

Community Identity

DISCOVER CAPITOLA

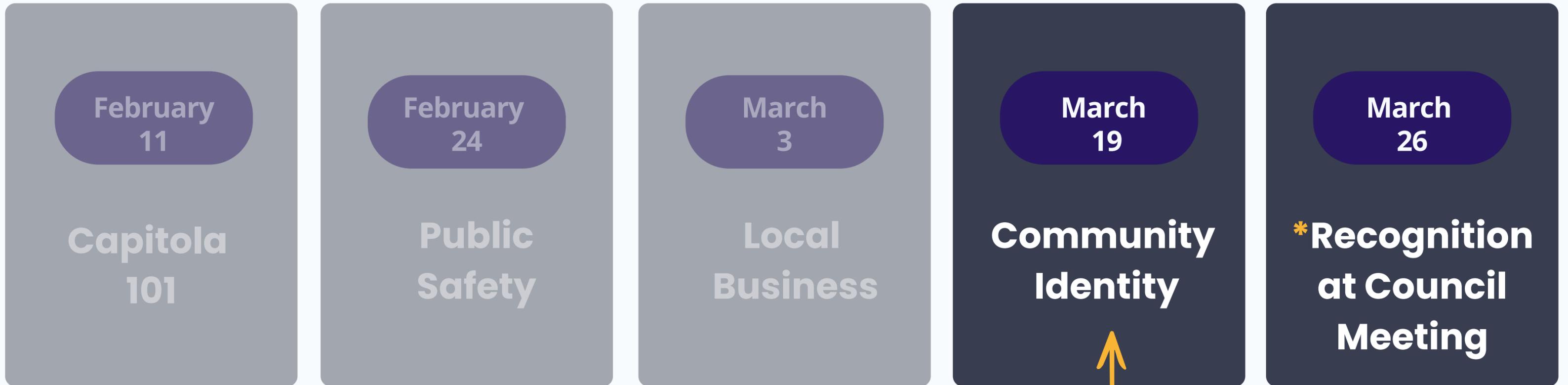
March 19, 2026



Agenda

- 1 Introductions
- 2 Santa Cruz Public Libraries
- 3 Community Services & Recreation
- 4 Capitola History
- 5 Running for Office
- 6 Question & Answer Period

