

CAPITOLA

Currents



VOLUME 3, ISSUE 3

FALL 2003

NEWS CORNER

Art & Wine Festival-
September 20-21st CapitolaVillage

Annual Women on Waves
Surfing Contest-Saturday, October 11
Call Capitola Chamber @ 475-6522
for information

Capitola Museum Exhibit:
"Catch a Wave" closes
October 12 Museum hours
are Friday-Sunday 12-4pm

Halloween Costume Parade-Sunday,
October 26 Line up at Pacific Cove
parking lot - 1:30pm Parade
finishes at Esplanade Park

Surfin Santa at Capitola Beach
Saturday, November 29

2004 Capitola Historical Calendars on
sale Oct 1 \$10.00 ea. at the Museum

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Rispin Mansion Update

The Capitola City Council and the Capitola Redevelopment Agency (RDA) took actions on July 24, 2003 to approve transfer of the Rispin Mansion property from the City to the RDA, for a price of \$1.35 million - the same price that the City originally paid in December 1985. This action by the Council and the RDA will, it is hoped, allow for funding of better security and maintenance on the property.

In an unrelated matter concerning Rispin, but very important to its development, the Planning Commission approved a redevelopment Preliminary Plan earlier this year that included the property within the boundaries of the redevelopment area, and planning efforts continue to complete the remaining steps for amendment of the Redevelopment Plan. Redevelopment funds cannot be used to assist with Mansion reuse projects or rehabilitation projects until the Plan is formally amended, but we expect that to be done by February 2004. For both the short- and longer-term, the RDA is in a much better position to do something to address the blighted condition of the property and assist with preserving this important historical asset. The City Council and the Redevelopment Agency are including the property into the Redevelopment Project Area because elimination of blight is the business of the RDA and should not encumber the limited resources of the city's general fund. It is important to understand that the word "blight", as used here, is a technical term defined by the State of California.

The reasons, including blight, that the City Council is interested in improving the Rispin Property is to preserve an important histori-

cal asset, return a dilapidated and dangerous property to productive use, and to protect the environment from the degrading activities of vandalism, trespass and horse play which have resulted in fires, vegetation destruction, contamination of soils and other undesirable consequences. The RDA has been given by the state legislature the tools with which to better solve these problems, the Redevelopment Project Area is the best place for the Rispin property.

In the longer term, it is expected that RDA financial participation will be necessary for whatever project is ultimately approved by the City of Capitola. From 1994 through 1997 the Rispin Advisory Committee oversaw a process that explored the feasibility of various alternative uses of the Rispin site. Ultimately, the Committee supported the release of a Request for Proposals for a bed & breakfast inn development project, and supported the City entering into an agreement that allowed a local developer/operator team to submit an application for a bed & breakfast inn project. That team has been working for several years, and the project has changed substantially since it was first submitted. The current proposal, along with the EIR, is tentatively scheduled to be considered by the Planning Commission on September 18th and the City Council on September 25th. If the project is approved by the City Council, then the project would advance to the Coastal Commission to receive its final approval for the necessary Coastal Permit.

Kathy Molloy, Community Development Director

CAPITOLA JUNIOR GUARDS NEWS

Capitola Junior Lifeguards have been hitting the beach for 23 years now. The program was first approved by the City Council on May 8, 1980 and the first session began June 9, 1980 with 30 participants. The program was such a success that the Council was asked to expand the program to 65 participants on July 10th. There are now over 400 Capitola Junior Lifeguards ranging in age from 6 to 17 in red bathing suits doing calisthenics on Capitola Beach each session! The program has developed some of the most competitive athletes in the state, many of whom have gone on to become instructors or lifeguards.

