

CVRA Newsletter

Fall 2013



Is The Birds Coming Back?



In the past month massive numbers of anchovies have brought unprecedented numbers of whales, huge numbers of birds, and memories of the 1961 invasion of birds in Capitola and Pleasure Point that inspired Hitchcock's movie "The Birds".

Neighbors' Night at the Cava Wine Bar



Join your neighbors as we gather at the Cava Wine Bar in Capitola Village to taste local wines and scrumptious appetizers and to support local businesses in the off-season!

Wednesday, November 6th
5:30-8 PM "no-host"

Cava Wine Bar

115 San Jose Avenue, Capitola

Details: call Janet Russell 831-588-9719

Interview with Steve Jesberg

As of late, Steve Jesberg's work days have been consumed by the "new" lower Pacific Cove parking lot that begins construction October 1st. Steve is not directly involved in the General Plan, but his position does have some cross-over involvement. Who is



Steve Jesberg? He is the Director of Public Works here in Capitola. Native born, graduating from the University of the Pacific, Steve has served our beautiful community for 12 years. His basic job fundamentals include working on continuous city improvements (public buildings, transport infrastructure, public spaces/services), overseeing the daily maintenance (city lights, graffiti management), reviewing schedules, reports and of course; managing his e-mails.



I asked Steve, "Where do the funds come from for these projects?" The answer is the "General Fund". Yes, some are grants, but no consistent dedicated funding besides some small gas and hotel taxes that just about cover the maintenance and operational expenses. However, now with the recent passing of Measure "O" last November we are now seeing funds to pave roads! This is quite a change from the lack of budget having

paving needs with no schedule or funding, which we've experienced in the past.

There is always more information available at the Public Works site at <http://www.cityofcapitola.org/general/page/public-works-home>

Now, what about undergrounding of utilities I asked, and to my delight there are funds allocated for our city at PG&E under 20A. What is 20A? 20A



is Electric Undergrounding for areas of a community that are used most by the general public. Under 20A designed and constructed by PG&E, we expect plans starting at Bay/Porter, near Gayle's Bakery, followed by a few blocks of Bay/Monterey. It can take up to 3-5 years for the entire scope to be completed

Now for all of those interested residential



homeowners that wish their power was underground, we fall under 20B which are usually completed with larger developments. In the end the majority of the costs are paid by the developer or the applicant over the selected term agreement and can be safely estimated at \$500 a linear foot and if you have 1,000 linear feet that's a cool 1/2 million, so

for those curious it really will take some work on your part as well as an overall YES consensus from your block, just imagine adding some dollars to that existing 20 or 30 year home loan! Looking at my block, it's about \$17,000 per person. There's even a

20C that allows the individual to burden the complete expense. You can find more undergrounding information at <http://www.pge.com/myhome/customerservice/energystatus/streetconstruction/rule20/>

I want to thank Steve Jesberg for his time and his service to our community!

Gina Velez, CVRA President

Monarch Cove Project by Molly Ording

The first public meeting for the Monarch Cove Hotel application was held at City Hall on September 16th. Community members were invited to this "scoping meeting" to provide comments on issues of concern that should be included in the upcoming EIR. Over 80 neighbors and residents attended the meeting and identified and spoke to the numerous issues that they felt needed to be addressed in the upcoming Environmental Impact Report. There will be several more opportunities for residents' and neighbors' input and public comments when the Environmental Impact Report is received at the end of November or early December.

Traffic and Parking Commission Update By Nels Westman



We are happy to report that construction of the 230 space temporary parking lot in lower Pacific Cove is underway. Weather permitting it should be finished by the end of the year. The plan for next summer is to operate the

shuttle bus out of this lot instead of the current post office lot. This should result in much faster turnaround times and increased ridership.

Capitola General Plan

The General Plan Advisory Committee met on October 29th at 7:00 PM at City Hall to review and discuss the updated Draft General Plan. The Draft General Plan may be downloaded online at:

http://www.plancapitola.com/PDF/CapitolaGeneralPlan_PublicReview-Sept6.pdf

CVRA will continue to keep you up to date with the progress of the General Plan.

CVRA Interview: Susan Westman



Inside successful groups, there are some eminently practical, intelligent, people who work hard while staying out of the lime light, who keep things working. The rhythm guitar player in a rock and roll band, the top software developer in a high tech company, an important employee in a small town like Capitola.

Susan Westman started work in Capitola in 1981, and held a number of positions leading up to City Manager. She left Capitola in 1997 to take a similar position in Belmont on the San Francisco Peninsula. She formally retired in 2001, but since then took a number of interim and consulting jobs in a number of Northern California cities. The last one brought her back to Capitola to serve as interim community development director in Capitola. Now she's done, and is a full-time Capitola resident.

CVRA: We understand that the City can measure some things like tax revenues, ratio of businesses that survive over time, number of building permits, the number of parking spaces. How does the City try to measure or be concerned about more abstract measures such as "quality of life" for the residents?

Susan: It's almost impossible, because "quality of life" means so many different things to so many different groups. Capitola is a beach

town, and has always been a beach town. You look at the pictures from the 1920's and all the cars parked on the Esplanade. When Capitola was incorporated in the late 40's, it was a beach town.

The city has *always* relied on visitors. Now things seem a bit schizophrenic, with lots of contradictions. We're a beach community, but then people say they don't want a lot of visitors. We say we're an environmental community, but we don't want to spend city money to make it easier for people to walk around town. We say we want development, but then, only certain kinds of development. I don't think there's a real clear direction for the city right now.

