

**CITY OF CAPITOLA**  
420 Capitola Avenue  
Capitola, Ca 95010

**Sam Storey** Mayor  
**Dennis Norton** Vice Mayor  
**Bob Begun** 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



Please email your comments or suggestions to [lmurphy@ci.capitola.ca.us](mailto: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](mailto:caprec@cruzio.com)  
City Web Site:  
[www.ci.capitola.ca.us](http://www.ci.capitola.ca.us)

|  | july                                   | date      | time |
|--|--|-----------|------|
| <b>Mayor</b><br><b>Sam Storey</b><br><a href="mailto:samforcapitola@att.net">samforcapitola@att.net</a>                | City Council/RDA*                      | 8, 22     | 7:00 |
|  | Planning Commission                    | 1         | 7:00 |
|  | Museum Board                           | 1         | 5:30 |
|  | Art & Cultural Commission              | 13        | 6:30 |
|  | Finance Advisory Committee             | CANCELLED | 6:00 |
|  | Traffic & Parking Commission           | 14        | 6:30 |
|  | Arch & Site Review Committee           | 14, 28    | 3:30 |
| <b>Vice Mayor</b><br><b>Dennis Norton</b><br><a href="mailto:Dnortondesigns@msn.com">Dnortondesigns@msn.com</a>        | Commission on the Environment          | 7         | 7:00 |
|  | august                                 |           |      |
| <b>Council Member</b><br><b>Bob Begun</b><br><a href="mailto:rbegun@sbcglobal.net">rbegun@sbcglobal.net</a>            | Pacific Cove M.H. Park Special Meeting | 11        | 7:00 |
|  | City Council/RDA*                      | 12        | 7:00 |
|  | Planning Commission                    | 5         | 7:21 |
|  | Museum Board                           | 5         | 7:00 |
|  | Art & Cultural Commission              | 10        | 6:30 |
|  | Finance Advisory Committee             | 10        | 6:00 |
|  | Traffic & Parking Commission           | 11        | 6:30 |
| <b>Council Member</b><br><b>Ron Graves</b><br><a href="mailto:fishweetheart@netzero.net">fishweetheart@netzero.net</a> | Arch & Site Review Committee           | 11, 25    | 3:30 |
|  | Commission on the Environment          | 24        | 6:00 |
|  | september                              |           |      |
| <b>Council Member</b><br><b>Kirby Nicol</b><br><a href="http://www.wharftowharf.com">www.wharftowharf.com</a>          | City Council/RDA*                      | 9, 23     | 7:00 |
|  | Planning Commission                    | 2         | 7:00 |
|  | Museum Board                           | 2         | 5:30 |
|  | Art & Cultural Commission              | 14        | 6:30 |
|  | Finance Advisory Committee             | 14        | 6:00 |
|  | Traffic & Parking Commission           | 8         | 6:30 |
|  | Arch & Site Review Committee           | 8, 22     | 3:30 |