LIFE GUARDS GET NEW RESCUE CRAFT

Capitola's lifeguards have a powerful new tool to assist with open-water rescues: a fast, nimble personal watercraft (PWC). First demonstrated in July, the PWC enables lifeguards to conduct rescue operations where access from land would otherwise be impossible, such as cliffs, beaches or tidal caves. From body boarders caught in riptides to sailors separated from capsized boats, those who find themselves in unfortunate circumstances have a better chance of being picked up quickly without waiting for the Coast Guard or Harbor Patrol. The PWC can also be outfitted with an attachable sled onto which a tired swimmer can slide and grab on without exerting precious additional energy.



Eric Mitchell Demonstrates Unassisted Water Rescue with Jessica Reeves.

This year's Regional Competition was held in Playa Del Rey on July 25 with many of Capitola's Junior Lifeguards coming home with medals. The AA division was exceptionally strong coming in first place in just about every event: Girls Distance Run, Flags (first & second place!), Swim Relay, Rescue Relay, Distance Paddle Relay. Many participants have been in the program since they were 6 years old. No wonder they do so well!

The first session awards ceremony was well attended with lots of special awards given to the junior guards. This year the President of the Parents Club, Pete Pearson, gave special "Lifetime Achievement Awards" to Lorraine Jacobs, Debbie Bouchard, Harry Shippy, Pam Greeninger and Micki Joseph, who have dedicated many years of service to the program. Pam Greeninger, who was a member of the first parents club and has had children in the program since its inception in 1980. Pam said this has been a great program for her 3 children, and she will miss all the competitions and activities she has enjoyed over the years. She feels it is particularly important and beneficial for Capitola children to learn to re-

spect and appreciate the ocean and be trained in water safety. Pete Pearson announced that several instructors will be leaving the program and presented them with gift certificates on behalf of the Parents Club



Team 'Tola rides the trolley in the Aptos 4th of July Parade



Capitola Museum includes more than 100 photographs of early women swimmers and surfers in its current exhibit "History of Women Surfing: 1915-1990." It begins with 1915 Santa Cruz swim star and surfer Dorothy Becker, who could surf standing on her head, and covers the growing popularity of surfing among women through the 1980's. The show will stay open through the annual Women on Waves Capitola Longboard Surf Fest in October. Museum hours are noon to 4 p.m. Friday through Sunday at 410 Capitola Avenue, Capitola.



RECORDS MANAGEMENT ACTION PLAN MOVING FORWARD

Filing, documents, papers, plans and boxes, boxes everywhere.... Capitola City Hall was inundated with records and no real plan for their storage or destruction. After consideration of a proposal submitted by City Clerk Pam Greeninger to address this issue in August of 2000, the City Council approved a contract with Diane Gladwell of Gladwell Governmental Services, Inc., to provide records management consulting services to the City. Mrs. Gladwell began by conducting an on-site review of the City's records and prepared a needs assessment and action plan. It was determined that City Hall records were at "critical mass" which is not good. Active central file records were scattered in various offices throughout the building due to lack of space and the type of filing cabinets being used. The records storage areas for inactive records were overfilled and not organized. Something needed to be done!

Like all good plans, it takes money to implement. In a phased project under the leadership of the City Clerk, the Records Management Action Plan began.

- The first step was the preparation of a City-wide Records Retention Schedule. The schedule was prepared by the City's consultant with input and review by department heads and the City Attorney. On October 25, 2001 the City Council adopted the Retention Schedule and staff now had the tool necessary to determine how long records needed to be retained in active files, stored, and ultimately destroyed after retention required by law.
- The consultant also began working on a City-wide Records Management Manual by conducting training sessions with designated staff from each department and tailoring the manual to the city's specific needs.
- Approval of a full time Records Coordinator was followed by recruitment and appointment of Valorie Anderson-Branch in June of 2002. This position was critical to moving forward with the myriad of tasks needed to be done in purging, inventorying, boxing, and organizing records pursuant to the adopted retention schedule.



City Clerk Pam Greeninger and Records Coordinator Valorie Anderson-Branch

During the past year the City Clerk's Office has finalized and implemented the following items contained in the Records Management Action Plan.