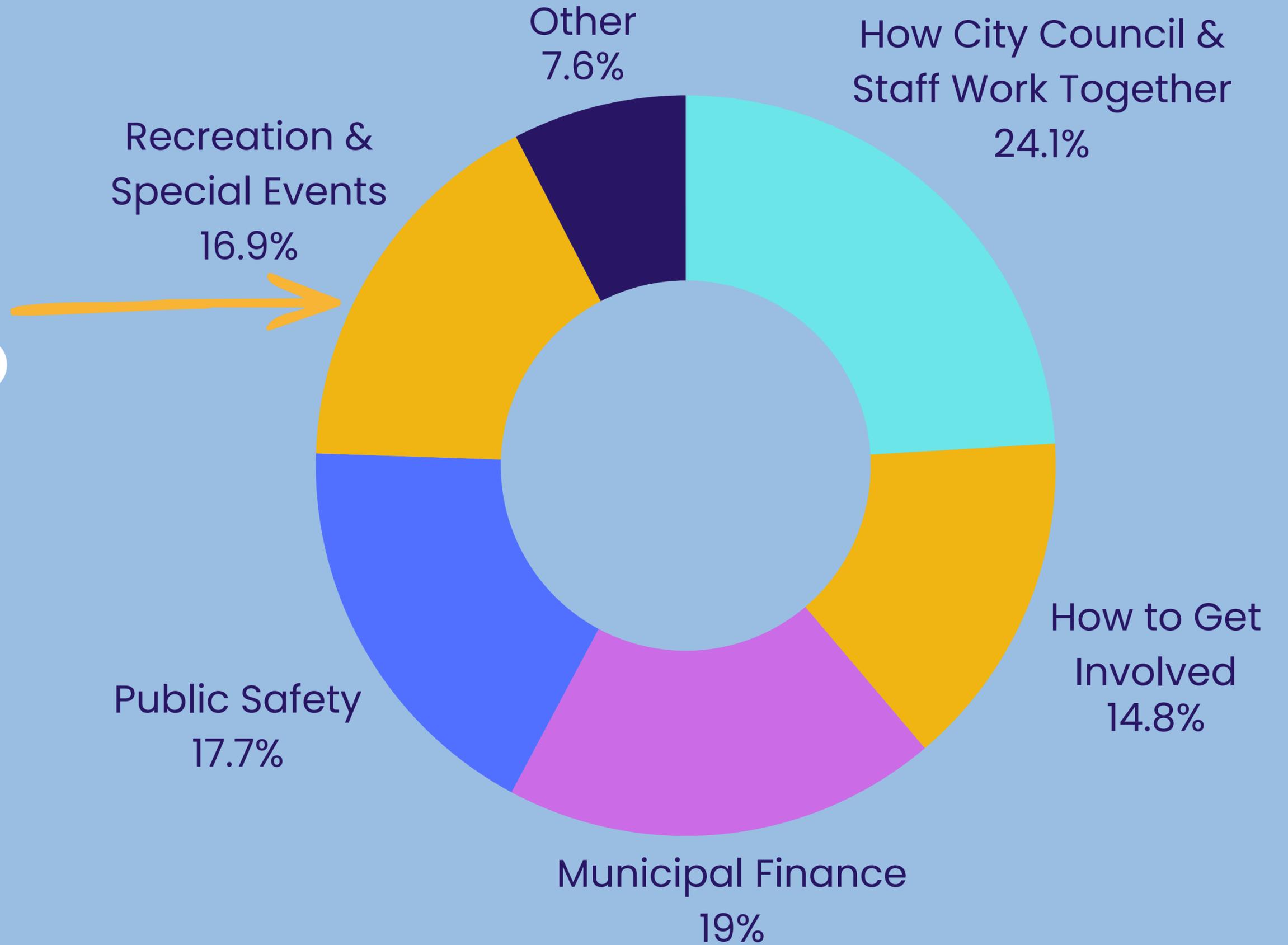
Discover Capitola Sessions



We are here

***Optional**

What You Want to Know



Santa Cruz Public Libraries

Welcome, Christopher Platt

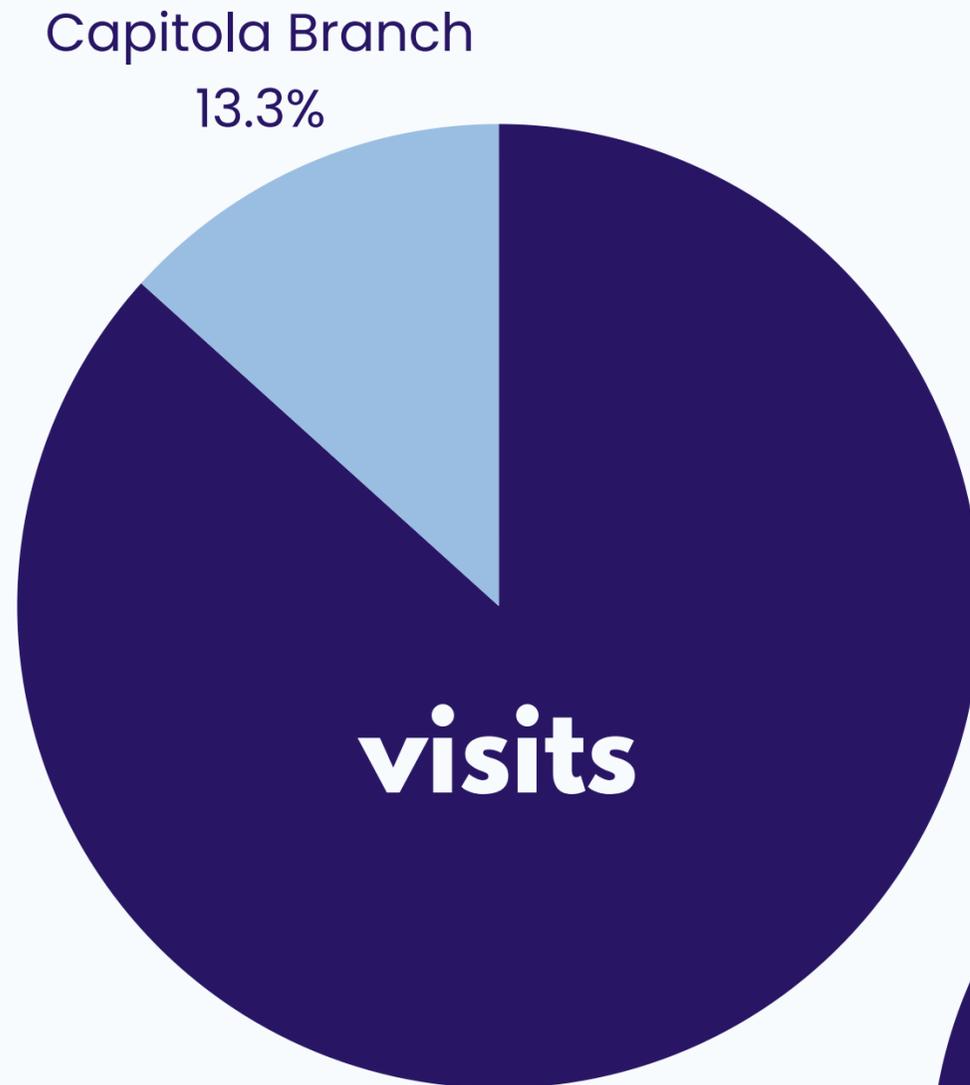
Capitola Library Stats from FY25:

- Visitors = 113,599
- New cards – 1,754
- Checkouts – 104,602
- Hours of PC use – 6,748
- Hours of Meeting Room use - 4,539
- # of programs - 356
- Attendees at those programs – 6,322



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SCPL System
86.7%

Capitola Branch
7.7%



SCPL System
92.3%

<u>Stat</u>	<u>Capitola</u>	<u>System incl. Capitola</u>
Visitors	113,599	852,716
New Cards	1,754	13,778
Checkouts	104,602	1,353,792
Hrs of PC use	6,748	71,414
Hrs: Mtg Room Use	4,539	19,951
# programs	356	4,517
Program Attendance	6,322	65,849

Recent Developments

- Sunday service hours reinstated in February
- New Children's Librarian
- Meeting and study rooms online booking

Upcoming

- New Branch Manager
- Furniture and Landscaping Updating

Friends Support

- Solar installation (with public information kiosk!)
- Youth program supplies
- Virtual Author Talks



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Local programs engage across a variety of topics:

- English Conversation Group w/Volunteer Center
- Writers workshops
- Career Development for over 55s
- Lunchtime poetry
- Our Community Reads w/FSCPL
- Storytimes/ Stay & Play
- READ Tutoring
- Youth Poet Laureate Applications
- Gaming
- Journaling
- Tax Help
- Tech Help
- Lunar New Year
- Neighbors for Neighbors w/Housing Matters
- Dyslexia Support Group
- Documentary & discussion screenings



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LIBRARY

Santa Cruz Public Libraries Joint Powers Authority

- City of Capitola
- City of Santa Cruz
- City of Scotts Valley
- Unincorporated portions of Santa Cruz County
- 7 member Library Advisory Commission
 - Mike Termini, the City of Capitola representative, is the current chair.



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Spotlight on Community Services & Recreation

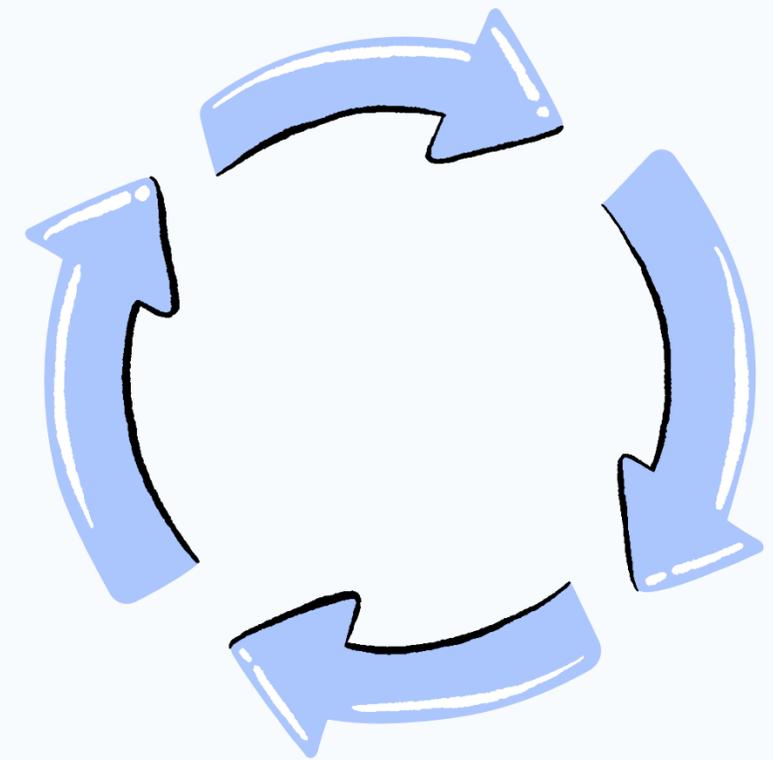
We Provide for You!

