the bard's words additional hilarity through the on-stage delivery and antics of its all-star cast, but wove in six songs from Ben Harper. Met with wild applause from the 500 guests, Harper's renditions included "Glory and Consequence," "Waiting on an Angel," "Forever," "Don't Talk About Murder While I'm Eating," "Having Wings," and "Rock and Roll is Free."

Founded in 1942, the Entertainment Industry Foundation (EIF) is a multifaceted organization that occupies a unique place in the world of philanthropy. By mobilizing and leveraging the powerful voice and creative talents of the entertainment industry, as well as cultivating the support of organizations (public and private) and philanthropists committed to social responsibility, EIF builds awareness and raises funds, developing and enhancing programs on the local, national and global level that facilitate positive social change. For more information, visit www.eifoundation.org.

Since 1985, The Shakespeare Center of Los Angeles has been a vibrant hub of unique programs, performances and events designed to make Shakespeare accessible and engaging to all. Veterans In Art, SCLA's successful transitional veterans employment initiative, provides for unemployed veterans and vets enrolled at Santa Monica College and East Los Angeles College transitional employment in tandem with college accredited technical theater training. SCLA enrolled 23 chronically unemployed veterans in technical theater training course at SMC while hiring those veterans and providing them on-the-job training backstage. Will Power to Youth a White House awarded youth employment and academic enrichment program that immerses urban Los Angeles youth living at the poverty threshold in hands-on artistic experience with paid summer jobs, and training in the rigors of theater art making. The program has been nationally recognized for its effectiveness in reducing high school dropout rates and instilling a lifelong appreciation for Shakespeare and live theater. For more information on the Simply Shakespeare benefit performance or SCLA, please visit www.ShakespeareCenter.org.

– SUBMITTED BY PAM GIANGREGORIO

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PERFORMERS

FROM PAGE 1

band together. I needed a rhythm section and other players, a singer, and so on. That was when the lightbulb went off that, 'Hey, technology could really solve this problem,' just as dating sites did for people looking for other kinds of people, just under different circumstances," Baird said.

Gigmor was founded and launched in 2014, initially as a "Linkedin for musicians," Baird explained when asked about the early days of the company. This first iteration of the website was simply a musician-matching website designed to help people find members for their bands. This allowed musicians to post an ad looking for, say, a drummer, and the website helped connect them.

Over the last year, the Gigmor team created a new parallel version of the company that not only is a place for musicians find each other to fill spots in bands, but is now a "music marketplace" where musicians can find gigs to play and hosts can find musicians to play at their concerts.

"As a percentage of all working musicians and bands, a very small number are actually represented by labels and managers, about 15-20,000," Baird said. "The rest, which number in the millions, are kind of in a do-it-yourself world. It's a very fragmented world where there are over 10,000 music venues in the United States. And these millions of bands, they have no real easy way to connect with each other. The venues have no real way of evaluating talent. The whole process is very inefficient and frustrating for everybody. It's an ideal candidate for an online marketplace to come in and solve problems for both sides."

On the site, musicians make profiles that allow them to apply for gigs that are posted by event planners, talent buyers, venue managers, and others who are on the search for musicians. Bands and solo artists can also make "avail posts," letting buyers in their areas know that they are available for certain dates, times, and types of events. Although the site is now very focused on being a marketplace, it still helps musicians find each other very easily through the website's help.

The idea that fueled Gigmor in the first place was the search for live music; owners need musicians to play at their venues and musicians need members in their bands to perform. Local-live music is the foundation of this type of marketplace, which is why it is such an important aspect of the company.

"Our mission is global, but really comes down to that local level. Our mission is to bring more live music to life and to the world, because we've made it easier to find and book talent. In every community, like Santa Monica, around North America and around the world, there's a lot of unused capacity," Baird said. "Venues are quiet or dark or closed entirely on Mondays and Tuesdays. Bands are sitting idle and would love to be out there playing. Our goal is, in making it easier to find and book talent, helping there to be more live music in a community like Santa Monica, and we think that's absolutely what's going to happen."

editor@smdp.com





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 SEPTEMBER 14, AT ABOUT 8:14 P.M.

While patrolling the area of 17th Street and Pico Blvd, officers conducted a registration check on a vehicle. The check revealed the vehicle was reported stolen from Inglewood. Additional officers responded to assist. An enforcement traffic stop was conducted in the 1600 block of Michigan Avenue. The driver was taken into custody and transported to SMPD Jail for booking. Kevin Maurice Wright, 27, from San Pedro, was arrested for stealing a vehicle. Bail was set at $25,000.

