

Sneddon, Su

From: Murphy, Lisa
Sent: Thursday, January 26, 2012 3:51 PM
To: City Council
Subject: FW: Re: FW: Skate Park Issues

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JAN 26 2012

CITY OF CAPITOLA

From: Schar [mailto:scharshere@yahoo.com]
Sent: Thursday, January 26, 2012 10:40 AM
To: Murphy, Lisa
Subject: Fw: Re: FW: Skate Park Issues

Hi Lisa;

Please forward this to council members; thanks...

I took it upon myself to ask the questions below of Mr. Sudduth of Scotts Valley Parks & Rec.

They did a survey before they built their skate park. They first looked at Milpitas to learn that they had built in a residential area (like Cliffwood Heights, here in Capitola) but they had to close it down because of neighborhood issues. Scotts Valley decided then that they would NOT ever build a skate park in a neighborhood especially not backing up on homes as would happen here were a skate park be built next to New Brighton School.

He suggests that Capitola take a real survey..themselves to learn the negatives of owning a skate park. We all need to learn about where to build one so that it doesn't intrude on other citizens. Scotts Valley built in Sky Park which has many acres of recreation options for all residents, and the fact that other activities are there, keeps down the concern about drug or other negative behaviors when adults are close. They had one death and many injuries in their skate park. They do not staff it because that would create a larger liability for the city were any accident to happen, the city could be liable for not preventing it. They have safety rules, but no enforcement.

This is also about the money we do not have in city coffers to build a skate park and about how we do not have a large enough plot of ground upon which to build a skate park especially when the developer is said to want even a larger one than first described.

City Council or staff can call Conrad Sudduth for his advice directly.

Scharlene Fulmer

--- On Thu, 1/19/12, Conrad Sudduth <csudduth@scottsvalley.org> wrote:

From: Conrad Sudduth <csudduth@scottsvalley.org>
Subject: Re: FW: Skate Park Issues
To: scharshere@yahoo.com

Cc: "Tracy Ferrara" <tferrara@scottsvalley.org>

Date: Thursday, January 19, 2012, 11:44 AM

Hello

I'm the Recreation Division Manager and would be glad to answer all your skate park questions. You can reach me at 831 438-3251

Conrad Sudduth

From: Tracy Ferrara [mailto:tferrara@scottsvalley.org]
To: 'Conrad Sudduth' [mailto:csudduth@scottsvalley.org]
Sent: Thu, 19 Jan 2012 09:17:27 -0800
Subject: FW: Skate Park Issues

Tracy A. Ferrara

City Clerk

City of Scotts Valley

1 Civic Center Drive

Scotts Valley, CA 95066

Phone: 831-440-5600

tferrara@scottsvalley.org

www.scottsvalley.org

From: Schar [mailto:scharshere@yahoo.com]
Sent: Thursday, January 19, 2012 9:12 AM
To: cityhall@scottsvalley.org
Subject: Skate Park Issues

Hello:

I have questions about how your skate park operates and would appreciate your time to answer.

1-Has the city had to deal with any injury liabilities filed by the skateboarders?

2-Are skateboarders required to wear helmets, knee pads and/or other protections?

3-Is there oversight of the users, and consequences if they do not follow safety rules?

4-Is the Skateboard Park located in a residential or industrial neighborhood?

5-How loud and/or intrusive is the noise factor on the neighborhood?

6-Are there complaints about noise, traffic or safety issues on streets surrounding the skate park?

7-How many people use the skatepark; weekdays, week-ends?

8-What are the hours and is the park locked during the off hours?

I greatly appreciate your time and look forward to your reply;

Sincerely,

S. Fulmer

Sneddon, Su

From: Wendy Young [wendycyoung@gmail.com]
Sent: Wednesday, January 25, 2012 10:34 PM
To: City Council
Subject: Skateboard Park!

Hi! I am a mom of two children, Colby and Averie, at Soquel Elementary School and a 2 year old. They all love to skate and we would LOVE a skate park closer to our house. We are very active in the community, and spend most of our free time out and about in Capitola. Please push the skate park forward-this would be such an amazing amenity to add to an already wonderful little town! Thanks for your time-
Wendy Young

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JAN 26 2012

CITY OF CAPITOLA

Sneddon, Su

From: Scott MacEwen [skmacewen@gmail.com]
Sent: Wednesday, January 25, 2012 2:30 PM
To: Nicol, Kirby
Cc: City Council
Subject: Monterey Park Skateboard Park

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JAN 25 2012

CITY OF CAPITOLA

Dear Kirby:

As a homeowner since 1989 on Monterey Avenue, I am against the proposed 9000 sq.ft. skate board park to be located in Monterey Park.

I want to say first, I am not against skateboarders. My youngest son is a skateboarder. The city presented this location as a 2000 sq.ft.

park for younger children. I can accept that and would welcome that.

It also included a small play area for young children (much needed since the Soquel School District paved over the existing after-school elementary play area for young children). Soon it became a 9000 sq.ft.

park - without any prior public notification from the city.