- 5 Full-Time Staff
- 50+ Temporary / Seasonal Employees
- Provide programs & services that keep our City fun, safe, and enhance well-being in the community

Holistic Programming

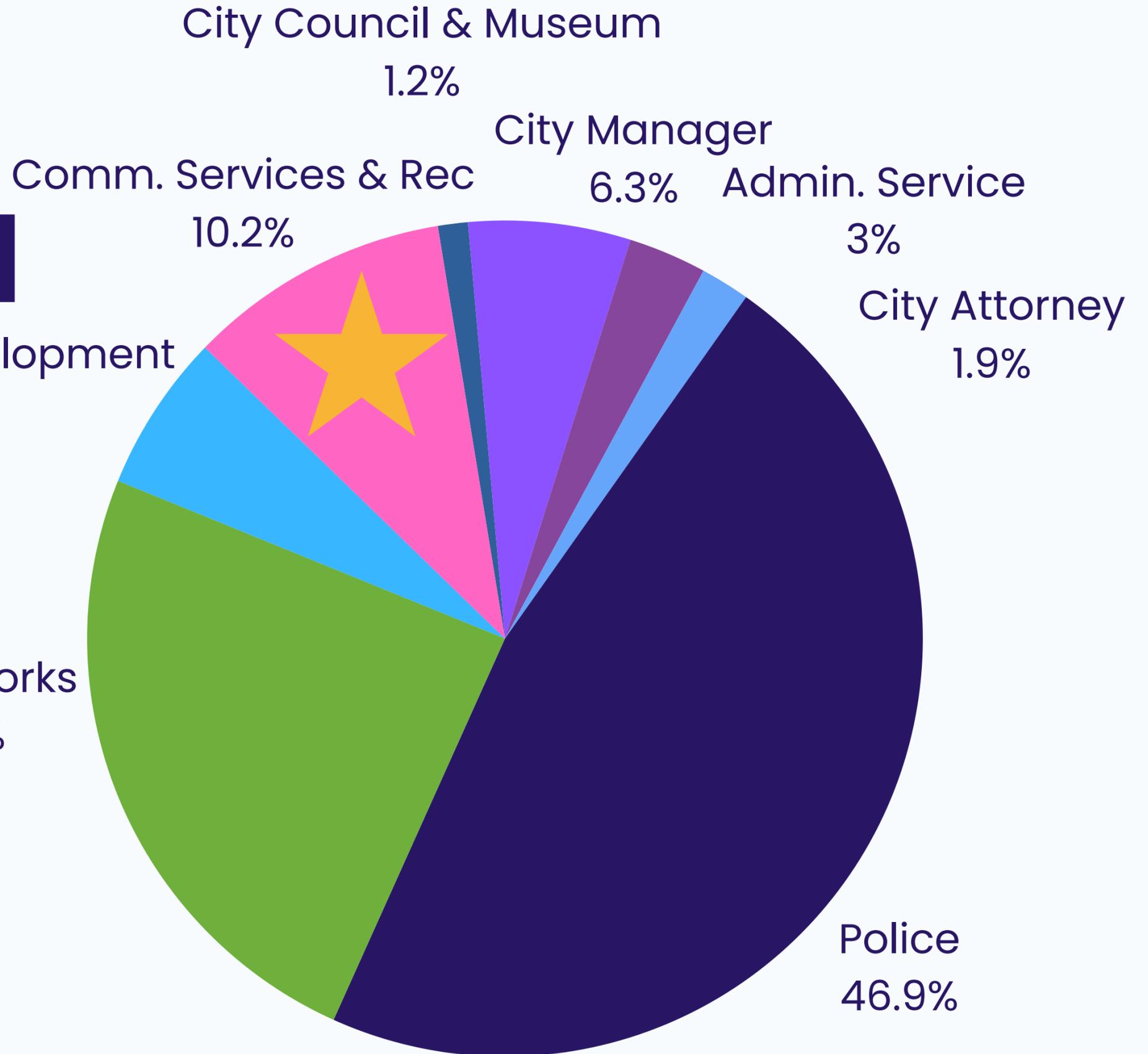
Whole-person community focus:
opportunity touch points through entire life
cycle of residents and the public

