



Press Release

DATE: April 25, 2005

RELEASE DATE: Immediate

CONTACT: Duane Baker, Senior Assistant City Manager - City of Hemet
(951) 765-2308 - office
(951) 634-3082 - mobile

Michael Rubin, Chief Operating Officer - M.C. Strauss Company
(858) 792-7500

“Hemet Police Department and Hemet Valley Mall Strengthen Relationship”

Representatives of the Hemet Police Department and the City Manager’s Office met this week with owners of the Hemet Valley Mall; the managers of Gottschalks, JC Penney, and Sears; and the private security firm responsible for mall security. The purpose of the meeting was to discuss implementing new programs and procedures between the Mall and the City that will help maintain Hemet Valley Mall as a safe place to shop.

Rather than waiting to react to problems, representatives of the Mall and Hemet Police Department are working together to share information and anticipate potential problems before they can happen. Prevention is the key to maintaining a safe environment for customers of the Mall.

As a result of this meeting, Hemet Police will schedule regular meetings with Mall security to share intelligence and discuss trends. In addition, security personnel from the mall will periodically be invited to the daily shift briefings at the Police Department. This will expose the mall staff to a greater number of police officers to help foster closer working relationships between individuals of the security staff and patrol officers.

This is just the start of an ongoing process. As discussions continue, other programs will develop that will help keep the Hemet Valley Mall as a safe and attractive destination for shoppers.

####