

CITY OF CAPITOLA
 420 Capitola Avenue
 Capitola, Ca 95010

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

- Kirby Nicol** Mayor
- Bob Begun** Vice Mayor
- Michael Termini** Council Member
- Sam Storey** Council Member
- Ron Graves** Council Member

- Tony Gualtieri** City Treasurer
- Richard Hill** City Manager
- Pam Greeninger** City Clerk

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

COUNCIL MEMBER INFO

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

april

	date	time
City Council/RDA*	10, 24	7:00
Planning Commission	3, 17	7:00
Museum Board	3	5:30
Art & Cultural Commission	8	6:30
Finance Advisory Committee	15	6:00
Village Master Plan Committee	22	6:30
Arch & Site Review Committee	9, 23	3:30
Commission on the Environment	1	7:00

Mayor

Kirby Nicol

www.wharfthowharf.com

Vice Mayor

Bob Begun

rbegin@sbcglobal.net

Council Member

Michael Termini

michael@triadelectric.com

Council Member

Sam Storey

samforcapitola@att.net

Council Member

Ron Graves

fishweetheart@netzero.net

may

	date	time
City Council/RDA*	8, 22	7:00
Planning Commission	1, 18	7:21
Museum Board	1	7:00
Art & Cultural Commission	13	6:30
Finance Advisory Committee	20	6:00
Village Master Plan Committee	27	6:30
Arch & Site Review Committee	14, 28	3:30
Commission on the Environment	1, 8	7:00

june

	date	time
City Council/RDA*	12, 26	7:00
Planning Commission	5, 19	7:00
Museum Board	5	5:30
Art & Cultural Commission	10	6:30
Finance Advisory Committee	17	6:00
Village Master Plan Committee	24	6:30
Arch & Site Review Committee	11, 25	3:30
Commission on the Environment	5	7:00

IMPORTANT NUMBERS

Administration: 475-7300

Animal Services: 471-1141

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

Cable TV: Charter Communications
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: Green Waste Recovery
1-800-665-2209

Library: 477-7240

Museum: 464-0322

Recreation: 475-5935

Parking Enforcement: 475-9274

Public Works: 475-7300
 Street Repair
 Road Information
 Parks
 Sewer Emergency: 464-5462

Police: 475-4242
 Information: 475-4935
 Emergency: 911

* RDA meets between 6-7 P.M. See agenda for time. City Council meeting commences immediately after RDA meeting at approximately 7 P.M.



NEWS CORNER

Home Compost Bins are now available from Green Waste Recovery. Call 768-9505

EVENTS

Twilight Concerts begin June 18, every Wednesday night through August 27 in Esplanade Park. Check our website for detailed information

ART @ THE BEACH

Artists Wanted. Call 419-7485 or download an application at www.ci.capitola.ca.us

CAPITOLA KITE CLASSIC

May 3, Main Beach Capitola Village

CITY WIDE GARAGE SALE

May 3, 8:30 – 2pm

CAPITOLA ROD & CUSTOM CAR SHOW

Capitola Village June 7 & 8. For more information go to www.capitolacarshow.com

BEGONIA FESTIVAL

Labor Day Weekend www.begoniafestival.com

INSIDE THIS ISSUE

News Corner	1
Police Dept Veterans Retire	1
Measure P	1
Election in Capitola	2
Capitola - Green Business	2
New Cell Phone Law	3
Capitola Spring Garage Sale	3
Beyond the Curbside	3

CAPITOLA VETERAN EMPLOYEES RETIRE



CAPTAIN BRIAN MARTIN - On February 9, 2008, Captain Brian Martin officially retired from the Capitola Police Department after twenty-nine years of dedicated service. Brian started his career with the Capitola Police Department on January 1, 1979, and has served as a Police Officer, Motorcycle Officer, Sergeant, Acting Lieutenant and as a Captain since his promotion on July 31, 2005. He served as both the Administrative Division Commander and as the Field Operation Commander, finishing up the last year in Field Operations.