***early childhood, youth, adult, senior
programming are all offered by Capitola
CS&R***



CS&R Within General Fund Budget

CS&R = 70% cost recovery





Equity Swim

A year-round partnership with Soquel Union Elementary School District

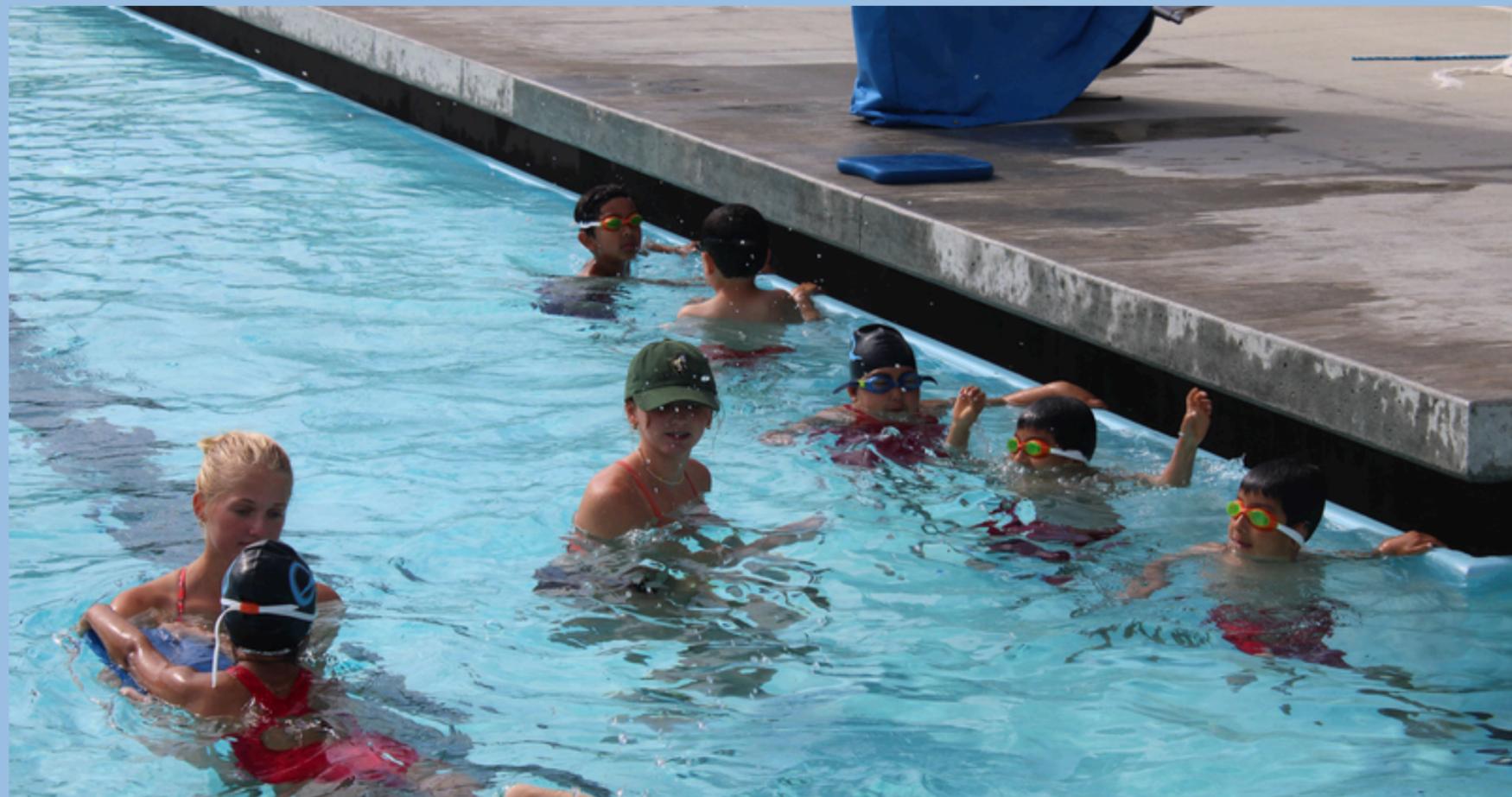
- Grant from SUESD covers 50% of program cost
- City provides administration, transportation & mentorship
- Quicksilver provides lessons



Goals

Create an ocean-safe community, regardless of background

- Reduce barriers that prevent learning to swim
- Build community around the water and ocean
- Develop skills
- Access to recreation opportunities
- Teach water safety and prevent drownings
- Opportunity for Junior Guard enrollment







City Events



Public Art

Capitola is committed to fostering art in “everyday places”
throughout the City



What is Public Art?

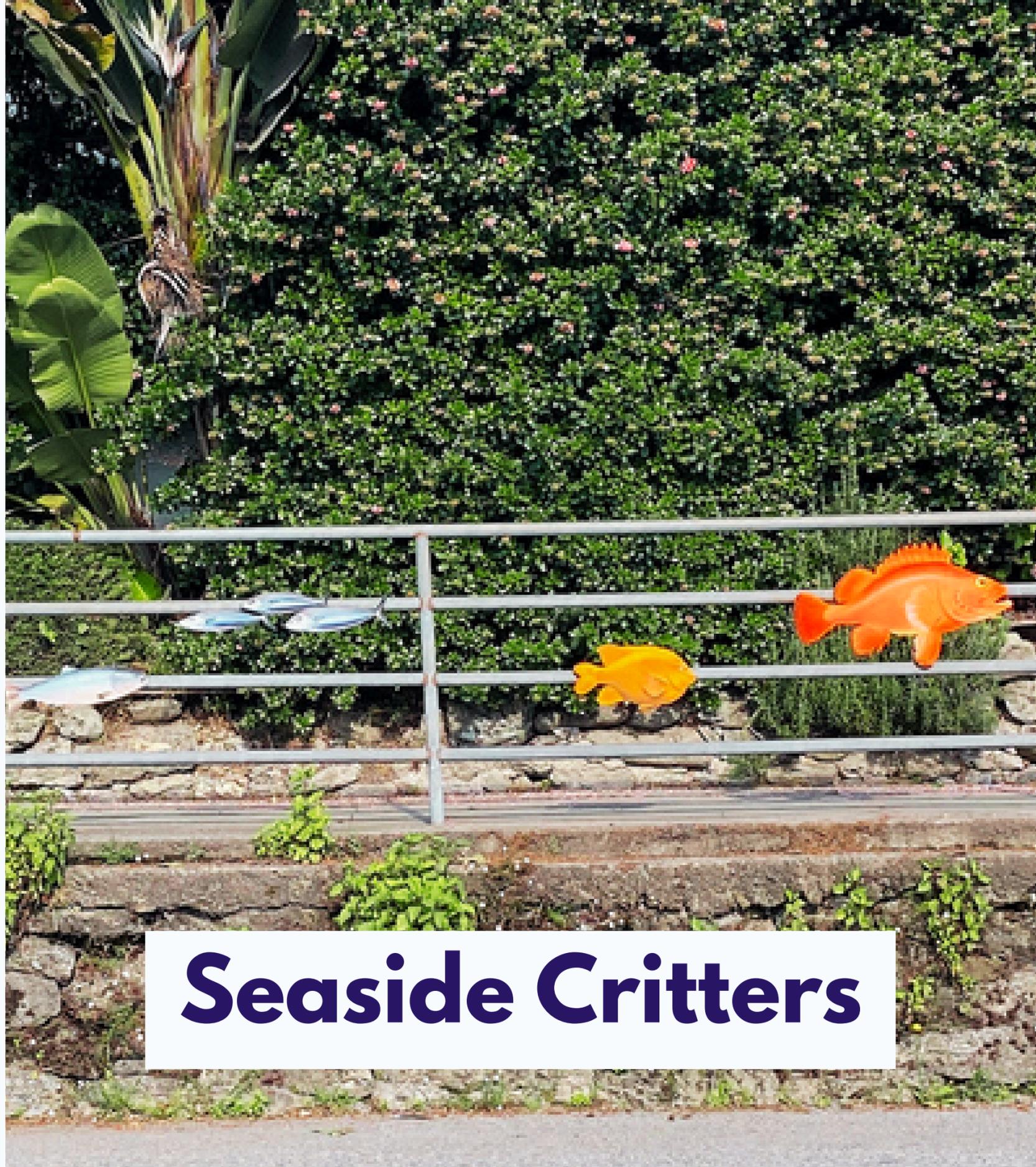
City code requires development worth \$250,000 or more to either:

- Incorporate Public Art into project (valued at 2% of overall) OR
- Contribute 1% of overall project worth to the City's Public Art fund

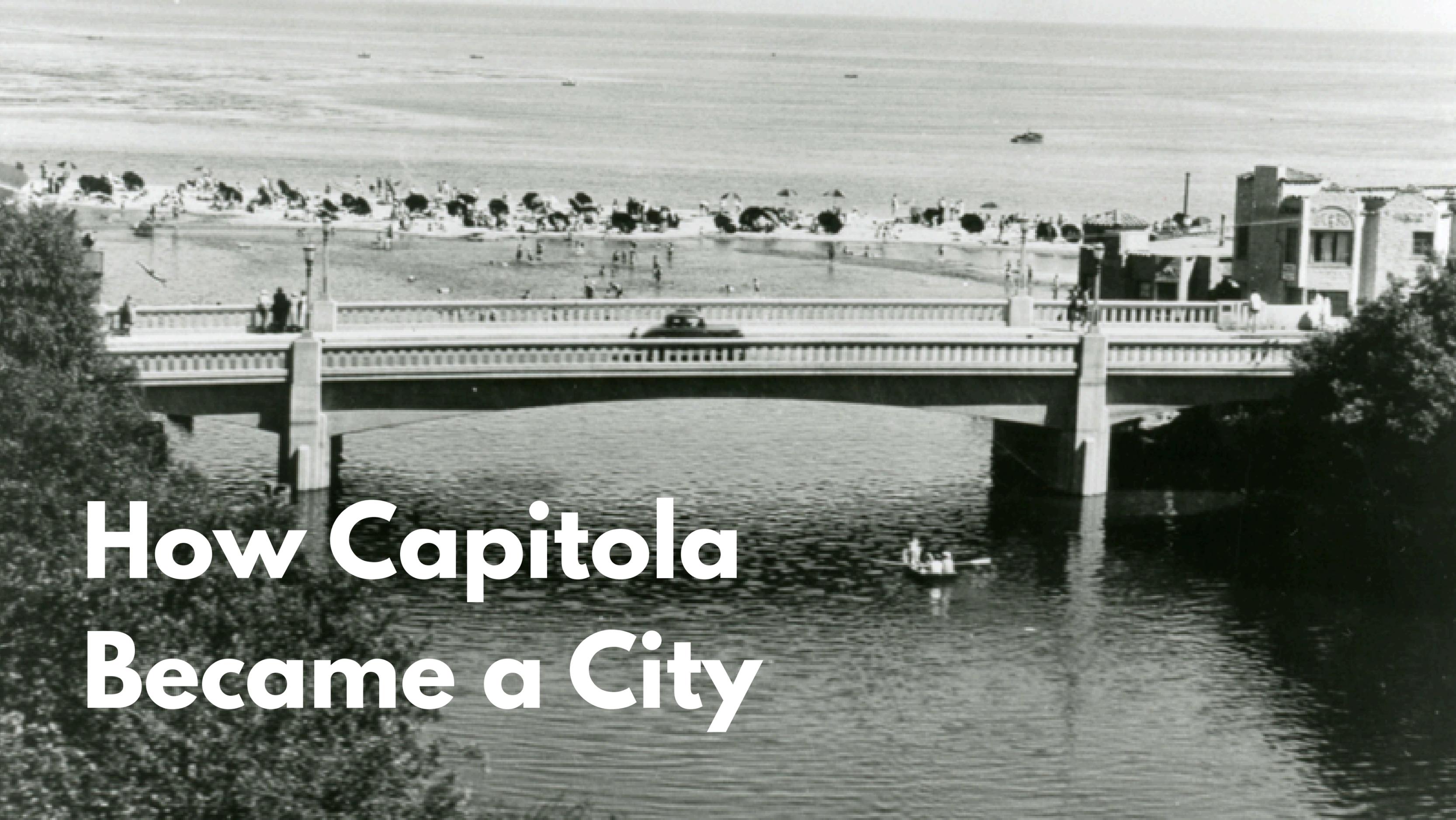
Each year, the **Capitola Art & Cultural Commission** makes formal recommendations on how to use this fund.

- Call-to-Artists are managed by City staff, and recommended projects are **presented to City Council for review and approval** during public meetings.