COUNCIL

FROM PAGE 1

of Santa Monica economy, potentially leave high levels of business vacancy, and depress City revenues associated with a strong business sector," said the report.

Staff also said the growing movement away from traditional retail sales to digital sales will have an impact on sales tax, business license revenue and could impact vacancy rates in retail areas.

Transit is the third area of concern.

"The implementation of autonomous, shared vehicles, which has the potential to transform our streets, our parking facilities, and our public transit systems, as well as depress revenues from parking fees, parking fines, traffic citations, and sales taxes on automobiles and fuel," said the report.

The last subject is job automation.

"There is significant danger in failing to plan for change," said the report. "Not only does Santa Monica risk erosion of its economic resilience as powerful market forces could overwhelm the city in ways that could significantly undermine our quality of life. It has been observed that 'nature abhors a vacuum.' In the absence of well-thought-out plans and consistently executed implementation and adjustments, global forces and faceless corporate entities could determine the shape of our business sector in ways that eviscerate our commitment to local businesses, environmental sustainability, and respect for resident quality of life."

Council's discussion will include if an economic sustainability strategy should be developed, what its scope should be, how much input council should have, how community partners will be involved, how resources should be allocated and when to start.

Council will meet on Tuesday, Sept. 26 in City Hall, 1685 Main Street. Closed session begins at 5:30 p.m.

editor@smdp.com

SURF REPORT
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SURF FORECASTS
WATER TEMP: 66.5°

TUESDAY – POOR – SURF: 2-3 ft ankle to knee high
Minimal mix of NW swell and Southerly swell

WEDNESDAY – POOR – SURF: 1-3 ft ankle to knee high
Modest SSE/S swell limps in

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Street Lighting Modernization Program

For the week of September 25, construction will continue throughout the project area, which is bound by 16th Street to the east, Ocean Park Boulevard to the south, Lincoln Boulevard to the west, and Pico Boulevard to the north. There may be sidewalk closures and temporary no parking posted throughout this area. Should you have any questions, please contact Robert Zak, City of Santa Monica, Project Manager (310) 458-2283.

Montana Avenue Traffic Signal Replacement

For the week of September 25, work will continue along the Montana Avenue corridor at 4th and 14th Streets. The entire intersection hardware will be replaced, including poles, signal and pedestrian heads, controllers and underground conduit. Work includes underground utilities, curb ramp construction, traffic signal installation, and all activities necessary to implement the traffic signal improvements. Work areas will be contained; crews will make practical efforts to minimize sound, dust, and disturbance to the neighboring community. One lane of traffic in each direction will be maintained. Work is scheduled to take place between the hours of 8 a.m. – 3 p.m., Monday – Friday, until October 2017. If you have any questions, please contact the City's Project Manager, Andrew Maximous, at (310) 458-8291.

Marine Park Irrigation Retrofit Project

For the week of September 25, the contractor will continue with the installation of the pipeline on Dewey Street from 23rd Street to 16th Street. Traffic will be reduced to one lane in each direction. Please plan accordingly and avoid this area if possible. Should you have any questions, please contact Carlos Rosales, Project Manager (310) 458-8721 ext. 2620 or Daniel Lee, Construction Manager, (714) 730-9052.

Expo Maintenance Work – Bike Path Closures

For the week of September 25, Maintenance work for the EXPO line will continue on the Exposition Corridor bike path between Centinela Avenue and Stewart Street. Maintenance work is scheduled to be completed by November 30, 2017. Should you have any questions, please contact Exposition Construction Authority at (213) 243-5534 or Skanska Rados Joint Venture at (213) 598-8104.

Parking Structure #5 Tenant Improvement Project

For the week of September 25, construction will take place in Parking Structure #5 at 1440 4th street and anticipates affecting the sidewalk in front of the building with the sidewalk pedestrian tunnel, lasting until 10/15/17. During this time, there will be intermittent closure of a single lane of south-bound traffic between 8:00 am and 3:00 pm Monday thru Friday; Should you have any questions, please contact Tim Purcell, Project Manager (310) 458-2205 ext. 5027

Crosswalk Renewal Program

For the week of September 25, contractor crews will begin removal and restriping of pedestrian crosswalks at various intersections citywide. Project locations can be found on the City's KBUG website. Please be advised that striping removal will generate noise and dust. Temporary traffic control signs will be deployed to guide vehicular traffic in and around work areas. Please contact Kori Jones, Street & Fleet Services, (310) 458-2201 ext. 5002 or kori.jones@smgov.net with any questions/concerns regarding this project.

