

CITY OF CAPITOLA
420 Capitola Avenue
Capitola, Ca 95010

Bob Begun Mayor
Sam Storey Vice Mayor
Dennis Norton Council Member
Kirby Nicol Council Member
Ron Graves Council Member

Jacques J. Bertrand City Treasurer
Richard Hill City Manager
Pam Greeninger City Clerk

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

CAPITOLA

Currents



VOLUME 7, ISSUE 6

SUMMER 2009

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

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

july

	date	time
City Council/RDA*	9, 23	7:00
Planning Commission	8, 16	7:00
Museum Board	2	5:30
Art & Cultural Commission	14	6:30
Finance Advisory Committee	TBD	6:00
Traffic & Parking Commission	8	6:30
Arch & Site Review Committee	8, 22	3:30
Commission on the Environment	7	7:00

august

City Council/RDA*	13	7:00
Planning Commission	6	7:21
Museum Board	6	7:00
Art & Cultural Commission	11	6:30
Finance Advisory Committee	TBD	6:00
Traffic & Parking Commission	12	6:30
Arch & Site Review Committee	12, 26	3:30
Commission on the Environment	4	7:00

september

City Council/RDA*	10, 24	7:00
Planning Commission	3	7:00
Museum Board	3	5:30
Art & Cultural Commission	8	6:30
Finance Advisory Committee	TBD	6:00
Traffic & Parking Commission	9	6:30
Arch & Site Review Committee	9, 23	3:30
Commission on the Environment	1	7:00

Mayor
Bob Begun
rbegun@sbcglobal.net

Vice Mayor
Sam Storey
samforcapitola@att.net

Council Member
Dennis Norton
Dnortondesigns@msn.com

Council Member
Ron Graves
fishweeheart@netzero.net

Council Member
Kirby Nicol
www.wharftowharf.com

Email all council at:
citycouncil@ci.capitola.ca.us

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

Printed on Recycled Paper

Designed by Pacific Publishing 831.462.5700

NEWS CORNER

ART & WINE FESTIVAL:
Sep. 12-13, 2009 in the Capitola Village

BEGONIA FESTIVAL:
Sep. 4-7, 2009
www.begoniafestival.com

CAPITOLA 60TH BIRTHDAY FIREWORKS!
Sep. 2 at Capitola Beach
www.happybirthdaycapitola.com

CAPITOLA MUSEUM HOURS
Wed, Friday - Sunday 12-4pm
Walking Tours available for Groups for a \$50 donation
Call 464-0322

HAVING AN EVENT?
Rent the Community Center
Call 475-5935

RECREATION:
Early Fall catalogue will be mailed to the homes. Registration will begin on Aug. 6th for classes starting Sep. 9. Our entire brochure is online at www.capitolarecreation.com. Online registration is available. Or call 475-5935 during regular office hours, 8:30-4:30. Monday - Friday, to register.

INSIDE THIS ISSUE

News Corner	1
Happy 60th Birthday Capitola	1
Capitola Adopts A Balanced Budget....	1
Shop Capitola	2
Capitola Goes Green	2
Got Charter Cable Problems?.....	2
AT&T Phone Book	2
Twilight Concerts	3
Art At The Beach.....	3
Seawall Tile Book	3
Long Time Employees Retire	3
Capitola Housing Project	3

HAPPY 60TH BIRTHDAY CAPITOLA!



Capitola turned 60 on January 11, 2009 and to celebrate that occasion, a group of hard working volunteers planned, organized, and put on an incredibly fun event the weekend of May 15-17.

These dedicated volunteers include: Michael Termini, Gary Wetsel, Lynsey Nizawa, Toni Castro, Linda Smith, Lin Banks, Carolyn Swift, Bob Begun, Richard Hill and Lisa Murphy.

The events included a historical talk by Sandy Lydon and Carolyn Swift,

and two days of family fun filled entertainment that was free to the community thanks to the generous donations by; Paradise Beach Grille, Gayles Bakery, Cava Wine Bar, Marie Calendars, Woodworm Party Store, Devcon, Redtree Properties, Capitola Public Safety & Community Foundation, Capitola Mall, Bargetto Winery, Classified Sound, Joe Ortiz, House Rockers and The Capitola Police Department Volunteers in Police Service.

Don't worry if you missed the celebration because the party continues on the evening of Wednesday, September 2 at Capitola Beach with a Grand Finale of Fireworks following the last Twilight Concert. See you there!

