

Subject: Fw: Please keep the food trucks on Wilshire
Date: Tuesday, August 10, 2010 4:36 PM
From: Sheldon Katz <noreservationscatering@yahoo.com>
To: Molly T <molly@thesweetstruck.com>
Conversation: Please keep the food trucks on Wilshire

Here is the email I referred to in my prior email.

Thanks,
Daria

No Reservations Catering/Food Truck
Email: noreservationscatering@yahoo.com
Bus. Ph#: (424) 298-8838
Cell Ph#: (310) 621-4616

----- Forwarded Message -----

From: Amy Pickard <apickard@thesoundla.com>
To: "noreservationscatering@yahoo.com" <noreservationscatering@yahoo.com>
Sent: Tue, August 10, 2010 1:58:12 PM
Subject: Please keep the food trucks on Wilshire

To Whom It May Concern:

I work in the 5900 Wilshire Building. I am writing in support of food trucks being allowed to park on Wilshire at lunchtime. The food trucks are amazing because there are very few inexpensive eating establishments within quick walking distance of our building.

If food trucks were banned from all metered spaces on Wilshire, it would be DEVASTATING to those of us who rely heavily on their presence. I eat lunch at the Trucks every day. The less time it takes to get lunch, the more time we can dedicate to our jobs.

Most importantly, several food trucks have partnered with charities in donating part of their proceeds to benefit those less fortunate. Not only are the food trucks providing an invaluable service for employees in this building and others on the block by providing food, they are giving back to their customers who appreciate their convenience and benefitting the larger community through their philanthropy.

The city receives money through the meters, the community benefits from their presence and the trucks create a mobile community of dedicated followers. Who is complaining? If a handful of businesses fear competition, perhaps they could view the Trucks' presence as an opportunity to become more creative and more involved in their local scene, rather than bullying them off the block.

PLEASE KEEP THE FOOD TRUCKS ON WILSHIRE!!

Sincerely,
Amy Pickard

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100.3_{fm} THE SOUND

EAGLE ROCK BREWERY, LLC

3056 Roswell Street, Los Angeles, CA 90065



August 10, 2010

To whom it may concern:

I am the business manager for Eagle Rock Brewery, located at 3056 Roswell Street, Los Angeles, 90065. We are a small craft brewery that had opened our tasting room to the public in February 2010. Upon opening our family-run business, I started asking local LA food trucks to come out to the brewery during our weekend taproom hours to provide food for our customers. In doing so, I've seen our business grow as customers enjoy the experience of trying the various cuisines from the different food trucks, and returning frequently for their favorite ones. Oftentimes, these repeat customers bring friends back with them to share in the experience.

I feel that this partnership with the food trucks that we have developed over the past several months epitomizes the collaboration of small local businesses to benefit our joint clientele as well as to stimulate the local commerce/economy by bringing people together and into the community.

The food trucks that I have been fortunate enough to work with have demonstrated a high level of professionalism in food service and provide such varied cuisines for our taproom guests, that I feel that their presence has become an integral part in our business and community. I strongly support the LA food trucks and feel that they contribute a great deal to the Los Angeles food/beverage industry, making good food readily available and affordable. I truly hope that they will continue to be available to come out to the brewery for many years to come!

Regards,

Ting Su