- Over 15 traditional 4-drawer filing cabinets have been replaced with high-density rotary filing cabinets centrally located at City Hall, as well as new lateral filing cabinets in the Finance Department. Approximately 2,700 active records have been converted to side tab folders that are color-coded for easy filing and retrieval. The City purchased a software program to make the new labels, and a complete database of all files was created.
- The storeroom at City Hall has been completely reorganized with new shelving and a maximum of 175 boxes can be stored on site.
- The City Council approved a contract with Miller's Transfer & Storage Company to store additional records off site. Records Coordinator Valorie Anderson-Branch worked diligently organizing, recording and labeling approximately 200 boxes of records that are now being stored off-site.
- In addition to purging active files and organizing records for off-site storage, those records meeting the criteria for destruction pursuant to the Records Retention Schedule were inventoried and signed off by appropriate department heads and the City Attorney, with 217 boxes of records being destroyed.
- The City-wide Records Management Manual and Training Program have also been completed.

The last item recommended in the Records Management Action Plan is the implementation of a document imaging system. Staff hopes to receive Council support for such a system in the future as it will provide disaster recovery for vital records as well as excellent, fast searching capabilities.

CITY CLERK ACHIEVEMENT

Pam Greeninger, CMC, City Clerk, recently achieved Second Level Membership in the Master Municipal Clerk Academy Program. The MMC Academy Program is the ongoing technical education and skills advancement program for City Clerks who have already achieved designation of Certified Municipal Clerk. The requirements include completion of a specific number of advanced educational programs on such topics as technology, customer service, workplace law, election procedure, new law implementation, and management/supervisory issues. Pam's dedication to improvement has paid off, as demonstrated by the City's new Records Management System, and now in this distinguished achievement of recognition by a professional association of her peers. Congratulations, Pam!

Community Outreach Center

After all of our trials and tribulations the Capitola Police Community Outreach Center finally opened on July 21, 2003. The Outreach center is a joint venture between the Capitola Police Department and management of the Capitola Mall. Macerich Company provides the space for the facility for the nominal fee of \$1.00 a year. In addition to providing the space for the center the Mall paid for the storefront renovations needed to turn the space into a beautiful facility. Staff from the Police Department in partnership with contractors, building supply businesses, and other merchants in Santa Cruz County, have helped construct and equip the center at a very low cost. Almost all of the improvements, staffing and equipment, which are being purchased by the City, are being paid for through State and Federal Grants, designed to promote Crime Prevention programs and Community Policing initiatives.

The Police Department intends to utilize the facility as a site for its Juvenile Diversion Program, Truancy Reduction Program, Commercial Security Unit, Graffiti Abatement Projects, a Homeland Security and Liaison Center, a Police Records Service Center and meeting space for both police and other city departments. Initially, the facility will be open Monday through Saturday, 10:00 AM - 4:00 PM and will be staffed by two grant-funded positions, supplemented by sworn officers and volunteers. Eventually the Department would like to have the facility open daily 10:00 AM until 6:00 PM, and later during the holidays and for special events. Officers currently respond to calls for service at the Mall approximately 1,500 times per year. Many of these calls require completion of Crime Reports and the processing of prisoners and evidence. The new Outreach Center is electronically connected to the Department's Report Management System (RMS), allowing for storage and access to all police reports throughout the County.

On Tuesday, August 5th, the Police Department sponsored a prelude to National Night Out, which is a national crime prevention program, at the Mall from 12:00 PM - 3:00 PM. We were joined by Fire Chief Bruce Clark and members of Central Fire, who arrived in two fire engines, the Sheriff's Mounted Posse Unit, Police Chiefs Terry Medina of the Watsonville Police Department, Chief Steve Belcher of the Santa Cruz Police Department (pictured) and Chief Steve Lind of the Scotts Valley Police Department. Over fifty children were fingerprinted and photographed by police staff,

along with over three hundred other visitors who were treated to popcorn, cotton candy and sodas. The children also received balloons, badges, stickers, coloring books and crayons. The Police Department and Mall management were very pleased with the attendance at this event. The next big function at the Outreach Center will be the official Grand Opening of the facility scheduled for Saturday September 13, 2003 from 2:00 PM until 4:00 PM. City staff is anxious to show off our new facility and thank all of the people who helped make this dream a reality. Chief Ehle



Parking & Peddling: Ordinance Tools For You

By Joan Fuhry, Acting Asst. to the City Manager

The following two ordinances will provide Capitola residents with useful information. The ordinances were enacted in response to citizen concerns about the respective subjects.