Capitola Police Department on March 6, 1978 as an Animal Warden. In 1991, Bruce was appointed as a Community Service Officer (CSO), in which capacity he served until his retirement earlier this year.

COMMUNITY SERVICE OFFICER BRUCE INK - On January 31, 2008, Community Service Officer Bruce Ink officially retired from the City of Capitola after almost thirty years of dedicated service. Bruce started his career with the

EXECUTIVE ASSISTANT TO THE CITY MANAGER, PAT EVANS – On January 25, 2008, Pat Evans retired after almost twenty-five years of service with the City. Pat began her career as the Secretary to the City Manager and was appointed Executive Assistant to the City Manager on December 13, 2001. During her tenure she was known for her commitment to service, with a friendly and kind manner. In addition to her work at City Hall she and her partner Chuck have taught West Coast Swing dancing through the City's recreation program for the past ten years.

MEASURE P—CAPITOLA 1/4% SALES TAX

In November 2004, Capitola voters approved the City 5-year, 1/4% sales tax (also know as “Measure P,” “1/4% transaction & use tax”) to restore cuts in the police and planning departments and fund improvements to the City's roads, sidewalks, parks and facilities. During the last three years since these revenues have been received, the City has certainly done that, by restoring a Police Captain, adding a Police Officer and putting \$2.4 million into street and road pavement and other capital improvement projects (CIP). Additionally, the City was able to restore administrative and planner services.

collected from non-residents. Because of this increased revenue, the City was able to garner \$1.3 million in grants, which contributed to the Measure P CIP funds of \$2.4 million making it \$3.7 million worth of projects for Capitola residents. Through grants, the Measure P money is leveraged 56%. Another way to look at this is that for every \$1 contributed in sales tax by a Capitola resident the City receives over \$9.00 in tax revenue!

Healthy Streets

Pavement Condition Index (PCI) is a numerical index between 0 and 100, and is used to indicate the condition of a roadway. Generally desired PCI level is 70. As of June 30, 2001, the Capitola PCI was 72. Then, due to budget restraints, the City could only afford slurry seal, as a result the pavement deteriorated down to PCI of 55. With Measure P funds, the City pavement has improved and PCI increased to 64. Measure P enables

Making your money go even further
Annually, the City receives approximately \$1 million or 8% of the general fund budget. Of the total sales tax received by the City, 83% of the amount is

MEASURE P—CAPITOLA 1/4% SALES TAX *cont.*

the City to consistently contribute significant funding to its pavement management program for roadways through the City and within the neighborhoods, and thereby increase the PCI incrementally over the years. This makes for a healthy and robust city.

County-wide sales tax

The Capitola sales tax rate is comparable to rates throughout the county, as listed below:

- Capitola
8.25%
1/4% Expires March 2010
- Watsonville
8.25%
Permanent
- Santa Cruz
8.50%
Permanent
- Scotts Valley
8.50%
1/2%, 1/4% Expires 2011
- Santa Cruz County
8.00%

Consideration for Renewal

Measure P is a 5-year sales tax and is scheduled to expire in March 2010. State law requires that the renewal of this tax be on a general election. Therefore, the City is considering whether or not to place this Capitola 1/4% sales tax on the November 2008 ballot, which is the last general election for the City before the current sales tax expires. In this effort, the City will conduct a voter survey to gain an assessment of the Capitola residents.

Service Impacts: The service impacts if the Measure P tax is not renewed are significant and immediate. Public safety and pavement management will likely be significantly reduced. The City's lack of funding will look unfavorable to granting agencies, which would result in fewer grant awards, hence further reducing the City's revenues.

State Take More Money: The City has many on-going obligations, which require City funds and

compliance. These obligations include: State mandates, State revenue take-aways from the City, Federal mandate for police communication narrow-banding, State mandate for local storm water management plan, and \$20 million of unfunded capital improvement projects.