TODAY'S BIRTHDAY (Sept. 25)

You've a tingling excitement about the possibilities, which will grow stronger. November expands your family. Your travels are because of love, but your professional life will get a lucky nudge with the connections and inspiration you gather. Sell a big item in February; buy another almost immediately. Cancer and Aquarius adore you. Your lucky numbers are: 8, 20, 17, 4 and 18.

ARIES (March 21-April 19)

Rest is not idleness. Recognize the signals that it's time to rest, and then take the time you need. This awareness is part of the training. A good sense of pacing will make you stronger and able to work longer.

TAURUS (April 20-May 20)

Ask your heart to be more specific. Figure out why you want what you want. If you don't have good reasons or if your reasons are too vague, you will not have the drive to follow through.

GEMINI (May 21-June 21)

A burden will be lifted from your mind and heart. It's not a magical hand of fate that does this for you; rather, it's a different way of looking at the issue or a broadened perspective of your life and self.

CANCER (June 22-July 22)

If you knew that you were a source of entertainment, how would that affect your presentation? Would you amp it up or dial it down? Well, you certainly know when and how to lighten the mood, which you'll do for your friends today.

LEO (July 23-Aug. 22)

Competition will bring out your best. It's not so much about wanting to prove you're more skilled than others as it is about having a reason to push yourself and see just what you're capable of.

VIRGO (Aug. 23-Sept. 22)

You'll call a few key shots. It's because a lot seems to fall under your jurisdiction these days. You really aren't going out of your way to run things. This is a natural result of just being who you are.

LIBRA (Sept. 23-Oct. 23)

Consider turning the video camera on yourself so you can objectively see what others see in you. Your presentation is what will gain the respect and buy-in of the people you need to influence now.

SCORPIO (Oct. 24-Nov. 21)

Perfection is an impossible standard you'd be ill-advised to pursue without a grain of salt and a sense of humor. Right now, there will be a few nearly perfect findings along the way to make such a quest worthwhile.

SAGITTARIUS (Nov. 22-Dec. 21)

It's good to be acknowledged. You'll connect with those who will not only appreciate your good qualities but also showcase and promote them.

CAPRICORN (Dec. 22-Jan. 19)

You'll learn a lot because you're so approachable these days, with your affable, easygoing attitude. Small talk will be (or at least should be) happy talk. Keep it light and everything rolls along.

AQUARIUS (Jan. 20-Feb. 18)

Remember when you agreed with your loved one just to keep the peace or when you helped another person save face? In a related story, your personal life is a source of validation and support.

PISCES (Feb. 19-March 20)

Even when you don't like what you're asked to do, you try to approach your duties with an attitude of optimism and good cheer. This is why you'll soon rise to a new level of power and prominence.

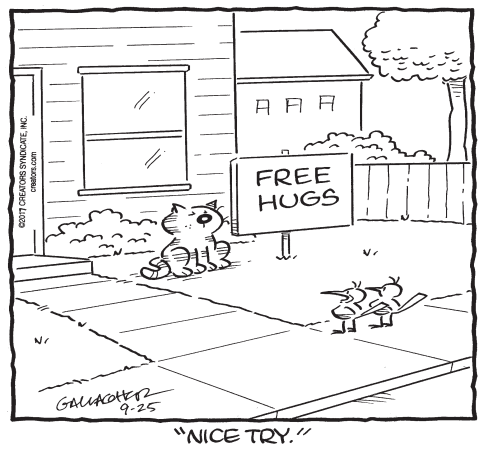
Jittery Monday, Compliments of Mercury

Mercury and Saturn perpetuate a tense situation today that could lead to a jittery start to the workweek. It's like a sound in the car's engine that signals to the driver there might be trouble ahead, yet when the mechanic gets in there, there's no sign of the issue. Undiagnosed problems can't be fixed. It's a time to remain patient and stay calmly aware.

