

City Manager's Weekly Update

August 17, 2018

ECONOMIC DEVELOPMENT

ED: Economic Development Office Update:

ANNOUNCING THE FOURTH VIDEO OF THE SIT DOWN SERIES:



For the fourth installment of the Sit Down series, we interviewed Suzanne Zeber-Stockwell of Stockwell Cellars. She and her husband, Eric Stockwell, officially launched the business back in 2014. Stockwell Cellars is a Santa Cruz urban winery specializing in old world wine making techniques and traditions. Located on the west side of Santa Cruz, Stockwell Cellars is one of nine wineries that make up Surf City Vintners. In this interview we learned more about their startup journey, their unique approach to wine making, and the collaborations they have in and outside of the local wine industry. [Read More...](#)



What started as a small group of Downtown women business owners meeting semi-regularly at Soif over the past year has grown into a more formalized group known as the Alliance of Women Entrepreneurs, or AWE, for short. With support from the Downtown community, Economic Development staff, and inspiration from Bookshop Santa Cruz's Women's Voices program, AWE rapidly pieced-together a month long campaign featuring images and stories of

downtown women entrepreneurs which culminated in a lively launch party at Assembly on Wednesday, July 25th with over 100 women and a few men in attendance. [Read more...](#)

SAVE THE DATE: MADE IN SANTA CRUZ MANUFACTURING MEETUP

JOIN US FOR THIS FREE EVENT!

MADE IN SANTA CRUZ MANUFACTURING MEET UP

IDENTIFYING AND IMPLEMENTING SOLUTIONS FOR PROFITABLE GROWTH

WEDNESDAY, SEPTEMBER 26, 2018
5:00 - 7:00 P.M.

WRIGLEY BUILDING, R. BLITZER GALLERY
2801 MISSION STREET, SANTA CRUZ, CA 95060

SPONSORED BY:

