



WINTER 2015

VOLUME 13, ISSUE 1

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City Welcomes New Council Member, Officials

In November 2014, City voters elected Jacques Bertrand to join the City Council for his first term and returned incumbent Council Members Stephanie Harlan and Mike Termini for another four years each.

Bertrand has been active with the city in both finance and planning, serving as the elected treasurer from 2008 to 2012 and on the General Plan Advisory Committee and Village Master Plan Committee. Bertrand replaced Sam Storey, who finished the maximum two consecutive terms.

In December, Bertrand, Harlan and Termini were sworn in and the Council selected Dennis Norton as mayor and Ed Bottorff as vice mayor for the next 12 months.

Voters defeated Measure M with nearly 54 percent voting against it in the November election. It would have increased the transient occupancy tax on hotels and vacation rentals from 10 percent to 11 percent, the rate in surrounding Santa Cruz County.

Plantronics' Donation Supports Dog Park

The City of Capitola received a \$2,000 donation from Plantronics Inc. for the Ozzi Dog Park on McGregor Drive.

"Plantronics is dedicated to community engagement, providing resources to organizations and programs that improve quality of life for the residents of Santa Cruz County and surrounding areas," said Kelli Greene, community relations manager for Plantronics. "The Capitola Ozzi Dog Park will provide a safe, clean and enjoyable space for local residents to appreciate with their canine companions."

The City of Capitola recently began construction on a multi-use recreational park on McGregor Drive near the entrance to New Brighton State Beach. The new site will feature a dog park, a skate park, and a bike pump track.

The City funded basic park infrastructure, but donations such as this funding from Plantronics will pay for the improvements to each of the park sections.

The McGregor dog park was named after Ozzi, a dog owned by bicyclist Joshua Laven. Ozzi was found by a Capitola couple at Laven's side after he was killed by a hit-and-run driver on Highway 1 two years ago. Laven's mother, Jenifer Putnam, donated funds from the unclaimed information reward to name the park.

Community Development Receives Grants, Invites Planning Input

The City's Community Development Department is starting projects funded by recent grants and continues updating documents that shape Capitola's future.

Affordable Housing Programs: The

City has been awarded a \$500,000 Community Development Block grant to reinstate funding for the Housing Rehabilitation Loan Program and Mortgage Assistance Program (aka First-time Homebuyer Program).

The Housing Rehabilitation Loan Program is designed to address basic health and safety issues in owner-occupied housing by providing small, low-interest loans to cover the costs of

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UPCOMING EVENTS

Lincoln's Birthday Holiday

Feb. 12, City Offices Closed

Presidents' Day Holiday

Feb. 16, City Offices Closed

Capitola Village Easter Egg Hunt

April 4

City-Wide Garage Sale

April 18

Spring Clean-Up Week

April 20-24

Memorial Day

May 25

City Offices Closed

Rod & Custom Classic Car Show

June 6-7

Clean Water Is Everybody's Business -- Here's How To Help

In urban areas, much of the land surface is covered by buildings and pavement, which do not allow rain to soak into the ground. Instead, storm drains carry runoff from roofs and paved areas to nearby waterways. Locally the storm water runoff carries pollutants such as oil, dirt, chemicals, and fertilizers directly to Soquel Creek and the Monterey Bay, where they harm water quality.

To decrease polluted runoff from paved surfaces, homeowners can use porous pavement materials for driveways and sidewalks, and native vegetation and mulch can replace high-maintenance grass lawns.

Residents should use fertilizers and garden chemicals sparingly and sweep their driveways and sidewalks instead of washing them with water. Rather than disposing of yard waste, start your own compost pile.

In addition, households can prevent polluted runoff by

picking up after pets and using, storing, and disposing of household chemicals properly. Drivers should check their cars for leaks and recycle motor oil and antifreeze when these fluids are changed. Vehicle owners can also avoid impacts from car wash runoff (e.g., detergents, grime, etc.) by using commercial car wash facilities that must treat their runoff.

To dispose of household hazardous waste, contact Green-Waste Recovery or the Santa Cruz County Household Hazardous Waste Program, www.santacruzcountycycles.com.

Residents can also help by reporting illegal dumping in our storm drainage system. Illegal dumping means putting any substance other than rain water into the drainage system or directly into a body of water. Paint, motor oil, and erosion material are common examples.

Please report any storm drain dumping immediately by calling the Capitola Public Works at 831-475-7300.

Capitola Public Safety Foundation Celebrates 10 Years

Even after 10 years of service, many residents may not recognize the long name of the Capitola Public Safety & Community Services Foundation. More familiar are the Foundation's annual fundraising events that help to promote safety and a sense of community.

The Capitola Foundation is a non-profit organization led by a group of civic-minded citizens. Established in 2005 by former Police Chief Rick Ehle, the Foundation works to enhance public safety through the promotion of community-oriented policing and community outreach.

Ten years later the Foundation is still carrying out the mission of the founding members by supporting current Chief Escalante and the Capitola Police Department, along with other key organizations that provide assistance to our elderly and youth. These efforts include:

- assisting the Capitola Police Department with the purchase of safety equipment, including two police canines
- donating to the new city Bike Pump Park
- sponsoring the Capitola Junior Lifeguard Program
- donating to the Fallen Officers Program
- assisting the City's Volunteer In Policing Program (VIPS) including purchasing an electric vehicle
- supporting the Elder Care Task Force
- funding after-school and athletic programs at New Brighton Middle School
- supporting the Neighborhood Watch Program



"The 10th Annual Capitola Rod & Custom Classic will be held June 6-7."

- supporting the Wounded Warriors

The Capitola Foundation raises funds to support these important projects and programs by organizing the Annual Capitola Rod and Custom Classic Car Show held each June and an annual golf tournament held in October.