**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

**NEWS CORNER**

**ART & WINE FESTIVAL:**  
Sep. 11-12, 2010 in the Capitola Village

**BEGONIA FESTIVAL:**  
Sep. 4-7, 2010  
[www.begoniafestival.com](http://www.begoniafestival.com)

**ART & JAZZ AT THE BEACH**  
Esplanade Park  
July 11 & 18  
Aug. 8 & 22

**TWILIGHT CONCERT SCHEDULE**  
[www.ci.capitola.ca.us](http://www.ci.capitola.ca.us)

**MOVIES @ THE BEACH!**  
8/27, 9/3, 9/4, 9/10  
[www.ci.capitola.ca.us](http://www.ci.capitola.ca.us)

**CAPITOLA MUSEUM HOURS:**  
Wed, Friday – Sunday 12-4pm  
Walking Tours Available call 464-0322

**HAVING AN EVENT?**  
Rent the Community Center  
Call 475-5935  
Check the website  
for more activities and events

**INSIDE THIS ISSUE**

News Corner ..... 1

General Municipal Election ..... 1

City Manager Retires..... 2

Recycle Your Cell Phones..... 2

AT&T Provided Cable..... 2

No Smoking ..... 2

City Hires New Manager ..... 3

Clean Up After Your Pet ..... 3

Public Art in Capitola..... 3



**GET READY, GET SET, GET INVOLVED!**  
**3 CITY COUNCIL SEATS TO BE VOTED ON AT THE NOVEMBER 2, 2010 GENERAL MUNICIPAL ELECTION**

On November 2, 2010, Capitola voters will have an opportunity to vote for three Members of the City Council who will serve the City's citizens for four-year terms. The current members whose terms will expire in November are Mayor Sam Storey and Council Members Robert "Bob" Begun and Ronald Graves. All of the incumbent council members are able to seek re-election.

**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.** 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.

**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 12 and ends Friday, August 6, 2010 at 5:00 p.m. If any of the incumbent council members do not file nomination papers, the final date to file will be extended to Wednesday, August 11, 2010. 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. It takes approximately 30 to 45 minutes for the City Clerk to issue nomination papers. Please schedule an appointment by calling Pam Greeninger at 475-7300.

**Candidate Forum.** The Capitola-Soquel Chamber of Commerce will host a "Candidates Forum" on Wednesday, October 6, 2010, from 7 to 9 p.m. in the City Hall Council Chambers, 420 Capitola Avenue. Candidates will have an opportunity to discuss their candidacy and answer questions from the public on local issues.

**VERY IMPORTANT CAMPAIGN INFORMATION:** Before any money is raised or spent in connection with an election or candidate, the candidate or candidate's committee is required to file intent and disclosure forms with the Secretary of State and the City Clerk pursuant to the Political Reform Act. Candidates declaring their candidacy prior to opening of nominations should contact the City Clerk to obtain campaign reporting information.

If you have any questions about running for office in Capitola, City Clerk/Elections Official Pam Greeninger encourages you to contact her by calling (831) 475-7300 or by email at [pgreeninger@ci.capitola.ca.us](mailto:pgreeninger@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.

## CITY MANAGER RETIRES

Capitola City Manager Richard Hill will retire on July 9 after nine dedicated years of City service. During his tenure, Mr. Hill led City's staff's efforts to implement numerous City Council projects including:

- Construction of a Bandstand in the Village using almost no public funding,
- Development of a rigorous street maintenance program,
- Establishment of an internal Animal Control program
- Implementation of many capital improvement projects throughout Capitola.

During Mr. Hill's tenure, we saw the passage of Measure P/D which has allowed the City to maintain critical services during a period of time when many other cities have eliminated these programs. These services include a full complement of officers in the field and important maintenance of the City's streets, which reduces much higher long term costs.

Additionally, the Art & Cultural program was completely overhauled which has given the City wonderful number of unique and iconic art projects, the Commission on the Environment was born, the Volunteers-In-Policing program was revived and the newsletter was established.

The City as a whole has increased the amount of waste it diverts from landfills to recycling from 42% to 52%, polystyrene was banned and green building standards were adopted. Programs were developed to maintain open communication with businesses, the Chamber of Commerce, and the residents.

Finally, there are many improvements that go unnoticed by the general public, but not by the employees. As City Manager, he brought with him a sense of stability with the development of employee policies and procedures, a focus on customer service both internally and externally and a leadership style that focused on teamwork and collaboration.

When asked to look back on his time here and what was ahead, Hill stated, "When I graduated from college, I remember feeling relief and grateful for the opportunity to attend a university, but somewhat anxious about what was going to happen next. Now in looking back at my career of nearly 40 years in public service, I realize that I was right to be anxious, but also extremely fortunate to have the opportunities and experiences that I've had.

