

CAPITOLA

Currents



Volume 1, Issue 2

SUMMER 2002

NEWS CORNER

Capitola Museum presents
“In Full Bloom, History of Flower & Bulb Industry” Now through September 12 - 4pm, Friday-Sunday

Boards & Commission Vacancies
Information and application available on the web or at City Hall

Pier One Opens at Brown Bulb Ranch

Summer Recreation brochures available now and on line.

Childrens Art Project at Esplanade Park, September 2, 11-2pm

Begonia Festival, August 31-September 2

Twilight Concert Series
Esplanade Park, 6-8pm, every Wed. through August.

Art @ The Beach, Esplanade Park, July 7 & 21, Aug. 4 & 18, Sept. 22 & 29, 10am-5pm

Art & Wine Festival, Capitola Village, Sept. 14 - 15

INSIDE THIS ISSUE

Charter Cable	2
Macy's Opens	2
Art & Cultural Plan	3
Volunteers	3
City Manager	3
City Calendar	4

CITY DELIVERS BALANCED BUDGET

“In general the fiscal status of the City is passable”, according to Richard Hill, the City Manager, in his state of the “Fiscal Status of the City” address to the City Council. Delivering a balanced budget to the City Council was the priority of the City staff for the past several months. “...a budget is the primary instrument with which to communicate to the City’s residents, property owners and all others who represent the broader community of the the City, how the City spends the publics money.”

This year’s \$10 million dollar budget has a new look and contains more information thanks to the new Finance Director, Michele Braucht. Some of these changes include: year two assumptions, capital projects funding, equipment and information technology replacement funds and a detailed accounting of all revenues and expenditures.

For the first time, the City also has a Capital Improvements Project budget written by Public Works Director, Steve Jesberg. This comprehensive document identifies five years worth of Capital projects for the City and their estimated cost. Funding or lack thereof is also identified.

In developing this year’s budget, many

factors were taken into consideration, primarily the State of California’s budget will heavily influence the City of Capitola’s budget. Facing an economic downturn and declining revenues, the Governor’s January budget had proposed a variety of actions to cover the \$12.5 billion budget shortfall, which has deteriorated further, to \$23.6 billion. In Governor Davis’ State of the State Address, he reiterated his previous promise not to balance the state budget deficit on the backs of local governments.

The Governor has proposed new spending reductions, tax increases, expanded borrowing, and funding shifts. Of particular concern to the City of Capitola, is the potential loss of the Motor Vehicle License Fees (VLF). If the State decides to not to return these fees to the City, it could mean a loss of \$426,000 to the City General Fund.

The state budget is being plagued by a slowing economy as are the budgets of most states around the country. The economic slowdown, coupled with the fallout of the September 11th events, is magnified in California by the extraordinary rise and fall of the stock market, particularly high-technology industries. As stated by the Department of Finance in the Governor’s Budget Summary, the “volatility of the stock market-related income is the most significant financial factor influencing California’s budget in 2002-2003.”

NEWSLETTER HAS A NEW NAME

Thanks to all who participated in the Name the Newsletter Contest. There were over 50 suggestions submitted for consideration. We compiled the list and distributed it to the City employees to vote for their favorite name. By far, the runaway winner was Capitola Currents, first submitted by Mary Lewis of Capitola. It turns out that is also the name of the original newsletter published in 1999.

Mary has lived in Capitola for over 20 years and felt the name suggested a double meaning of keeping the citizens “current” on what’s going on in town, and the currents in the beautiful ocean. Mary wins breakfast for 2 at O.D.’s Kitchen, located at 427, Capitola Ave.

There were two other residents, Douglass Piggot and Diane Reymar who submitted the same name but at a later time. They both won a gift certificate to Captain Bobo’s Coffee Express, located at 311 Capitola Ave.

SPECIAL OLYMPIC LAW ENFORCEMENT TORCH RUN

by Chief Richard J. Ehle

On May 30, 2002, the Special Olympic Law Enforcement Torch Run started its journey in Watsonville and proceeded through Santa Cruz County carried by various law enforcement agencies until it reached the City Limits of Capitola. Members of the Capitola Police Department (CPD), a Special Olympics athlete and City Councilman Bruce Arthur carried the torch through Capitola. The Sheriff's Office then carried the torch to Santa Cruz where it was passed off to members of the District Attorney's Office, who carried the torch to the City limits of Scotts Valley. Scotts Valley Police Department then carried the torch to the Santa Clara County line and it continued its journey towards Stockton and the Games held on June 8, 2002.