Ordinance #841 prohibits any vehicle from being parked on a City street for more than 72 hours. Adopted in September, 2002, this ordinance addresses such situations as abandoned vehicles, oversize vehicles such as recreational vehicles parked for long periods of time in the same location, or the storage of vehicles on City streets. If there is a problem vehicle in your neighborhood that might be parked in violation of this ordinance, it should be removed. Contact the Capitola Police Department's non-emergency parking enforcement line at 475-9274.

Ordinance #849, adopted in February, 2003, regulates door-to-door sales, canvassing, and donation solicitation activities. The ordinance first requires that any peddler or solicitor for sales must have a City business license. Also, the following regulations apply to solicitors/peddlers/canvassers:

- Cannot come onto private property posted as "No Solicitors" or similarly;
- Cannot come onto private property between 7:00 p.m. and 9:00 a.m. (standard time) or between 8:00 p.m. and 9:00 a.m. (daylight savings time).

Residents who wish to report an in-progress solicitation ordinance violation may call the Capitola Police Dept. at 471-1141 with a description and location of the violator. Violations may be reported after the fact, but be sure to gather information from the solicitor regarding what organization they are representing, its address and telephone number.

2003 Twilight Concerts



The 19th Twilight Concerts series gave the community a variety of music to enjoy on Wednesday evenings. The traditional band music of the Watsonville Band; western sounds of Pam's Country Jam; jazzy jazz of the Jazz Birds, MoodSwing; Mark Russo and the Classy Cats and Jazzmanian Devils and the good time rock & Roll of David Martin's House Party, Stormin Norman and the Cyclones and Digbeats filled Esplanade Park for the listening and dancing pleasure of those who attended. The Art & Cultural Commission extends a thank you for the generous sponsorships of Gayle's Bakery & Rosticceria; The Lido; Margaritaville; Paradise Beach Grill; Zelda's and Wine Broker Robert Marsh and Bonny Doon, Cinnabar, Storrs and Thomas Fogarty Wineries for helping to create the additional 2 concerts for the series.

Nancy Davis,
Staff-Art &
Cultural
Commission



City Manager Corner

Local government is about providing service, and for those of us in the service industry knowing whether your customers are satisfied is important. In the private industry returning customers and a reasonable profit are often times a good measure of success. Not so for the public sector. Profit is prohibited by law, and customers usually return because there is no other option, or because they are criminal recidivists. To assess satisfaction levels the city conducted a statistically valid telephone survey, in late June and early July. This article discusses some of the results.

The survey involved interviews with 351 people, giving a margin of error for the survey of 5%. The quality of life in Capitola is rated by 92% as either excellent or good. For 36% of the people traffic congestion was problem least liked, and 13% least liked housing costs/cost of living. These two problems were neck and neck as the number one concerns for the voters of the city. The care of parks and sidewalks voters demonstrated the least concern as a problem. In fact, the voters were most satisfied with the care of the parks, 96% responded either very satisfied or somewhat satisfied. The runner up services for the high satisfaction award went to police protection from crimes against person or property (86%) and sidewalk care (85%). These programs even scored higher than the Junior Guards program at 79%.

The survey also considered some possible ballot measure issues for the City. The one that seemed most likely to succeed was a measure that tested for \$50/year for street repair capital improvement projects. Seventy percent of the respondents supported this idea.