Begonia Sculpture

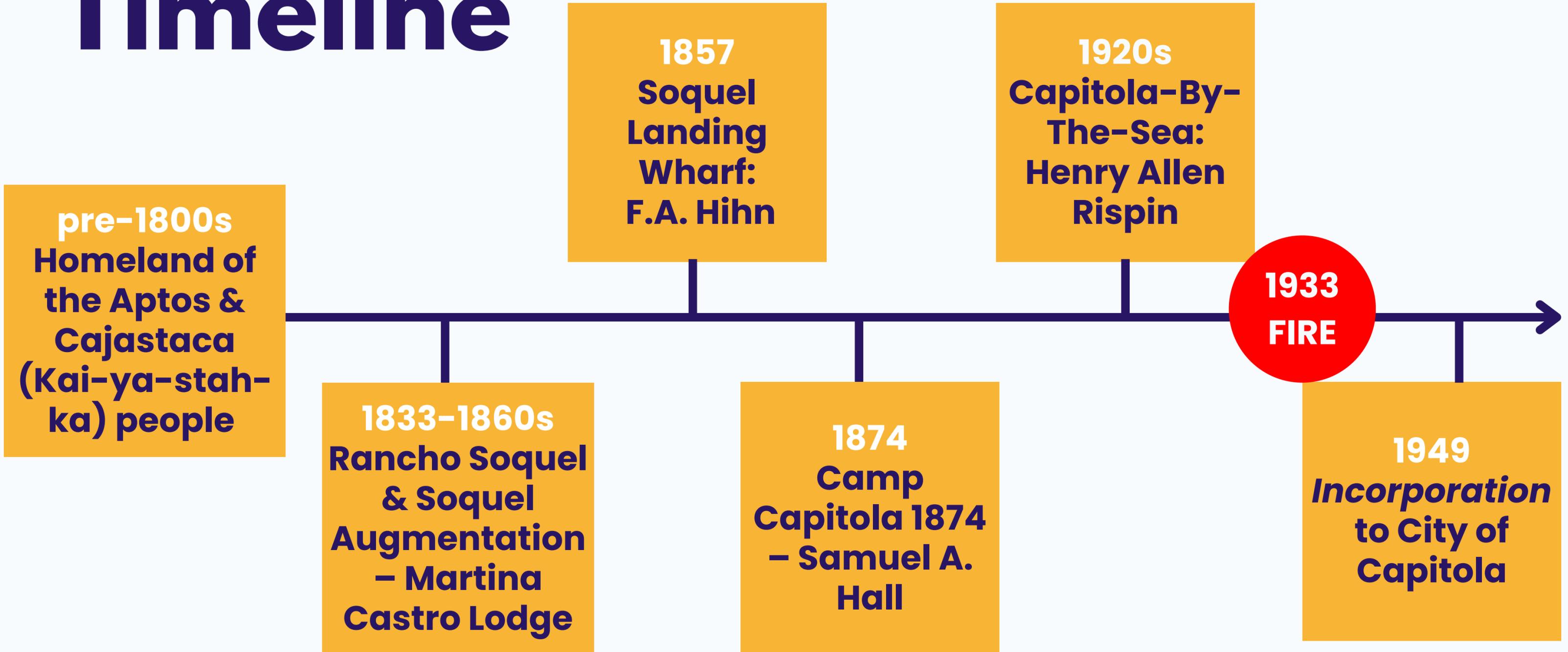


Seaside Critters



How Capitola Became a City

Timeline





Aftermath of 1933 Fire

"...the fear of economic disaster aimed Capitola toward a whole new blueprint for its future."