Bottom line

Measure P contributes \$1 million to the City's General Fund budget of \$12 million (or 8%). The City has during the last three years put the Measure P money to excellent use through police and planning services, and mainly through increased investment in improving its capital facilities such as streets and sidewalks. The Measure P tax is extremely efficient to the City of Capitola resident. Because residents only pay about 17% of the tax, and because these revenues have been leveraged through grants, for every dollar in sales tax paid by a resident the City receives more than \$9.00 in revenue.

ELECTION TIME IN CAPITOLA

NOMINATIONS FOR CANDIDATES FOR CAPITOLA CITY COUNCIL AND CITY TREASURER WILL COMMENCE ON JULY 13

On November 4, 2008, Capitola voters will have an opportunity to vote for two members of the City Council and one City Treasurer who will serve the City's citizens for four-year terms. The current Council Members whose terms will expire in November are Mayor Kirby Nicol and Council Member Michael Termini. Tony Gualtieri was appointed to fill the City Treasurer's vacancy in 2006 when former City Treasurer Bob Begun was elected to the City Council.

What qualifications are necessary to run for office? A person is eligible to hold office if he/she is a United States citizen, 18 years of age or older, and is a registered voter residing within the City of Capitola city limits at the time the nomination papers are issued.

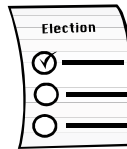
Office holders get paid for serving as a Council Member or City Treasurer. Council Members receive a salary of \$500 per month. In addition, Council Members also serve as Directors of the Capitola Redevelopment Agency and, as such, receive \$30 per Redevelopment Agency meeting attended. The City Treasurer receives a salary of \$250 per month.

What do I need to do? Candidates for office in Capitola need to take out, circulate and file Nomination Papers with the Capitola City Clerk. The period for doing so begins Monday, July 13 and ends Friday, August 8, 2008 at 5:00 p.m. If either of the incumbent council members does

not file nomination papers, the final date to file will be extended to Wednesday, August 13, 2008. Nomination papers may be taken out and filed during this period. Not less than 20 or more than 30 valid signatures (registered voters of Capitola only) are required for nomination to elected office in the City of Capitola.

If you have questions about running for office in Capitola, you may contact the Capitola City Clerk/Elections Official, Pam Greeninger, at (831) 475-7300 or by email at: pgreeninger@ci.capitola.ca.us

GET INVOLVED AND MAKE A DIFFERENCE IN YOUR COMMUNITY - RUN FOR OFFICE!



VOTER SURVEY

The City Council has approved a contract with a consultant to perform a voter survey, similar to the one conducted in 2003. The 15 to 20 minute survey of 450 residents will be conducted sometime in April.

This important survey will help the City Council and staff to serve the community and visitors better through the identification of important issues, determining your level of satisfaction with city services and in assessing your opinion on a variety of matters. If you are called, please help us, and your community by taking the time to participate.

REMINDER NOTICE

3rd Annual Capitola Rod & Custom Classic Car Show. June 7 - 8. On the Esplanade in Capitola Village. Call the Capitola-Soquel Chamber of Commerce for more information at 831.475.6522 or go to www.capitolasafety.com



RECREATION

The City of Capitola Recreation Department is now registering for Late Spring classes and has opened the registration for Camp Capitola, returning Junior Lifeguards, and new Jr. Guards ages 12 and up. Registration for other Summer classes starts when that brochure is mailed out on May 15.

Summer activities for **kids** include classes and camps in activities such as Teen Kayaking, Beach Volleyball, Dog Training, Arts & Crafts, Science/Technology Camps, Surfing, and Tennis. Look for more information in our summer brochure.