In other areas the City could do better. Only 38% of the voters have heard about our Community Policing effort, and only about 40% of the voters had a direct connection

with the Police. Greater effort in communication will be important in bringing the available programs to the Capitola residents. Thirteen percent of the voters agreed with this idea. The City is already at work increasing communication efforts. The Capitola Mall Community OutReach Center, recently opened, is one way. This newsletter is another. Did you know that 64% of the people who responded found that this newsletter was useful. This was the highest rank of all communication methods tested including, the Santa Cruz Sentinel, the Good Times, the Mid

County Post and others.

Another reason for conducting the survey is to establish trends in satisfaction levels, rather than a one-time snapshot. In a couple of years we hope to conduct a subsequent telephone survey and compare the results to this one. We think the results from this survey are good, we would hope and expect to do better with the next.

For detailed results on the survey, and a power point slide show, log on to the City's website, ci.capitola.ca.us

Neighborhood Celebrates "National Night Out"

Jewel Box residents near Emerald and Lincoln took Chief Ehle's advice to observe "National Night Out" on August 5th by getting outside and meeting their neighbors.

High visibility in neighborhoods by residents has been proven to deter crime, and even better, turn neighbors into friends. The evening included a BBQ potluck, and chatting with city officials and members of the Police Department who joined the party on the blocked off streets.



Sharon Presco, Capitola PD, Anne Nicol neighborhood organizer, and Gayle Ortiz, City Councilmember



Neighbors mingle during "National Night Out" in Jewel Box



Sergeant Todd Mayer elicits a chuckle from local residents



Police Chief Rick Ehle chats with Jewel Box neighbors

CITY OF CAPITOLA

420 Capitola Avenue
Capitola, Ca 95010

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Tony Gualtieri Mayor
Stephanie Harlan Vice Mayor
Bruce Arthur Council Member
Dennis Norton Council Member
Gayle Ortiz Council Member

Bob Begun City Treasurer

Richard Hill City Manager

Pam Greeninger City Clerk

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Please email your comments or suggestions to: lmurphy@ci.capitola.ca.us

CALENDAR OF CITY MEETINGS

City Council/RDA meetings are held in the City Council Chambers, 420 Capitola Avenue.
For all other meetings locations or for more information, call 475-7300
or watch Cable Community Channel 8 scroll. Dates are subject to change.

september

4	Museum Board	5:30
4,18	Planning Commission	7:00
10,24	Arch & Site Review Committee	7:00
11,25	City Council/RDA*	7:00
9	Finance Advisory Committee	7:00
15	Recreation Advisory	7:00
23	Wharf Group	12:00
23	Village Master Plan Committee	6:30

october

2	Museum Board	5:30
2, 16	Planning Commission	7:00
8,22	Arch & Site Review Committee	3:30
9, 23	City Council/RDA*	7:00
14	Finance Advisory Committee	7:00
20	Recreation Advisory	7:00
28	Wharf Group	12:00
28	Village Master Plan Committee	6:30

november

4	Finance Advisory Committee	7:00
6	Museum Board	5:30
6, 20	Planning Commission	7:00
13, 25	City Council/RDA*	7:00
12, 26	Arch & Site Review Committee	3:30
16	Recreation Advisory	7:00
25	Wharf Group	12:00
25	Village Master Plan Committee	6:30

* RDA meets between 6-7p.m. See agenda for time.

Recreation Dept.:
caprec@cruzio.com

City Web Site:
www.ci.capitola.ca.us

IMPORTANT NUMBERS

Administration: 475-7300

Building Dept: 475-7300 ext. 218
Americans with Disabilities Act
(ADA)
Building Permits/Inspections

Cable TV: Charter TV
1-866-731-5420

City Clerk: 475-7300 ext. 228
City Council Information
Elections
Agendas

Community Development:
475-7300 ext. 216

Emergencies: 911

Fire (County): 479-6842

Garbage: Waste Management
1-800-665-2209

Library: 477-7242

Museum: 464-0322

Recreation: 475-5935

Parking Enforcement: 475-9274

Public Works: 475-7300
Street Repair
Road Information
Parks

Police:
Information: 475-4935
Emergency: 911