- Historian Carolyn Swfit

Canepa Capitola Fish Market

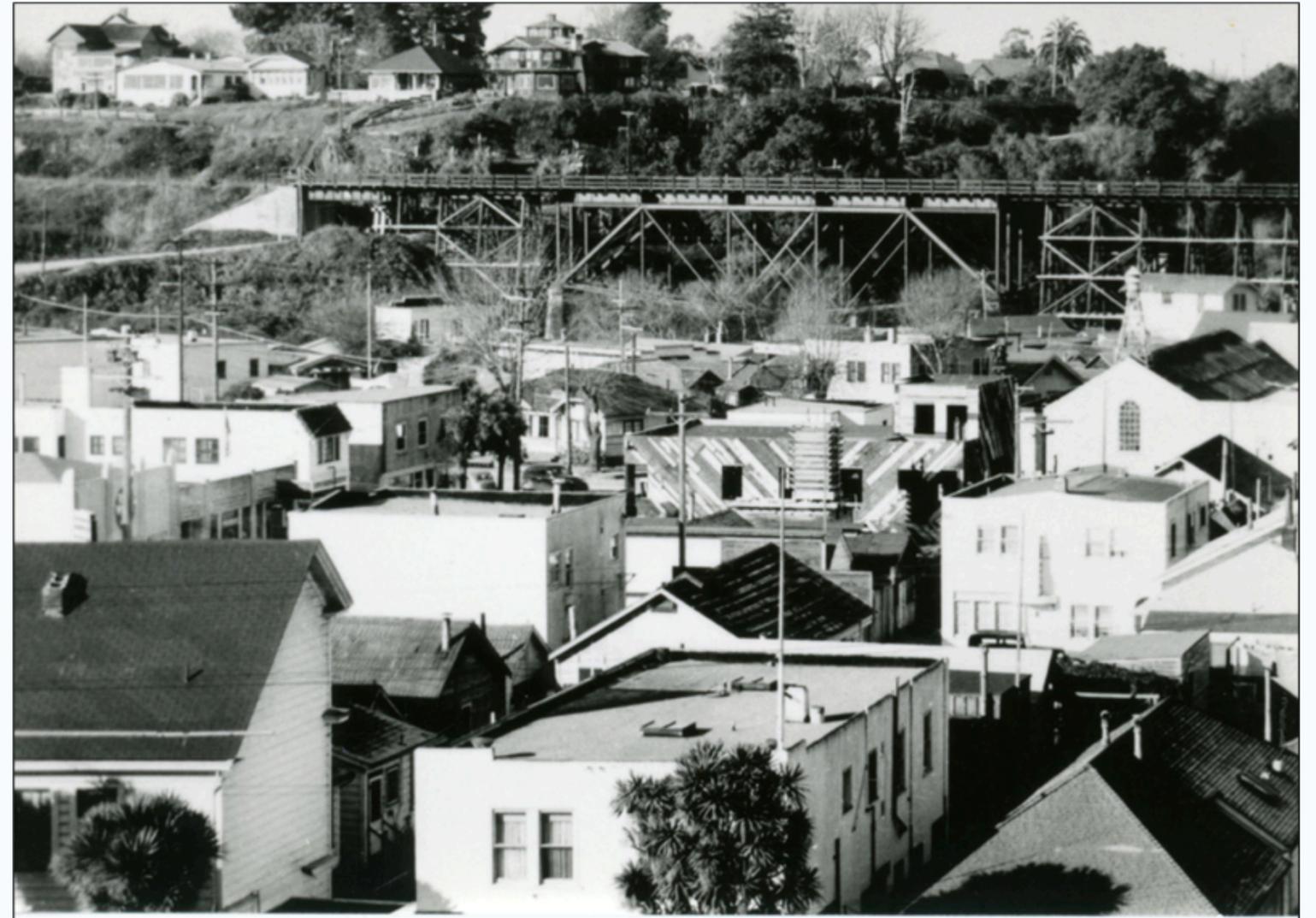
today's Polar Bear Ice Cream

Community Needs

Professional Fire Department

Reliable Water Supply

Replacement for Outdated Sewer System





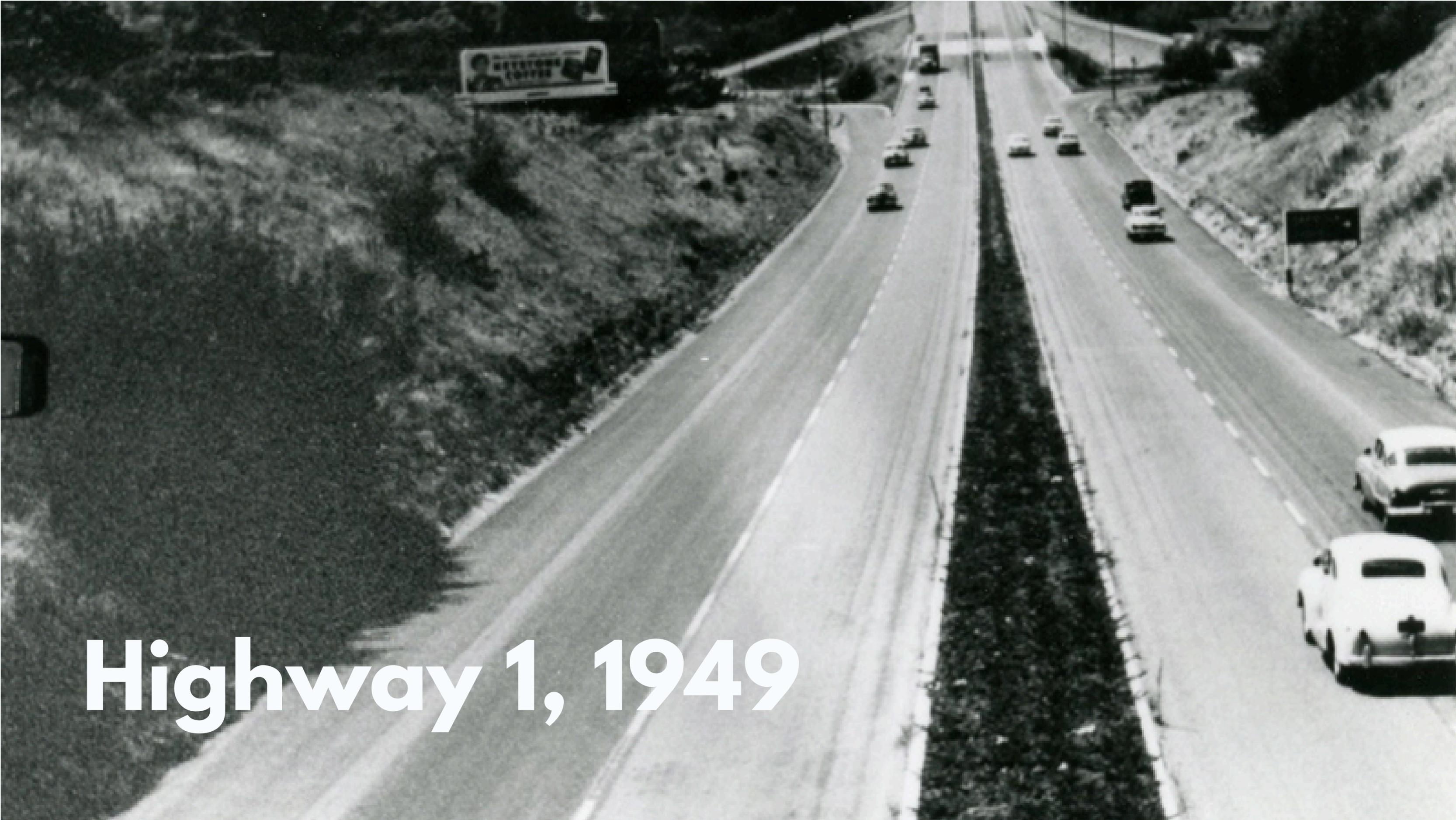
**First incorporation
attempt, 1946**

Capitola Improvement Club

“Capitola could well be the ‘gem’ of the ocean cities but to beautify, we must first have local control. Then only can we control the quality of new growth. Do you like weed grown lots? Do you like the ‘Sometimes Lighted’ globes hung on telephone poles? Are you proud of the litter on the streets and beach that is such a joy to rats and consequently fleas? The Capitola Improvement Club is a group of people who really want to do something about it!”

President Jack Rosensteel

Publicity Chairman John Battistini



Highway 1, 1949

Residents Wanted:

- Lower taxes
- Neighborhood improvements
- Savings on:
 - Electricity
 - Gas
 - Telephone rates



Incorporation votes cast at the Capitola Ballroom on January 4, 1949





Yea: 297

Nay: 243

54 vote victory

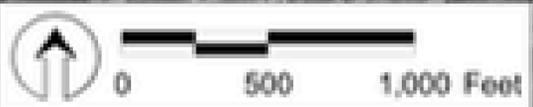
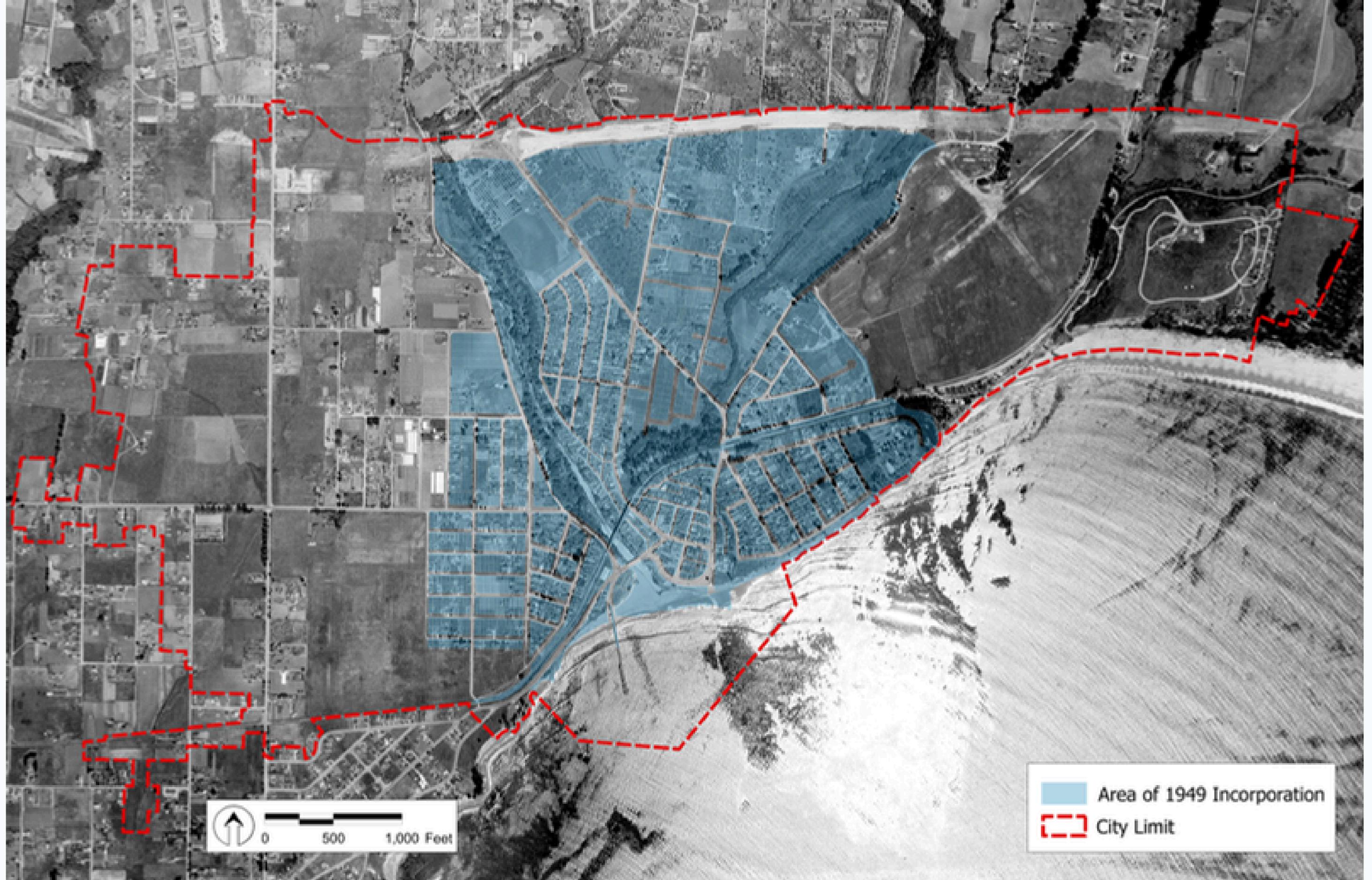
Incorporated January 11, 1949