Life-long learning offers **teens and adults** opportunities to keep learning, growing, creating, and exercising, in a fun, safe, supportive environment. Make a broken plate mosaic stepping stone or wall plaque; create earrings or beaded necklaces; paint in oils, acrylics, or watercolor; learn a foreign language; play the guitar; enjoy our coastal beauty while learning to surf, kayak, or sail; keep your body healthy, strong and flexible with our fitness and yoga classes; improve your tennis game; play volleyball indoors or on the beach; and dance, dance, dance (Bellydance, Polynesian, Country Western Line Dance, and West Coast Swing).

Our entire brochure is online at www.capitolarecreation.com or give us a call at 475-5935 or 475-6115 for a catalog, prices, and registration information.

CAPITOLA SPRING GARAGE SALE MAY 3

REUSE & RECYCLE!! Mark your calendars for the 5th Annual City wide Garage Sale on May 3. The City of Capitola will be sponsoring the Garage Sale and will do all of the advertising. All you have to do is call Lisa Murphy @ 475-7300 ext. 236 or email lmurphy@ci.capitola.ca.us by **April 24**. Tell her you would like to participate, be prepared to give your name and address and list of up to



NEW CELL PHONE LAW

Gov. Arnold Schwarzenegger signed a bill into law Friday, Sept. 15, 2007 to require California drivers to keep their hands off their phones. The new law, which takes effect July 1, 2008, bans hand-held cell phone use while driving. Talking on a phone equipped with a "hands-free" device will still be permitted.

The new law, previously SB1613, makes it a secondary offense to drive while using a hand-held phone – meaning a person would have to be pulled over for another violation before they could be ticketed for talking on the phone.

Violators will face \$20 fines. Repeat offenders will face \$50 fines.

Among the exemptions listed in the bill are for emergency calls and using push-to-talk two-way, or "walkie-talkie," devices that are popular in the trucking industry. The two-way device exemption will be in place until July 1, 2011.

3 types of items you will be selling. The Friday before the Garage Sale, a map will be available to the public at City Hall (420 Capitola Ave.) and on the web www.ci.capitola.ca.us listing all of the addresses of the garage sale participants. Get your map and go find that one-of-a-kind treasure.



information on how you can compost in your own backyard: http://www.compostsantacruzcounty.org/Home_Composting/index.htm. You can get a home composting bin by calling 768-9505. What about planting a zeroescape garden? Visit the web site of a local organization, Ecology Action working hard at all types of programs to reduce our impact on the earth: <http://www.ecoact.org>.

THE BANDSTAND ART PROJECT

Hopefully you have all had a chance to attend a twilight concert, the Art & Wine Festival or a movie on the beach and have seen the bandstand down on the Esplanade. Recently, the City Council approved the Art & Cultural Commissions second public art project, a medallion composed of integral colored concrete with brass inlaid, featuring sea kelp composed of concrete and fish made from brass, approximately 18 feet in diameter. The medallion will be surrounded by pavers, which will enhance the medallion. Now that the Council has approved the art, the Planning Commission will approve a change in the Park Plan that will allow the medallion to be constructed.

CAPITOLA IS A GREEN BUSINESS

Did you know that the City of Capitola administration buildings have been certified by the Monterey Bay Area Green Business Program as being a "Green Business"? What does that mean?? That means our offices were audited by inspectors to ensure our compliance with all environmental regulations, and are actively engaged in reducing pollution, saving water and conserving energy. This is our commitment to the community that the environment is important to us. For more information go to www.montereybaygreenbusiness.org.

DID YOU SEE THE SIGN?

There are new parking signs reflective of historic Capitola in and about the Village, have you seen them? This was the first official art project commissioned by the Art & Cultural Commission in the summer of 2007. The signs direct visitors to the beach, village and parking. What is different about these signs is the historical photo featured on them. There are several large visitor directing signs with these historical photos placed outside city hall, come by and take a look.

REDUCE WASTE WITH FREecycle!

Reusing products is one the most effective things you can do to reduce your impact. Freecycle is an online community of folks nationwide who share unwanted products with others, diverting tons of waste from landfills. The only rule - everything has to be free. Visit their site: <http://www.freecycle.org/>.