After our arrival at City Hall, Mayor Gayle Ortiz officiated over a short ceremony and the reading of a Mayor's Proclamation

honoring the Special Olympics Law Enforcement Torch Run. The ceremony and all too short run through Capitola culminated several months of planning and fund raising by Santa Cruz County law enforcement agencies. Since this was my first Torch Run as Capitola's Police Chief, I elected to not only run, but also to help with organizing the event and fund raising. Master Officer Charles Crompton has represented the Department, sometimes almost on his own, for many years. Thanks Charlie for keeping up the interest and representing the Department in this very worthwhile cause for so many years. For those of you not familiar with Master Officer Crompton, in his leisure time he trains for and runs 50 and 100 mile cross country foot races. He claims he runs 100 mile endurance runs for fun!

Well, our two and a half mile run on May 30th didn't even qualify as a warm up for

Charles, but it did raise about \$2,000 for the Special Olympics. In addition to the money raised on May 30th, through charitable contributions and T-shirt sales, an additional \$2,300 was raised during our Tip-A-Cop fund-raiser, held on April 22nd at Chili's Restaurant in Capitola. At this yearly event members of various law enforcement agencies wait tables and donate their tips to the Special Olympics. We had the pleasure of co-hosting this event with the Santa Cruz County Sheriff's Office and the California Highway Patrol. I'd like to especially thank the Auto Dealerships of Capitola for their generosity and support of this year's Special Olympics. Ocean Honda, Toyota of Santa Cruz and Marina Motors donated over one thousand dollars to the Special Olympics. The Special Olympics thanks each of you for your generous support, as do my staff and I.

CHARTER CABLE OPENS LOCAL OFFICE

Charter Communications, the City of Capitola's cable t.v. company, has opened a customer service office to better serve the citizens of Capitola. The office is located at 706 Capitola Avenue, Suite G. A customer service representative is on hand to help you with all your cable t.v. needs. The office is open Monday through Thursday from 8:30 am to 5:30 pm, and Friday's from 9:30 am to 5:30 pm.

Services include bill payment, starting or stopping service, equipment exchange and sales. If you are not able to visit the customer service office, you can reach them by phone at 1-866-731-5420.

MACY'S BRINGS LOCAL DOLLARS

The recent opening of Macy's at the Capitola Mall on May 1st was a great success. Sales over the first weekend were well over \$500,000. With the City's main source of revenue coming from sales tax (53%), this is a great stabilization to the City's budget.

With the slowdown in the economy affecting the tourism in Capitola, and other areas, Macy's is a terrific addition. It was anticipated that the City of Capitola would have lost up to \$200,000 in sales tax revenue this year alone. The recent addition of Pier 1 Imports will also provide necessary revenues to help mitigate the economic decline Capitola and the State are experiencing.

HOUSEHOLD HAZARDOUS WASTE DISPOSAL

Many common household products are legally defined as hazardous. These materials can pose a threat to human health, animals, and the environment. Now is the time to rid your home of household hazardous materials or wastes which cannot be reused, recycled, or properly disposed of with trash.

Items such as art & hobby supplies, degreasers, solvents, flammable liquids, outdated medicines, paint & paint products,

pesticides, photographic chemicals, pool, hot tub & spa supplies are just of the few of the items that do not belong in the trash! You can drop these items off for FREE to the Household Hazardous Waste Collection Facility, at the Buena Vista Landfill from 7:30 am to 3:30 pm every Tuesday, Wednesday, and Saturday and at the Ben Lomond Transfer Station: 7:30 am to 3:30 pm every Thursday & Sunday.

The Santa Cruz County Household Hazardous Waste Collection Program sorts out the safe, quality items that can be reused. These items are available to the general public for FREE. Items commonly available include: paints, stains, aerosols, adhesives, caulking, garden products, household cleaners, automotive products, latex paint and wood preservatives.

ART & CULTURAL PLAN GETS UNDERWAY

The City Council approved the Public Art & Cultural Master Plan in May of this year. The Plan will be developed by Jerry Allen of Soquel who has 25 years of experience in the public art field. Mr. Allen wrote the first art plan in the country for the City of Dallas, and recently completed the art plan for the City of Santa Cruz. Currently, Mr. Allen is also the Director of Cultural Affairs for the City of San Jose.

The Cultural Master Plan will examine the cultural fabric of our community, and make recommendations on supporting and expanding artistic and cultural endeavors by artists and arts organizations. It is the goal

that ultimately, the Master Plan will improve the quality of life for all segments of the community - residents, businesses, artists, community groups, and more.

A Steering Committee is being developed and will be composed of citizens of Capitola, business owners, and members of the community. Volunteers are still needed for the Steering Committee & the Focus Groups to assist in this exciting new vision for the City. The Focus Group will meet once in July. If you want to participate and provide your input on the Master Plan, please call Lisa Murphy @ 475-7300.



CITY APPRECIATES VOLUNTEERS

The City honored all of its many volunteers with a special dinner on April 13 at the Jade Street Community Center. The evening was highlighted by speeches from Mayor Gayle Ortiz and City Manager Rich Hill. The volunteers were treated to live music performed by the Soquel High School Choral group.