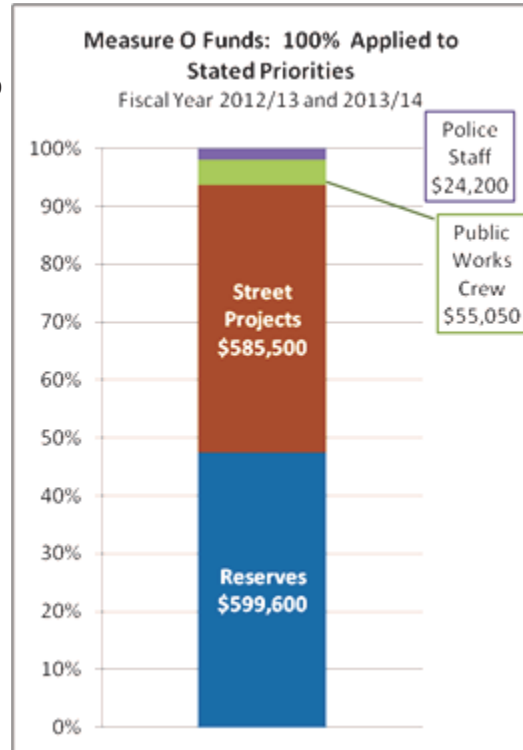
While these two events are a major part of Foundation funding, the organization would not be successful without the support from our local restaurants, businesses and individual contributors. Our business community plays a vital part in keeping Capitola a great beach community.

If you are interested in supporting the Capitola Public Safety and Community Services Foundation, want to get involved, or just want to know more, please visit the website at capitolafoundation.org or "like" it on Facebook under Capitola Foundation.

A Look at Where the Money from Measure O Is Going

In November 2012, Capitola voters approved Measure O to create permanent quarter-cent local sales tax. It supplements an additional 0.25 percent sales tax (Measure D), which will expire in 2017. During the five-year period when both sales tax measures are in place, the City committed to use Measure O funds to repair and repave City streets, restore reserves, and support community policing projects. Here's a look at how funds have been used during the first three years.

Capital Improvement Project	Funded	In Progress	Complete
Cliffwood Heights Slurry Seal	√		√
Riverview Terrace Slurry Seal	√		√
Clares & Wharf Traffic Calming	√	√	
Bay Ave. Streetscape	√	√	
Park Ave. Sidewalk	√	√	
Park Ave. Paving & Bike Lane	√		
Rosedale, Carl & Alma Slurry Seal	√		
Monterey & Park Ave. Park & Path	√		



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repairs. The Mortgage Assistance Program provides low-interest loans to low- and moderate- income home buyers. These programs should be available for qualifying Capitola households in early 2015.

If you have questions about the programs or wish to be placed on a waiting list, please contact the Community Development Department.

Rispin Mansion Improvements: The City was awarded a \$383,000 grant from the State of California Department of Housing and Community Development make improvements to the Rispin property. The grant along with City funds will be used to construct Americans with Disabilities Act-compliant pathways, install new landscaping and gardens, add interpretive signage, and potentially restore the reflecting pond and fountain. There are no improvements planned for the mansion itself.

The City recently hired Santa Cruz County-based landscape architects Mike Arnone and Associates to help develop conceptual designs for the project. The Rispin Mansion is a nationally registered historic place and the work will enhance the park while maintaining the historic significance. Watch for a public meeting announcement in the coming months to solicit input from the community.

Zoning Code Update: The City is currently working on a comprehensive update to its zoning code. Community Development Department staff recently completed a series of interviews with various stakeholder groups. Results of these interviews and a public survey can be found on the Community Development Department's website. They will help shape discussion for public hearings in early 2015 before the Planning Commission and the City Council.

There's still ample time to submit comments and ideas on the zoning code update! Please contact Community Development Department staff.

Housing Element Update: The City has begun updating its General Plan Housing Element. The Housing Element identifies current issues relating to housing and the policies and programs that will be used to address them. Once the Housing Element is certified, the City of Capitola will be eligible to receive grant money from the state that could help fund housing-related projects and support programs. A community workshop and public meetings will be announced on the City website.

Climate Action Plan: Staff is currently working on drafting the City's first Climate Action Plan, to reduce Capitola's energy consumption and meet the state's greenhouse gas emission reduction targets. The preliminary list of potential reduction measures is available on the City's website.

City of Capitola

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Named one of *Sunset*
magazine's best beach
towns

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PERMIT #13

Museum Plans a Postcard History of Capitola

This year's exhibition at the Capitola Historical Museum will trace the history of the town through over a hundred years' worth of picture postcards.

"Postcards were the exciting new communications medium of the early 1900s," says Museum Curator Frank Perry. "They were like email, text messaging, and Twitter all wrapped into one."

Are postcards dead in this digital age? Well, not quite. Several stores in town still sell them, and the exhibit will have samples from every decade—from a 1901 card to some hot off the souvenir rack.

Visitors will also be able to read some of the old messages, ones never intended, of course, to be public. This one from Capitola was mailed Sept. 1, 1944: "We are really having fun. Weather perfect. Better come over here for double holiday instead of Yosemite. We are in Cabin 10."

Although the emphasis will be on Capitola, there will also be examples of postcard



creativity: ones printed on leather and wood, some 3-D postcards from the 1960s, and a musical postcard from around 1930 -- it actually plays.

A display of vintage cameras and dark-room equipment will show how people could print their own photo postcards a century ago.

"Postmarked Capitola: A History Through Postcards" will open on Saturday, Feb. 28, with a formal opening reception on Saturday, March 21, noon to 2 p.m. Save the date and join in the fun!