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Heathcliff

By PETER GALLAGHER



Strange Brew

By JOHN DEERING



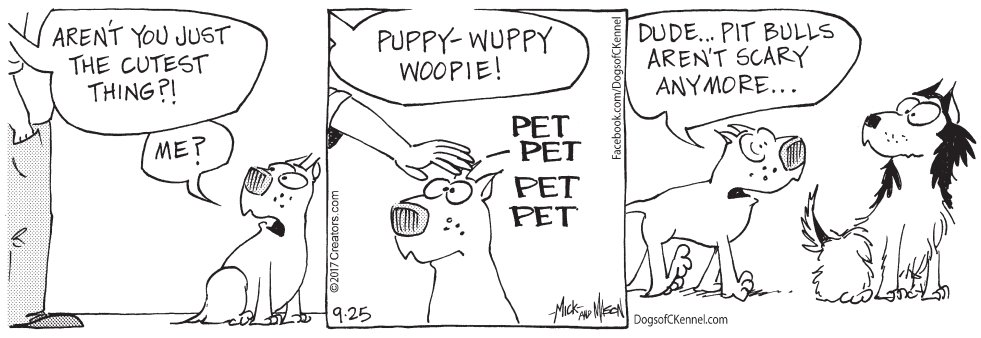
Agnes

By TONY COCHRAN



Dogs of C-Kennel

By MICK & MASON MASTROIANNI & JOHNNY HART



Zack Hill

By JOHN DEERING & JOHN NEWCOMBE



DAILY LOTTERY

Powerball
Draw Date: 9/20
39 48 53 67 68
Power#: 26
Jackpot: 53M

Mega Millions
Draw Date: 9/19
9 28 31 50 61
Mega#: 10
Jackpot: 104M

Super Lotto
Draw Date: 9/20
4 36 38 40 46
Mega#: 21
Jackpot: 16M

Fantasy 5
Draw Date: 9/21
5 10 14 16 17

Daily 3
Draw Date: 9/22
MIDDAY: 2 8 0
Draw Date: 9/21
EVENING: 3 9 0

Daily Derby
Draw Date: 9/21
1st: 09 Winning Spirit
2nd: 04 Big Ben
3rd: 10 Solid Gold
RACE TIME: 1:44.19

Although every effort is made to ensure the accuracy of the winning number information, mistakes can occur. In the event of any discrepancies, California State laws and California Lottery regulations will prevail. Complete game information and prize claiming instructions are available at California Lottery retailers. Visit the California State Lottery web site at **http://www.calottery.com**

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WELL NEWS BY SCOTT LAFEE

Medical History

■ This week in 1978 Louise Joy Brown was born in Oldham, England, the first test tube baby. She was conceived through in-vitro fertilization. By 1999, when Brown reached her 21st birthday, more than 300,000 babies had been born throughout the world using IVF, 29,000 of them in Britain. Brown became a nurse.

Never Say Diet

■ The Major League Eating record for sweet corn is 61.75 ears in 12 minutes, held by Carmen Cincotti. Warning: Most of these records are held by professional eaters; the rest by people who really should find something better to do.

MYSTERY PHOTO

Matthew Hall *matt@smdp.com*



The first person who can correctly identify where this image was captured wins a prize from the Santa Monica Daily Press. Send answers to *editor@smdp.com*.

SOLUTIONS TO YESTERDAY'S CROSSWORD

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

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.

SOLUTIONS TO YESTERDAY'S SUDOKU

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

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

Newsday Crossword

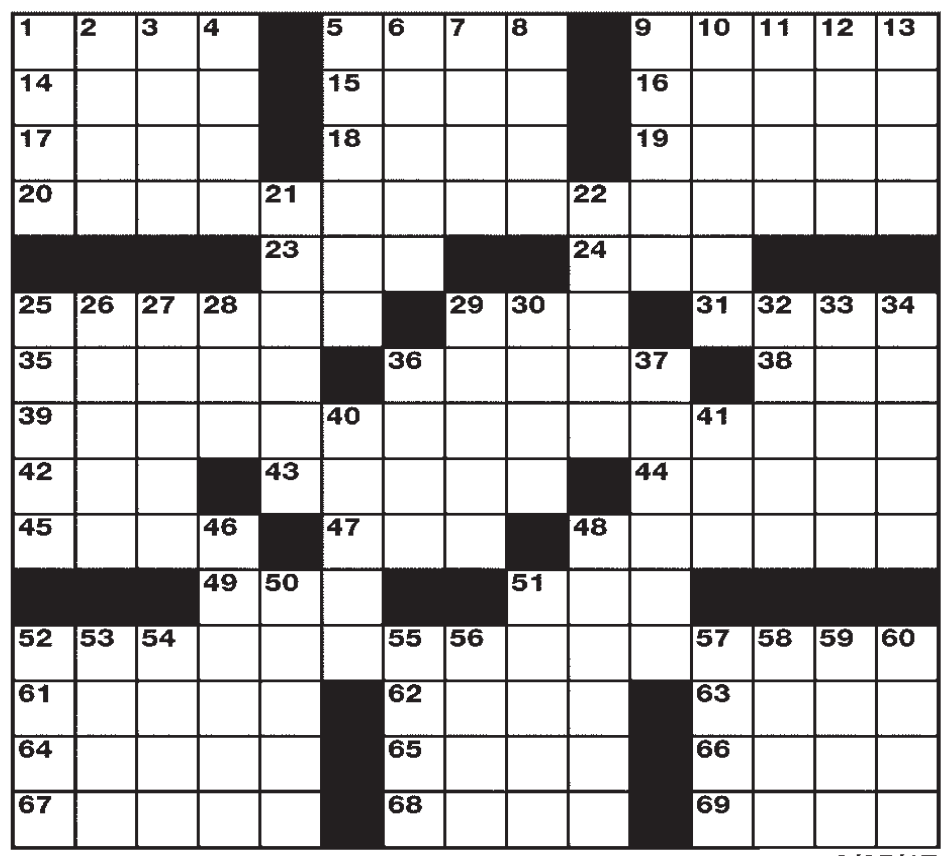
VERY CLOSE by Sandy Fein
Edited by Stanley Newman
www.stanxwords.com