Nearly 100 volunteers help the City by participating on the many City boards and commissions as well as volunteering in City Hall. The volunteers provide thousands of hours to help the Citizens of Capitola. They work hard at developing and completing projects and programs that will improve the City.

There are many opportunities to volunteer. If you are interested in volunteering for the one of the following please contact the listed name: Police Dept., Sharon Presco 475-4935; Museum, Carolyn Swift 464-0322; Public Art & Cultural Plan, Lisa Murphy 475-7300; City Hall: Pam Greeninger 475-7300 or visit us the web @ www.ci.capitola.ca.us to see a complete listing of all vacancies.

A WORD FROM THE CITY MANAGER

For most cities in California the month of June is the culmination of the budget season. This is when cities adopt their annual fiscal plan, the budget, to spend the public's money, and Capitola is no different. Right now the City of Capitola staff have submitted to the City Council a proposed general operating budget in the amount of \$10.4 million, to be implemented on July 1, the beginning of our fiscal year. Fifty-two percent of the budget is in staff services, which is low for a city the size of Capitola. One reason for this disparity is that we have an annual payment of about \$850,000 in interest and principle to retire debt. The general operating budget, when adopted, will authorize the expenditure of the public's money for the various municipal services we provide, such as police, planning, public works (streets, parks, facilities), recreation, museum, arts and general city administration.

For the first time, City staff has also developed a comprehensive five year capital improvement plan. This plan attempts to identify all the public works improvement projects and attempts to estimate the cost

of needed improvements. This plan has identified projects totaling more than \$26 million of which \$22 million is unfunded. Clearly the City of Capitola, like almost every other city in the state, has a backlog of capital improvement work to do. This five-year plan allows the Council to identify its capital needs and prioritize them.

Every year, the City has more requests for services than funding available. This increased demand also increases the scarcity of our financial resources, and emphasizes the importance of the Council's funding decisions. There will be some service and capital needs that will not receive funding. It is not only local requests for services that put a strain on our resources. The State of California and the federal government are major sources of fiscal concern for all California cities. The state is very adept at taking money away from cities and using your local dollars for state prioritized needs. This local taking comes in the forms, such as reduced property taxes, vehicle taxes, eliminated grant programs, and eliminated cost reimbursement programs. Also, the state

and federal governments like to mandate programs, or increase costs of previously mandated programs, without providing funding. These required state and federal services, then, are provided by the City instead of other services that we may want to provide.

It is important to know how your various governments are spending your money, and you can do so by participating in the budget process. The governments within the United States, local, regional and national, work best (not necessarily efficiently) when a lot of people are watching. Keep a close eye on the City of Capitola. Let us know what you want, and ask us questions if you think we are straying from our purpose. But watch very closely what is going on in Sacramento. There is a pipeline, frequently accessed by the state that has in the past diverted resources from local government to the state for its own purposes.

CITY OF CAPITOLA
 420 Capitola Avenue
 Capitola, Ca 95010

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

Bob Begun City Treasurer

Richard Hill City Manager

Pam Greeninger City Clerk

PREST. STD.
 U.S. POSTAGE
PAID
 CAPITOLA, CA 95010
 PERMIT #13

Postal Customer
Capitola, CA 95010

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.

Recreation Dept.:
caprec@cruzio.com

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

july

11, 25	City Council/RDA*	7:00 p.m.
As Needed	Traffic Advisory	7:00
18	Planning Commission	7:00
4	Museum Board	5:30
8	Arts Commission	7:00
9	Finance Advisory Committee	7:00
22	Recreation Advisory	7:00
23	Wharf Group	12:00
23	Village Master Plan Committee	6:30
10, 24	Arch & Site Review Committee	3:30

august

No Meetings	City Council/RDA*	
As Needed	Traffic Advisory	7:00 p.m.
1, 15	Planning Commission	7:00
1	Museum Board	5:30
12	Arts Commission	7:00
13	Finance Advisory Committee	7:00
26	Recreation Advisory	7:00
27	Wharf Group	12:00
27	Village Master Plan Committee	6:30
14, 28	Arch & Site Review Committee	3:30

september

12, 26	City Council/RDA*	7:00 p.m.
As Needed	Traffic Advisory	7:00
5, 19	Planning Commission	7:00
5	Museum Board	5:30
9	Arts Commission	7:00
10	Finance Advisory Committee	7:00
23	Recreation Advisory	7:00
24	Wharf Group	12:00
24	Village Master Plan Committee	6:30
11, 25	Arch & Site Review Committee	3:30

HAVE A QUESTION?

Administration: 475-7300

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

Cable 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: 1-800-665-2209

Library: 477-7242

Museum: 464-0322

Recreation: 475-5935

Public Works: 475-7300
 Street Repair
 Road Information
 Parks

Police:
 Information: 475-4935
 Emergency: 911