Now, as I approach this next phase of life, once again I feel a bit of relief and anxiety about what comes next. Will I have enough money to put my son through college? How am I going to avoid my wife's to-do lists? I can only hope that the opportunities and experiences to come will be as rewarding as my time serving the City of Capitola."

## NO SMOKING ON ESPLANADE OR THE BEACH

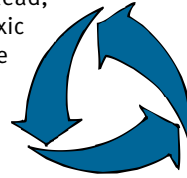
The Capitola City Council recently expanded the "No Smoking" area in the City to include the Esplanade, along the beach front to the bridge and the Wharf. Smoking is already banned on the beach and in Esplanade Park. The City has previously found that there are health hazards induced by breathing secondhand smoke. In addition, at its meeting of September 24, 2009 the City received public comment attesting that cigarette butts are a form of litter in the City of Capitola, on its streets, parks and beaches, and could constitute a threat to wildlife, a public nuisance, and a health hazard.



Both State Law and City Code currently prohibit smoking in all enclosed facilities within a place of employment, and in most other publicly accessible indoor spaces. State Law also prohibits smoking within 25 feet of any playground, and within 20 feet of the main entrance, and operable windows, on a public building.

## RECYCLE YOUR CELL PHONES

Cell phones and batteries are some of the largest contributors of toxic substances to our landfills. More than 13 million cell phones become obsolete in California every year, and historically only 7% have been recycled. Mobile phones contain hazardous levels of lead, nickel-cadmium, and other toxic materials. Over 80% of reusable batteries are composed of the hazardous heavy metals nickel and cadmium. These batteries and other rechargeable batteries have been banned from disposal in California for several years, recycling opportunities have lagged.



Less than 20% of rechargeable batteries are currently recycled. In 2004, more than 34,000 tons of batteries were landfilled in California. In 2004, more than 93,000 tons of toxic portable electronics-including cell phones-were landfilled in California. Department of Toxic Substances Control reported that the recycling rate for cell phones in CA was 17% in 2006. This number increased to 25% in 2008. The national recycling rate average is 10%. What can you do with your old cell phone? Bring it to one of these locations where they will be either donated to a non-profit or recycled: AT&T store in the Capitola Mall, Verizon Wireless either in the Capitola Mall or 1440 41st Ave or Best Buy on 41st ave.

## AT&T PROVIDED CABLE TV

Capitola residents have a choice of Cable Television providers. There are now two cable t.v providers, Charter and AT&T. AT&T has completed its Internet service build out and is offering U-verse television packages. Charter still holds the cable television franchise with the city, but deregulation allows AT&T to provide programming over the same fiber optic lines that carry its DSL Internet service. The State holds the franchise for AT&T and the City of Capitola has a franchise agreement with Charters, for a little while longer. That will soon change because now that AT& is offering service the existing franchisee which is Charter can go get a franchise agreement with the State as well, essentially walking away from the City's agreement. What does this mean for you? The good thing is you have a choice of providers, but if you have complaints you will have to go to the State for help and not the City.

Capitola residents can learn more about the service by visiting a local AT&T store or calling 877-U ASK ATT.

## CITY HIRES NEW CITY MANAGER

There are significant changes happening at city hall! With the retirement of City Manager Rich Hill, the City Council has selected the current Community Development Director Jamie Goldstein to step into the City Managers office. That created an opening for a new Community Development director which will soon be filled by Derek Johnson who is currently Santa Barbara County's director of long-range planning.

Jamie Goldstein who has been with the City of Capitola for over a year and a half will begin his new role July 12. Prior to coming to Capitola, Goldstein was Deputy Director of the Redevelopment Agency for Santa Barbara County. Goldstein grew up in Palo Alto, an avid surfer and bicyclist, he said when he first joined the city staff that he and his wife welcomed the chance to raise their young son nearer family in the Bay Area.