CMTC California's Manufacturing Network

**SANTA CRUZ
ECONOMIC
DEVELOPMENT**

**AMERICA'S
SBDC
CALIFORNIA**
NORTHERN CA NETWORK

**MEP
National
Network**

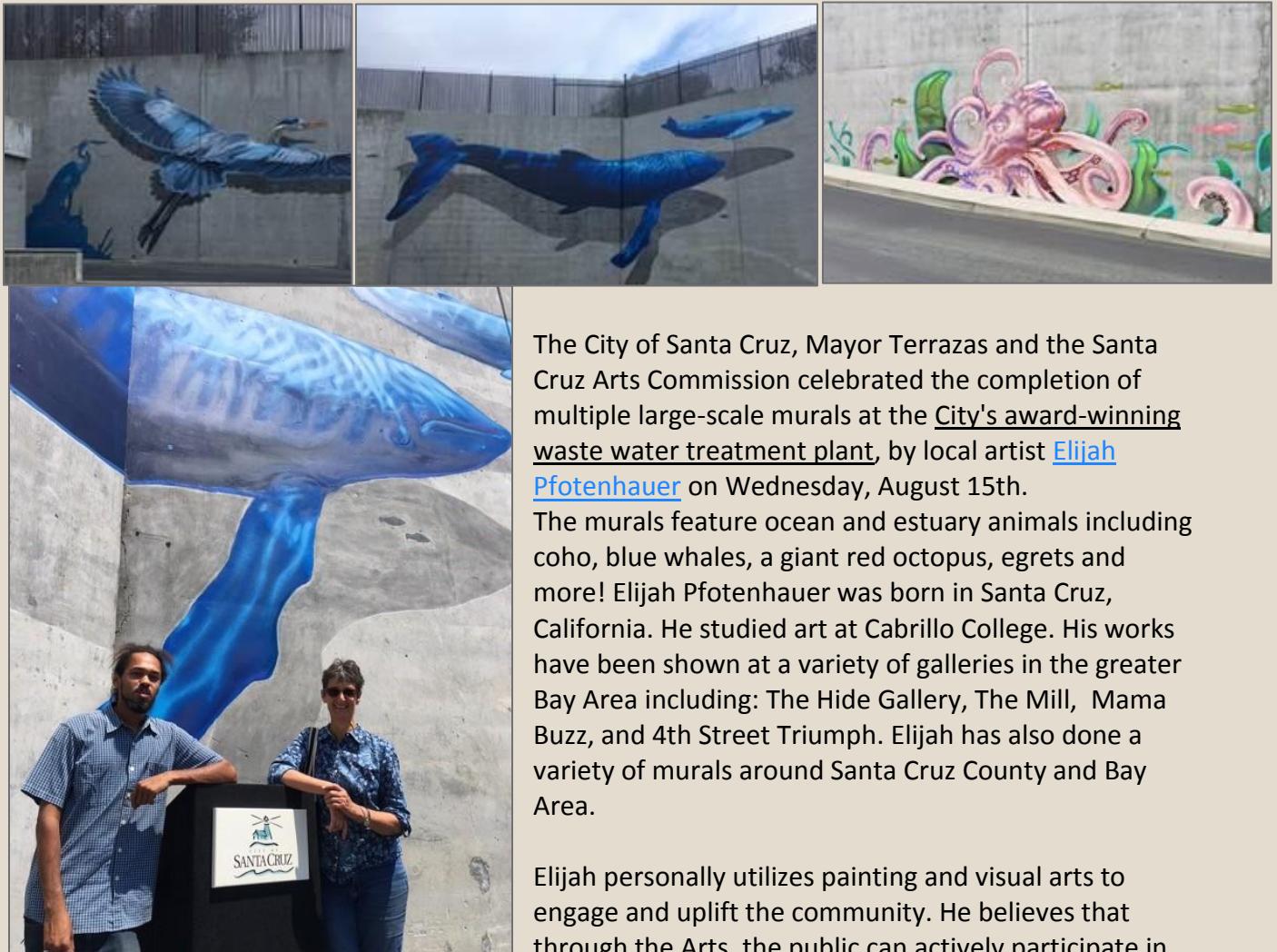
**ETP
EMPLOYMENT
TRAINING PANEL**

The City of Santa Cruz, Santa Cruz Small Business Development Center (SBDC) at Cabrillo College and California Manufacturing Technology Consulting (CMTC) are partnering to host a meet up for Small and Medium-Sized Manufacturers (SMMs) in Santa Cruz County. CMTC is a federally funded nonprofit that provides technical assistance for SMMs to help them grow and retain jobs in California. We want to hear from you, the manufacturers and connect you with resources to help your company become more profitable. Additional resources and information will be provided by the California Employment Training Panel (ETP) and regional business service providers.

The free event will be held from 5:00PM to 7:00PM on Wednesday, September 26th in the R. Blitzer Gallery of the Wrigley Building at 2801 Mission Street, Santa Cruz. RSVPs are requested to Kristina Chavez Wyatt at kwyatt@cmtc.com, 831-737-7944, via Eventbrite at scmanufacturingmeetup.eventbrite.com. Local beverages and light appetizers will be served.

ED: Public Art Update

LARGE SCALE MURALS COMPLETED AT WASTE WATER TREATMENT PLANT



The City of Santa Cruz, Mayor Terrazas and the Santa Cruz Arts Commission celebrated the completion of multiple large-scale murals at the [City's award-winning waste water treatment plant](#), by local artist [Elijah Pfotenhauer](#) on Wednesday, August 15th.