There are a number of constituencies in Capitola. What's of interest to the businesses on 41st Ave is not the same as the interest of the businesses in Capitola Village. What's of interest to the young families in town isn't the same as the interests of the new larger retired population. There's a number of different factions. There's a history of lively debate.

I myself enjoy the quiet times in winter.

Speaking as a resident, I'd like Capitola to take care of what it *has* before taking on a lot of new programs.

CVRA: Does a City Manager decide priorities? How much control did you have over what happened?

Susan: The City Council members are the elected representatives of the people. They set the goals, and the City Manager makes things happen. The elected officials set the rules, policies, the direction-- the managers manage, have to deal with the "Soup of the Day".

CVRA: But the City Council can't decide that someone must build a hotel in town, right?

Susan: Right. But they can set guidelines; say whether it would be preferable to have several small hotels or one large hotel in town.

CVRA: You've spent a lot of time on the inside. Any Kafkaesque stories about [bureaucracies](#)?

Susan: The difficulty is that every person who gets elected gets elected because they are going to do something new for the community, a new service, or a new facility, or a new program. So it's difficult to figure out how to keep city government from not getting lots more expensive, because every new thing you do requires new people to maintain it, operate it, manage it.

CVRA: Seem like part of human nature.

Susan: Yes, but I think Capitola is a very fine town to work in. Being able to live and work in a community like Capitola on the beach is a dream situation. I think Capitola typically gets very high quality people in its management as well as all other positions, because people *do* want to be here.

CVRA: Do you want to say anything about desal or water issues?

Susan: No. [laughs] Oh, I think the impact of water issues is going to be huge for Capitola. How much more development is going to be able to take place will be based on how much water is available.

CVRA: What should the CVRA be doing? Are we having any effect as viewed inside the City?

Susan: I think you're doing a good job of getting information out to the residents. That's not an easy task. Having an organization like CVRA that's trying not to be political but informational, is a very good thing.

I think you should make sure you participate in the General Plan. So if CVRA members want to do something, go to the General Plan meetings, watch elections, pay attention. I would like to see some new people on commissions, and in city government.

CVRA: Any comments on current local issues?

Susan: Think it will be interesting to see the impact of the new parking lot at Pac Cove. I do think we really should change the name to "Capitola Beach Parking Lot" (as CVRA member Molly Ording suggested).

CVRA: Do you have a favorite project that you've worked on in Capitola?

Susan: Probably the foot bridge over Soquel Creek.

CVRA: Behind Nob Hill?



Susan: Yes. It will last a long time, and people already use it all the time.

CVRA: What's your biggest worry?

Susan: It seems to me that we might generate ideas, do studies, hold hearings, and decide what we think is right for Capitola, and then find that the Coastal Commission will tell us what to do instead. That's a worry. Water supply may have a big effect on Capitola.

CVRA: Thanks! Enjoy your retirement!

Capitola Village Residents Association
Website: www.capitolaCVRA.org
Email: capitolaCVRA@gmail.com
President: Gina Velez
Vice President: Nels Westman
Secretary: Margaret Dixon/Janet Russell
Treasurer: Linda Hanson
Membership Coordinator: Rich Didday
Newsletter Editor: Rich Didday

Upcoming Events Fall 2013

By Janet Russell

Nov 6-10, O'Neill Coldwater Classic Surf Contest Steamer Lane

Nov 9th, 2-6pm Grand Opening. "Thrive" Natural Medicine
FREE, 2840 Park Ave., Soquel Details: 515.8699

Nov 9th, 4:30-8pm Holiday Open House @ Pacific Gallery
321 Capitola Ave. Food, wine, 10% off dazzling collectibles !

Nov 14th, 5-6:30pm Mixer @ Zizzo's Coffee, 3555 Clares St. Wine,
coffee, appetizers, raffle! \$5 Cap/Soq Chamber members \$10 non-member

Nov 21st, 5-7pm Open House, "Art Inspired" new artist collective.
Let's welcome them! 409-A Capitola Ave. Food, wine, art & friends

Nov 30th, Noon: Surfin' Santa & reindeer arrive by outrigger
Capitola Main Beach, to visit with kids & hear holiday wishes. FREE

Dec 10th, 11:30-1: Holiday Networking lunch, Shadowbrook
Hear of current issues, enjoy lunch and mingling. Bring biz cards!
Reserve & pay in advance. Capitola/Soquel Chamber: 475.6522

Central Village Reps

- Margaret Kinstler (mmkinstler@aol.com)
- Linda Hanson (llhsf@sbcglobal.net)
- Linda Wadley (tim.linda.123@gmail.com)

Upper Village Reps

- Gina Velez (gina@bestan.com)
- Bob Lilley (bobitola@gmail.com)

Riverview Terrace Reps

- Nels Westman (nels@bestwestman.com)
- Lewis Feinman (lewfeinman@sbcglobal.net)
- Janet Russell (jrussell@davidlyng.com)
- Alt: Judith Feinman (judithfeinman@sbcglobal.net)

Depot Hill Reps

- Molly Ording (mollyording@yahoo.com)
- Bryan MacKenzie (bryan@capitolahomesonline.com)

Jewel Box Reps

- Margaret Dixon (margaretd0595@aol.com)