Monterey Park (and more importantly Monterey Avenue) already has ongoing softball games, soccer games, New Brighton Middle School and Auditorium functions, St. Joseph's Church services and special functions, and parking for Monarch Cove Weddings, and - I feel most importantly - people who come - just to walk, jog or picnic in one of the last open green spaces in Capitola. There has never been an effort to address these year-round activities on the heavily travelled and on-street parking along Monterey Avenue that impact where we live. The city has never addressed that there is no parking to accommodate all of the existing ongoing activities much less add to it.

In addition to the increased traffic and lack of parking, there is the increase of noise. The most impacted will be the Soquel School District offices. Image working 8 hours a days in an office and having to listen to the endless sounds of skateboards.

Then there is the question of safety, security and vandalism. Whether it is the skate park, around Monterey Park, the New Brighton Campus or up and down the street of Monterey Avenue. Who takes the legal responsibility of patrolling skateboarders in these areas? As neighbors, whom do we call? And who pays for this?

Monterey Park is a beautiful, open green space that was intended for all Capitola residences to enjoy in peace. Adding an oversized skate park for the purpose of a few (and a sport predominantly boys - not girls) just isn't fair for the greater good of our community.

This issue needs to be presented to the homeowners and neighbors of Monterey Avenue and surrounding area of Monterey Park for a vote as to whether this is something those most impacted by can agree or disagree on before any further action is taken.

Scott MacEwen

--
Scott MacEwen

skmacewen@gmail.com

Sneddon, Su

From: Ted Burke [tedburke@shadowbrook-capitola.com]
Sent: Tuesday, January 24, 2012 11:23 AM
To: City Council
Cc: 'maggie ivy'; Hanna, Carin; Wetsel, Gary; Harrington, Dede; Dan Aspromonte
Subject: FW: CVC-Capitola

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JAN 24 2012

Council Members:

CITY OF CAPITOLA

Due to out of state business travel I am unable to attend this Thursday's meeting at which, I have been told, the Council will consider a staff recommendation to defund the Conference and Visitor Council. Last year the organization received approximately \$21,000 from the City of Capitola for visitor promotion and related services.

I ask that you be mindful of the following when deliberating:

- Though the city has many current needs and has had extraordinary expenses in 2011 due to the floods and issues related to mobile home parks, it is important to recognize that the TOT revenue for the city increased over \$108,000 last calendar year and is anticipated to rise to \$875,000 in fiscal year 2011-12. That would be a \$255,000 increase from last year's budget to the next year. In other words, the city can well afford to at least maintain its current financial funding of \$21-thousand for these important services that will have helped grow the General Fund for the City by a quarter of a million dollars in just one year. A \$21,000 contribution from \$875,000 in income is already at an embarrassing level of 2.4% of the TOT. I believe that 2.4% is already the lowest such ratio in the entire county.

An additional comment: The city now has more hotel/motel rooms to fill than it has had in the past. Certainly one can not expect that there will be a pool of additional guests choosing to stay in Capitola and fill all those new rooms without significant and additional Capitola-targeted promotion. Eliminating CVC funding will stagnate the economic growth that the city is now enjoying and will be considered as having gone backwards in an important role of promoting and protecting the economic health of the city.

- The work and programs of the CVC have produced great results. The addition of a lodging industry funded TMD to local jurisdiction funding has brought many additional opportunities to the table. Take a look at the resulting

success of the combined public/private marketing dollars as evidenced by the increase in hotel occupancy in our local communities compared to the statewide average. Santa Cruz County and Capitola performed significantly above the average despite floods, new rooms in inventory, etc.

- Shadowbrook and other Capitola restaurants along with a great number of Capitola retail businesses depend on a vibrant visitor industry and, to that end, partner with the CVC on various programs that may no longer be available to businesses that reside in jurisdictions that have either eliminated funding or otherwise deemed to have not paid its fair share. Without the leveraging opportunities that we now enjoy with the CVC our business will decline and our marketing dollars will become much more parochial for just our own property and be less focused on a regional promotion of the entire Capitola area.
- Besides the increase in General Fund revenue of a quarter million dollars in just one year please consider the important number of visitor-related jobs that have increased in Capitola recently that could be in jeopardy. In 2010 Shadowbrook had 107 employees. Today we have 112 and are expecting to see that grow to 115 later this year during the height of the visitor season. I hope, and my employees hope, that you will seriously consider the number of private sector jobs within the city of Capitola that may be put at risk if the city ends its relationship with the CVC.
- Lastly, sales tax revenue for the city was up in 2011 and so was Shadowbrook's contribution to the local sales tax. In fact, our Capitola business license fee based upon annual revenue was up nearly 10% in an environment of a 2% CPI. It's a fact: Visitors spend money. Besides paying 10% of their lodging expenses to the city of Capitola they also pay a huge amount of sales tax to our community that would be at risk with a severed relationship between Capitola and the CVC.

Frankly, and in conclusion, that the issue of reducing CVC funding is even a remote possibility is personally confounding. Granted, these are difficult times. But my advice in one sentence: Avoid the temptation to grab a few dollars to the budget for the short term that will eventually cost the city much, much more in just a short time down the road.

Ted

Ted Burke
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