ACROSS

1 White sandwich spread, for short
5 Eject, as lava
9 Paper fragment
14 Pub beverages
15 Low female voice
16 Nickels and quarters
17 Breakfast or dinner
18 Gooey dirt
19 Evicts
20 Really nearby
23 Pigeon sound
24 Part of TGIF
25 Meshy window insert
29 Young boy
31 Flightless Aussie birds
35 Martian, for example
36 Simplifies
38 Stamp-pad fluid
39 Really nearby
42 Intense anger
43 Chills down
44 Banish
45 Thumbs-down Senate votes
47 Compass point opposite NNW
48 Arrange in advance
49 Coconut custard __
51 Tic-tac-__
52 Really nearby
61 Lacked, informally
62 Sergeant or captain
63 Sedan or coupe
64 Draw out, as memories
65 Spiny houseplant
66 Happy
67 Actress Streep
68 Any town with a harbor
69 Otherwise

DOWN

1 Papa's partner
2 Actor Baldwin
3 January through December
4 Norway's capital
5 Biblical strongman
6 Dwarf planet beyond Neptune
7 Engrave with acid
8 Roused from sleep
9 Francis __ Key
10 Place to play golf
11 Stand up
12 Initial poker payment
13 "Hey, you!"
21 Picturesque
22 Two __ to every story
25 Welcomed through the door
26 Barton of the Red Cross
27 Life of __ (carefree existence)
28 "A mouse!"
29 Soup-serving utensil
30 With no warranty
32 Short skirts
33 Dad's brother
34 Sport with clay pigeons
36 Swelled heads
37 Two-speaker sound system
40 Snooped (around)
41 Tree-chopping tool
46 Courageous and determined
48 Pool-table hole
50 Info gathered by spies
51 High male voice
52 Throat-clearing sound
53 Four-star review
54 Aroma
55 Sandy golf hazard
56 Angel's topper
57 Intense anger
58 __ and void (not valid)
59 When planes are due in: Abbr.
60 Was a passenger



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DBAS

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2017245857 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 09/01/2017 The following person(s) is (are) doing business as Flexible Thoughts. 1515 7th Street #77 , Santa Monica, CA 90401. The full name of registrant(s) is/are: Metro Manor 1515 7th Street #77 Santa Monica, CA 90401. This Business is being conducted by: a Corporation. The registrant commenced to transact business under the fictitious business name or names listed on (Date)08/2017. /s/: Metro Manor. Metro Manor. This statement was filed with the County Clerk of LOS ANGELES County on 09/01/2017. 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 09/11/2017, 09/18/2017, 09/25/2017, 10/02/2017.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2017240577 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 08/29/2017 The following person(s) is (are) doing business as LE ORIENTAL BISTRO. 1710 N HIGHLAND AVE , LOS ANGELES, CA 90028. The full name of registrant(s) is/are: KKCL CORP 1710 N HIGHLAND AVE LOS ANGELES, CA 90028. This Business is being conducted by: a Corporation. The registrant has not yet commenced to transact business under the fictitious business name or names listed above. /s/:KKCL CORP. KKCL CORP. This statement was filed with the County Clerk of LOS ANGELES County on 08/29/2017. 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 09/04/2017, 09/11/2017, 09/18/2017, 09/25/2017.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2017242084 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 08/30/2017 The following person(s) is (are) doing business as ZULU AERIAL PHOTOGRAPHY. 1235 10TH ST. #6 , SANTA MONICA, CA 90401. The full name of registrant(s) is/are: DAVID GRAVES 1235 10TH ST. #6 SANTA MONICA, CA 90401. 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/:david graves. david graves. This statement was filed with the County Clerk of LOS ANGELES County on 08/30/2017. 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 09/04/2017, 09/11/2017, 09/18/2017, 09/25/2017.