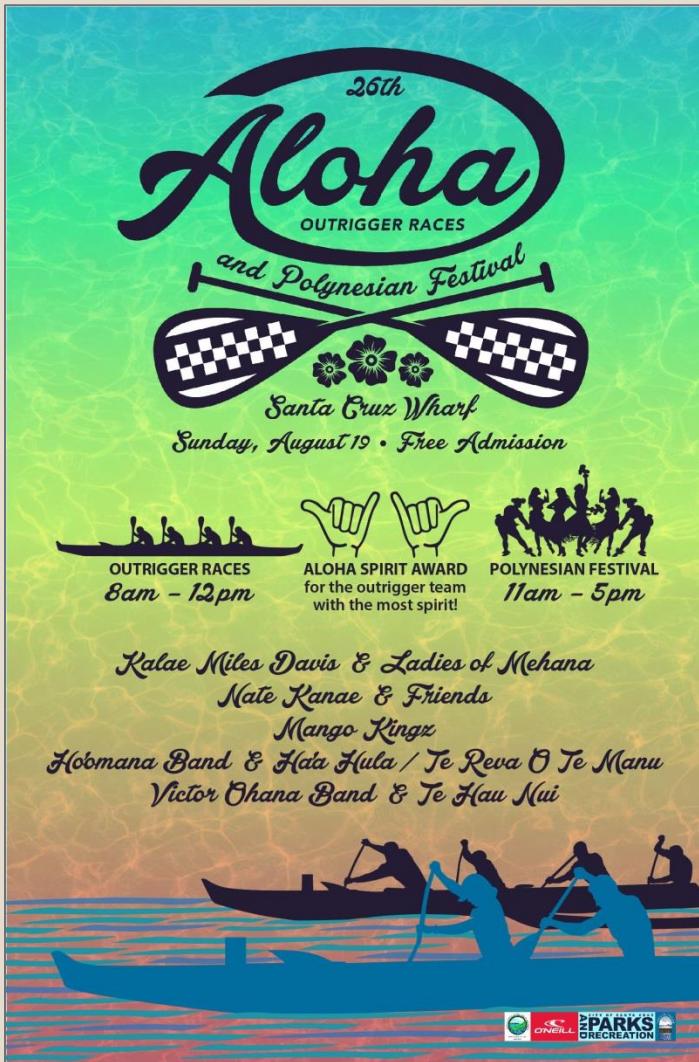
The murals feature ocean and estuary animals including coho, blue whales, a giant red octopus, egrets and more! Elijah Pfotenhauer was born in Santa Cruz, California. He studied art at Cabrillo College. His works have been shown at a variety of galleries in the greater Bay Area including: The Hide Gallery, The Mill, Mama Buzz, and 4th Street Triumph. Elijah has also done a variety of murals around Santa Cruz County and Bay Area.

Elijah personally utilizes painting and visual arts to engage and uplift the community. He believes that through the Arts, the public can actively participate in

the transformation of society. This project was approved by the Santa Cruz Arts Commission and funded through the City's 1% for Art Program.

PARKS AND RECREATION

Special Events



Santa Cruz honors its Hawaiian connections at the [26th Annual Aloha Outrigger Races and Polynesian Festival](#) - **Sunday August 19 at the Santa Cruz Wharf**. A fun day to cheer on friends in the Outrigger Races, delight in island-style music and Polynesian dancing and enjoy a taste of the tropics with "shave ice" and festive drinks. Vendors line the Wharf with unique items perfectly catered to the Polynesian theme. Sponsored by the City of Santa Cruz Parks and Recreation Department and Pu Pu O'Hawaii Outrigger Canoe Club, this annual event is a Santa Cruz classic. FREE!

Civic Auditorium



The Civic Auditorium was pleased to host **Mexico en el Corazon**, an afternoon celebrating Mexican culture through traditional dance and music from the City of Guadalajara - Sunday, August 19 at 4 pm. Civic staff expects the auditorium to be full with 2000+ community members. The event was free, no ticket required.

Free Citizenship Workshop August 25th at the Santa Cruz Public Libraries Downtown Branch

Library teams up with International Rescue Committee to offer free one-on-one assistance with the U.S. citizenship application process.



The Santa Cruz Public Library System (SCPL) will host a free Citizenship information session and application workshop at the Downtown Branch Library. The workshop will be conducted by the International Rescue Committee (IRC), who provide accessible immigration resources to the community.

The event begins with a session designed to provide participants with information on the citizenship application process and the eligibility requirements to become an American citizen.

Those who are ready to apply can register in advance for a free on-site one-on-one session with an IRC trained immigration specialist who will help complete and submit the citizenship application (N-400); and file fee waivers on the participant's behalf (if applicable). Afterwards and throughout the entire naturalization process, IRC will follow-up with the status of cases and serve as a representative with USCIS.

According to Director of Libraries Susan Nemitz, the Santa Cruz Public Libraries' collaboration with IRC supports the Library's mission by providing space and information that connects people with resources to empower themselves and strengthen community networks. She says, "Navigating the citizenship process can be overwhelming, and bringing this type of assistance to the community is critical."