### Why do you want to be City Manager?

I have always based my career around public service, working in local communities to help improve the overall quality of life. I feel that working on these types of projects is both personally rewarding and challenging. Being able to see tangible projects that result in positive community outcomes is one of the key things that keeps me energized and enthusiastic about my work.

The transition to City Manager is certainly a challenge, but also a real personal opportunity to play a role in helping Capitola remain a great place to live, work, shop and visit. I see my new role as a chance to develop professionally, and help the City Council and the community continue its long-standing traditions while also establishing new opportunities to grow and improve.

### What do you see as your challenges/opportunities in the upcoming year?

There are clearly challenges to running the day-to-day operations of a City as diverse, and involved as Capitola, particularly in the current economic climate. Obviously balancing the on-going revenue with the needed City services is my number one priority. To date the City has been able to avoid some of the more Draconian cuts to services we have seen in other jurisdictions in the area. But to maintain our current high level of services will require continued efforts to foster sustainable economic development, while keeping a keen eye on costs. I plan to work closely with City Council to maintain, and where possible, grow our City programs and look for opportunities to reduce on-going expenditures.

Other key challenges that face the City include the General Plan update, and the on-going mobile home litigation. Mobile home litigation, is an issue of critical importance to many of the City's most vulnerable residents, and to the owners of the City's privately-held mobile home parks. Unfortunately, park owners have filed numerous lawsuits against the City which seek millions of dollars in compensation due to the City's rent control ordinance. The City has never lost a significant judgment, but it is important to plan for, and understand the risks to residents and the City associated with potential of losing such a case.

The General Plan process is an exciting opportunity to think about the changes, both big and small that our community will face, and how we will respond and shape those changes. The General Plan update process will need to be one that is inclusive of the various interests in the community, while establishing key benchmarks and timelines to keep the process on track. It will be a great opportunity for many residents to get involved in the future of the City; I hope you can participate!

## PUBLIC ART IN CAPITOLA

You may have noticed quite a bit of public art throughout Capitola in recent years, but if not you are sure to now when a mural will soon be painted on retaining wall on the west side of Wharf Road, between the railroad trestle and Prospect Avenue. The Council recently approved a recommendation from the Capitola Art & Cultural Commission that the City hire an artist to paint a mural in this prominent location. The Art & Cultural Commission believes that the wall on Wharf Road is an excellent location for displaying public art, while assisting the Public Works Department by discouraging graffiti on the wall. The Commission envisions a mural that is uplifting and fits the environment in theme, color and content to reflect local Capitola elements. The work will be completed in late September.

In addition to the mural, the Commission has completed several art projects; graphic traffic boxes, sea wall tiles, antique photo direction signs, and the kelp mural in front of the Bandstand. Funding for these projects is from a fee assessed on development in Capitola.

## CLEAN UP AFTER YOUR PET

Every responsible dog owner agrees... picking up after your dog is a MUST. In fact it is the law that if it occurs on public property including parks, streets and sidewalks that you must clean up after your pet or face a fine. It is also just plain common courtesy. Cleaning up after your dogs shows respect for our neighbors and our community. Only irresponsible dog owners leave their dog's poop for others to look at, step in or clean up. Another very important reason to clean up after your pets is because it pollutes our rivers and beaches. Water pollution threatens every living thing on earth today, and one key contributor is dog waste. Unscopeddogg droppings lead to unnaturally high



levels of fecal coliform bacteria in lakes, streams and oceans, choking out aquatic life and threatening the survival of many aquatic species. By simply cleaning up after your dog each day, you can help prevent water pollution and protect fragile aquatic life.

Genetic studies of the water pollution from fecal waste in this country have found that roughly 20 percent of it comes from dogs. So next time you take Fido outside, make sure you clean-up after him too. It's such a simple and courteous thing to do, and such an easy way to make a difference for people, pets and aquatic life. Remember to take along a plastic bag or pooper scooper when you walk your dog and dispose of it properly in the trash or flush it down the toilet.