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FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2017245092 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 08/31/2017 The following person(s) is (are) doing business as STUDIO RABADI. 1224 WASHINGTON AVENUE , SANTA MONICA, CA 90403. The full name of registrant(s) is/are: JANE M. RABADI 1224 WASHINGTON AVENUE SANTA MONICA, CA 90403. 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/:JANE M. RABADI. JANE M. RABADI. This statement was filed with the County Clerk of LOS ANGELES County on 08/31/2017. 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 09/04/2017, 09/11/2017, 09/18/2017, 09/25/2017.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2017239626 NEW FILING This statement was filed with the County Clerk of LOS ANGELES on 08/28/2017 The following person(s) is (are) doing business as Locator Works. 1418 7th Street #507 , Santa Monica, Ca 90401. The full name of registrant(s) is/are: Nathan Hananger 1418 7th Street #507 Santa Monica, Ca 90401. This Business is being conducted by: an Individual. The registrant commenced to transact business under the fictitious business name or names listed on (Date)08/01/2017. /s/: Nathan Hananger. Nathan Hananger. This statement was filed with the County Clerk of LOS ANGELES County on 08/28/2017. 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 09/04/2017, 09/11/2017, 09/18/2017, 09/25/2017.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2017243273 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 08/30/2017 The following person(s) is (are) doing business as Lockton Enterprises, Locked On Enterprises. 135 San Vicente Blvd #10 , Santa Monica, CA 90402. The full name of registrant(s) is/are: William J Lockton 135 San Vicente Blvd #10 Santa Monica, CA 90402. 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/:William J Lockton. William J Lockton. This statement was filed with the County Clerk of LOS ANGELES County on 08/30/2017. 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.

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FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2017241978 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 08/30/2017 The following person(s) is (are) doing business as Jonathan Ken Designs. 1120 1/2 N. Vista St , West Hollywood, CA 90046. The full name of registrant(s) is/are: Jonathan Ken Shintaku 1120 1/2 N. Vista St West Hollywood, CA 90046. 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/:Jonathan Ken Shintaku. Jonathan Ken Shintaku. This statement was filed with the County Clerk of LOS ANGELES County on 08/30/2017. 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 09/11/2017, 09/18/2017, 09/25/2017, 10/02/2017.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2017254911 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 09/08/2017 The following person(s) is (are) doing business as Rinzen. 1229 12th St #8 , Santa Monica, CA 904091. The full name of registrant(s) is/are: Michael Sundius 1229 12th St #8 Santa Monica, CA 904091. This Business is being conducted by: an Individual. The registrant commenced to transact business under the fictitious business name or names listed on (Date)01/01/2017. /s/: Michael Sundius. Michael Sundius. This statement was filed with the County Clerk of LOS ANGELES County on 09/08/2017. 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 09/18/2017, 09/25/2017, 10/02/2017, 10/09/2017.

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FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2017237416 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 08/25/2017 The following person(s) is (are) doing business as Pro-LIne Works. 21143 Hawthorne Blvd Unit 382 , Torrance, CA 90503. The full name of registrant(s) is/are: Pro-Line Works 21143 Hawthorne Blvd Unit 382 Torrance, CA 90503. This Business is being conducted by: a Corporation. The registrant has not yet commenced to transact business under the fictitious business name or names listed above. /s/:Ryan Chang. Pro-Line Works. This statement was filed with the County Clerk of LOS ANGELES County on 08/25/2017. 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 09/18/2017, 09/25/2017, 10/02/2017, 10/09/2017.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2017230516 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 08/21/2017 The following person(s) is (are) doing business as Curls LA. 9911 W Pico Blvd Suite 200-14 , Los Angeles, CA 90035. The full name of registrant(s) is/are: Ashcurl LLC 451 South Harvard Blvd # 235 Los Angeles, CA 90020. 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)03/2017. /s/: Ashley Elbeck. Ashcurl LLC. This statement was filed with the County Clerk of LOS ANGELES County on 08/21/2017. 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 09/18/2017, 09/25/2017, 10/02/2017, 10/09/2017.

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