Saturday • August 25th 11:00 AM - 1:00 PM

Downtown Library • 224 Church St.

**To register for the workshop please call (408) 658-9206
or email Kayla.Ladd@Rescue.org.**

Medicare Explained Series



This new series is led by Manfred Luedge of Health Markets in Santa Cruz. He is a Certified insurance Agent and a Certified Medicare Agent. The series will cover everything you wanted to know about Medicare but were afraid to ask! Luedge will explain and simplify Medicare information, including the basics, Medicare supplemental insurance, Medicare prescription drug plans, Medicare savings plans, and outpatient services.

If you, a loved one, or someone you know is on Medicare or about to be eligible for Medicare, Manfred will answer your questions. The five months of the series will correspond to the open enrollment period to choose plans.

Every 3rd Monday, August through December 2018

11:00 AM - 12:00 PM • Scotts Valley Library • 251 Kings Valley Rd.

August 20th - Understanding Medicare: The Basics

Whether you or someone you know is eligible for Medicare, here are some basics that everybody should know.

September 17th - Choosing a MediGap Plan: Medicare Supplements

Which option is best for you? A Medicare Advantage Plan (Medicare Part C) or one of the different levels of supplement plans?

October 15th - Finding Help with Prescription Drug Costs

Do you have a Medicare Prescription Drug Plan and still have a hefty bill when you get your refills?

November 19th - MSP's: Medicare Savings Plans

What is an MSP? Who is eligible? How do you get one?

December 17th - Medicare and Outpatient Services

Part A of Medicare pays for hospital care (after a large deductible). What, exactly, does Part B do for you?

PUBLIC WORKS

Wastewater Treatment Facility

The plant's new [mural](#) was officially unveiled with Mayor Terrazas, City officials and community members on Wednesday, Aug. 15. The ocean and estuary-themed mural by local artist Elijah Pfotenauer underscores the plant's environmentally-friendly process and is a City of Santa Cruz Arts Commission project. The mural includes colorful panels covering about 400 feet of the plant's driveway walls, extending to heights of 24 feet.



Resource Recovery Operations/Engineering

CEQA documents (Initial Study/Mitigated Negative Declaration) for the Pond Dredging project have been submitted and Notice of Intent to Adopt MND has been sent out. The public comment period is Aug. 16 – Sept 16. Once we have the final CEQA docs and approval from various regulatory agencies (Army Corps, RWQCB, etc.), we can schedule the project to remove accumulated sediments from our North and West Ponds.

Staff submitted the Semi-Annual report to the Monterey Bay Air Pollution Control District per our Title V permit requirements

Traffic Engineering/Community Relations

Our Bay Street Sidewalk Completion Infill Project is expected to begin construction in mid-September. The work to be done includes installation of sidewalks, driveway approaches, curbs and gutters, curb ramps and striping for an ADA compliant/pedestrian friendly system. Construction notices were sent to nearby residents.

The [Street Smarts](#) traffic safety campaign is grateful for the support of the financial and media sponsors below as it begins year 2. Messages begin next week on Comcast digital, KAZU, KSCO and KZSC. Banners are being placed in front of schools and on street poles. New messages are in the works as is a new collaboration with Ecology Action through their Bike Smart/Walk Smart elementary school programs and middle school traffic safety assemblies.



One story was written and placed in our Santa Cruz Waves column:

[Celebrate New Ocean-Themed Mural at The Wastewater Treatment Plant With Mayor Terrazas On Aug. 15](#)

Operations

On Monday, August 20, City contractors will be removing some rooftop mechanical equipment from the roof of the City Hall Annex Building. A large crane will be set up in the parking area north of the Annex to load equipment onto trucks on Locust Street.

To reduce any potential safety risk to the public and City staff from this work, the work will begin at approximately 6 AM. We expect this phase of the work to be completed by 8 AM. The crane will then move to Church Street, which will be closed for the day.

Fairly loud noise should be expected from 6 to 8 AM. Locust Street will be subject to closure and/or traffic control during this period. We thank our neighbors in advance for understanding during this construction and apologize for any inconvenience. Questions or concerns may be addressed to Mike Hopper, Operations Director, at (831) 420-5556.