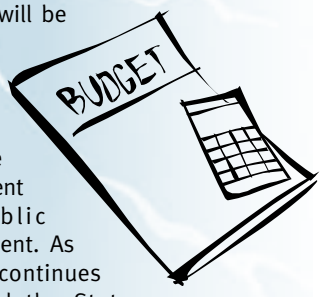
For more information visit:

www.happybirthdaycapitola.com

CAPITOLA ADOPTS A BALANCED BUDGET

On June 11, 2009 the City Council adopted a balanced budget for the upcoming fiscal year that is significantly reduced in revenues and expenditures from the previous year. In anticipation of a projected sales tax decline of 12% and a loss of several major businesses in Capitola, the City Council had already taken decisive action in January by furloughing employees one day a month, retiring four people and freezing those positions, and deferring some Capital Improvement projects. Those items combined with other various cuts resulted in a savings of \$1.4 million dollars for the Fiscal Year 09-10. The overall general fund budget of \$12 million dollars will continue to fund

the same programs but some services will be impacted by the employee furlough and the loss of employees in the police department and the public works department. As the economy continues to decline and the State continues to threaten to take funding from cities, Capitola will monitor the budget very closely in order to act quickly if the economic conditions become significantly worse.



SHOP CAPITOLA...

Capitola is kicking off its' Buy Local campaign with a new logo "SHOP CAPITOLA.... Support Your Community". When you shop locally here in Capitola, you are supporting not only the businesses, but your community as well. Sales tax dollars help fund your parks and recreation activities, police services, animal control, lifeguards and clean beaches to name just a few city programs. The economic recession has hit the nation hard, particularly in Capitola we have lost Mervyns, Gottschalks, a car dealership and many more small locally owned businesses have closed their doors forever. This means not only increased unemployment, but loss of tax dollars, a loss of a neighbor and an overall loss in our community. You can help by shopping locally here in Capitola. Everything you need can be purchased right here from appliances, cars, insurance, groceries, flowers, clothes, shoes, unique and one of a kind gifts, party supplies, organic fruits and vegetables, books, coffee, jewelry, art and on and on. Capitola has an incredible variety of restaurants and coffee shops, movie theaters, all types of activities for kids and seniors. Take a look around you, think about where you will spend your dollars, and think Capitola 1st! Look for the logo, and if you would like a sticker for your car or your business, please contact Lisa Murphy at lmurphy@ci.capitola.ca.us

SUPPORT YOUR COMMUNITY!

GOT CHARTER CABLE PROBLEMS? KNOW YOUR RIGHTS!

Missed Appointments: If Charter misses an appointment with you or fails to show up during the specified block of time, you are entitled to a credit of \$20 or the current rate for 1 month of Basic Service. Call Charter if this should happen to you. Not applicable to Internet Service.

Cancelled Appointments: Charter can NOT cancel an appointment after the close of business on the day prior to your appointment.

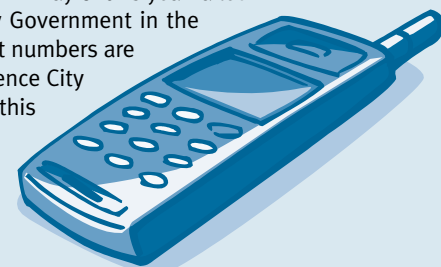
Poor Signal Quality: Response to your call must occur within 24 business hours.

Charter Phone Number: 1-866-731-5420

Charter recently filed for Chapter 11, under the Bankruptcy Code. This will allow Charter to reorganize in an attempt to become a more viable company. City staff and a committee composed of residents, staff and council members will be closely following the process to ensure that customer service issues are resolved in timely matter. Be sure to call Charter if you should have any complaints. If your issues are not resolved within 24 to 48 hours, please email lmurphy@ci.capitola.ca.us and describe in detail your issue.

AT&T PHONE BOOK - NUMBERS ARE WRONG!

The latest AT&T phone book which was published in May of this year failed to print the proper information for Capitola City Government in the blue section of your phone book. The only correct numbers are those for the Police Department. All others reference City of Santa Cruz. Use the phone list contained in this newsletter as your reference. AT&T is working on a solution, preferably they will send out to you a self adhesive insert.



CAPITOLA GOES GREEN

Support your local certified Green Businesses. What is a Green Business?? The Monterey Bay Area Green Business Program certifies businesses that go above and beyond regulatory requirements by preventing pollution and conserving natural resources. The businesses listed below have voluntarily reduced water consumption, retrofitted lights and other electrical modifications to reduce energy consumption, reduced solid waste by recycling and minimizing waste. The certification process involves a series of rigorous audits by environmental and conservation experts. Please visit the website for more details and a complete list of businesses throughout Santa Cruz County: www.montereybaygreenbusiness.org Look for the Green Business Logo in shop windows to determine if a business is really green!

Green Businesses in Capitola:

- Shadowbrook Restaurant
- Dharmas
- City Hall
- Dairy Queen
- New Leaf Market
- Best Western 41st Ave.
- Comercia Bank
- Jackson Landscape
- Gayles Bakery
- Toyota of Santa Cruz
- Cruz Car Wash
- Way of Life