Sentinel-News

EDITORIALS

Capitola Becomes A City
The toot of the fire whistle last night heralded the incorporation of Capitola as voters of the seaside community voted 297 to 243 in favor of the incorporation.





NEW COUNCIL SPLITS 3-2 IN FIRST MAJOR VOTE

Move Surprises Crowd Of 120 At
Initial Session Of City Council



Bradley Macdonald

27-year-old restaurant owner

Yea votes (for Kessler):

Harry M. Bowles

M.E. Adamson

Harlan Kessler

Nay Votes:

Jack Rosensteel

Bradley Macdonald



Harlan Kessler

63-year-old real estate &
insurance agent



1949 First City Hall:
127 Monterey Avenue
1911 Craftsman Cottage



1950 Second City Hall:
420 Capitola Avenue
Behind & Attached to PD



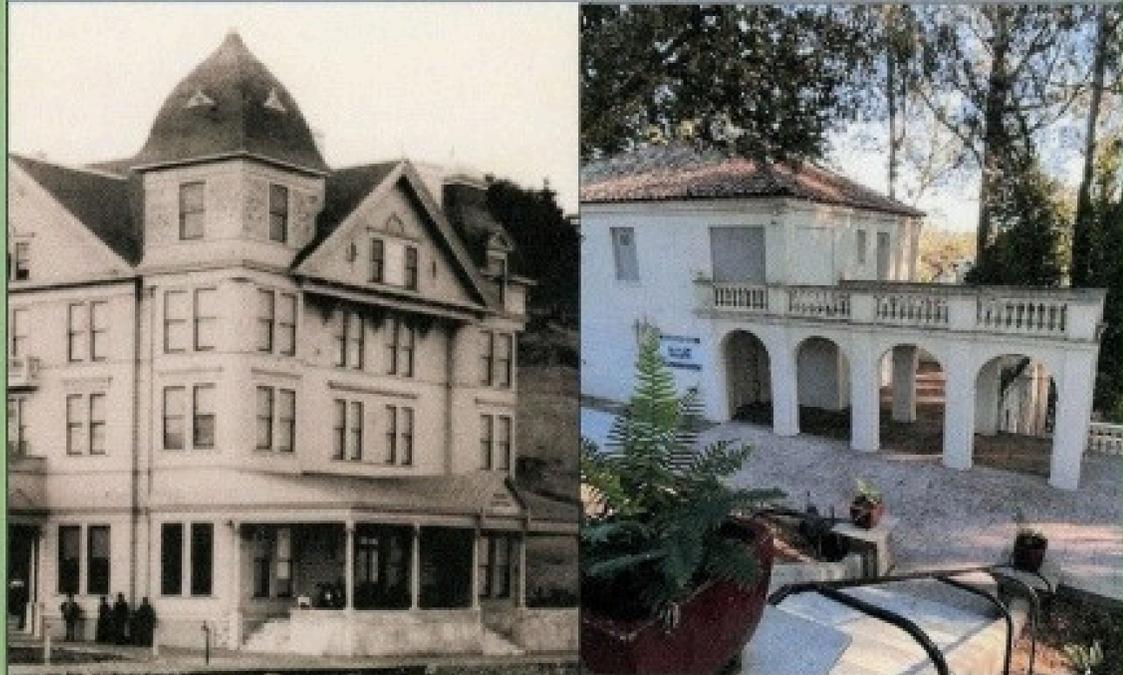
Current Exhibition

The admission **FREE** Museum,
located at **410 Capitola Avenue**,
is open to the public:

Every Friday through Sunday
Noon to 4 PM

Capitola Historical Museum
2026 Exhibition - Mid-March to December 2026

Multiple Personalities
The Stories Behind Capitola's Historic Buildings



The Grand Hotel Capitola 1895-1929 Rispin Mansion 1920 - The Park at Rispin Mansion 2026

The Venetian Court 1924 - Photograph by James Stanton

Capitola Historical Museum, 410 Capitola Avenue, Capitola, CA
Admission Free - Open Every Friday thru Sunday - Noon until 4:00 p.m.

Membership Opportunity

- New starting 2026
- Free!
- Experience a variety of museum events & activities
- Become part of a community interested in exploring Capitola History

Activities include:

- Museum opening tour every March
- Capitola village tours of history and palm trees
- History circles featuring story telling
- Annual Member Picnic each Spring
- Museum bookstore surprise gift
- and more



How to Get Involved

Volunteer

**Advisory
Bodies**

Learn

**Town Halls &
Info Meetings**

Serve

**Run for
City Council**

Running for Office

Eligibility:

- U.S. Citizen
- Resident & registered voter of the City of Capitola

Nomination Period:

- July 13 – August 7 (*possible extension of 5 days*)

Nomination Papers:

- Obtain signatures from at least 20, but not more than 30, registered Capitola voters
- Ballot designation
- Candidate statement

Campaign Reporting:

- The FPPC requires various reporting when raising or spending more than \$2,000



scan for more

Questions & Answers

See you on March 26 for

Council Recognition

Thank
you!

for attending Discover Capitola