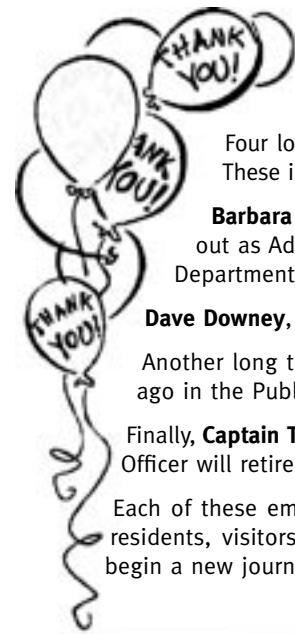
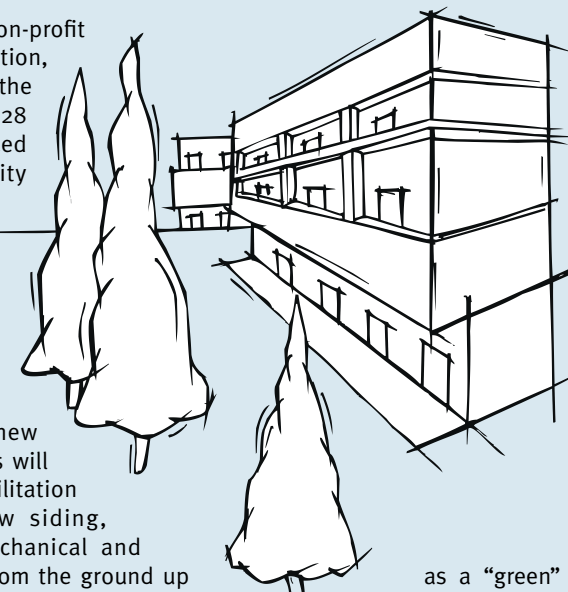


\$28 MILLION AFFORDABLE HOUSING PROJECT UNDER WAY IN CAPITOLA

CAPITOLA – On Friday, June 5th the residents of the Bay Avenue Senior Apartments (formerly the Silvercrest Apartments) celebrated a wall raising ceremony marking the start of construction for what will be the largest affordable housing project in the City's history. Once completed, the development will provide a total of 109 units of housing for senior citizens with a guarantee of 55 years of affordability.

First Community Housing, a non-profit housing development corporation, purchased the property from the Salvation Army in 2008. The \$28 million project will be financed through a combination of City Redevelopment Agency funds and a long list of state and federal grants and loans. The rehabilitation work will be carried out in four phases in order for the current residents to remain living on-site during construction. Once completed, the project will include 13 new units and the 96 existing units will have undergone major rehabilitation with new roof framing, new siding, windows, insulation and mechanical and electrical systems. Designed from the ground up project the focus will be on energy conservation, accessibility and the use of sustainable building materials. Water conservation measures incorporated into the new buildings and landscaping, even with 13 additional units, will reduce water usage to well below the current levels.

Capitola has long been home to a larger-than-usual percentage of senior citizens, many of whom live on low and fixed incomes. The preservation of the Bay Avenue Senior Apartments is a demonstration of the City's commitment to this segment of the population.



LONG TIME EMPLOYEES RETIRE

Four long time employees have recently retired from the City of Capitola. These individuals have served the community collectively over 100 years.

Barbara Arroyo has worked for the City since 1984 where she started out as Administrative Assistant working for the Building and Public Works Departments.

Dave Downey, Parks Superintendent has been with the City for 25 years.

Another long time employee **Tim Callahan** began working for the City 22 years ago in the Public Works Department.

Finally, **Captain Todd Mayer** who began his career 30 years ago as a Reserve Police Officer will retire from the Police Department.

Each of these employees exemplifies service, dedication and commitment to the residents, visitors and fellow employees of Capitola. We wish them well as they begin a new journey of their lives.

SEAWALL TILE BOOK

The Capitola Art & Cultural Commission is pleased to announce the sale of the SEAWALL TILE BOOK available for purchase for \$60 at the Capitola Soquel Chamber of Commerce located at 716 G Plum St. This incredible book captures the image of every seawall tile made by the community and visitors that grace the seawall down in the Capitola Esplanade. If you made a tile, this is the perfect way to commemorate your tile forever! The book is full color and feature several tiles per page. You can also purchase your copy at Pacific Gallery & Custom Framing, located at 321 Capitola Ave.

ART AT THE BEACH

Art at the Beach is a wonderful opportunity to enjoy a Sunday afternoon in Capitola Village. Quality artists display their work at Esplanade Park overlooking Capitola Beach and the Monterey Bay offering residents and visitors the opportunity to experience art and purchase work directly from local artists. You just may find that perfect piece of artwork you've been looking for. Show Dates: July 12 and 19, August 2 and 16, 11am to 6 pm.

TWILIGHT CONCERTS

This years Twilight Concerts promises to be an exciting, fun filled, family event! Come down to Esplanade Park every Wednesday evening from 6 to 8 pm beginning June 24 through September 2 and enjoy all types of music. There is sure to be a genre that appeals to you! A complete line up of bands can be seen at www.ci.capitola.ca.us Why not walk or carpool with your neighbors down to the village, grab a bite to eat at one of the many restaurants in and around the village, sit back on the beach while the sunsets and enjoy the music. These concerts are always free thanks to our generous sponsors, so please be sure to visit those businesses often! Remember, no dogs or alcohol on the beach – and make sure your trash makes it to the garbage can, and you recycle your cans and bottles!