

# City Manager's Weekly Update

November 11, 2016

## ECONOMIC DEVELOPMENT

### **Guy Kawasaki Presents at Santa Cruz New Tech Meetup**

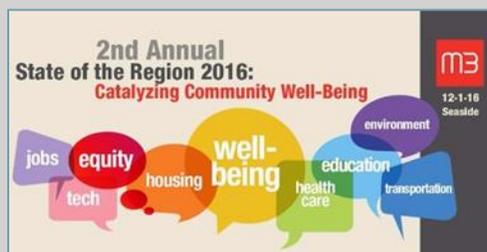
Over 400 people gathered on November 2<sup>nd</sup> for the monthly Santa Cruz New Tech Meetup. Legendary Guy Kawasaki presented his top 10 tips for success in social media, as per his book *The Art of Social Media*. The event was also streamed live to over twelve thousand people via [Guy Kawasaki's Facebook page](#).

The Santa Cruz New Tech meetup is the 8<sup>th</sup> largest in the United States with nearly 3,000 members. The event provides people with the opportunity to learn about new technologies and businesses and to network with the roughly 300 entrepreneurs, investors, bloggers, and tech enthusiasts that attend each month. The City Economic Development Office is a long time sponsor of the event, and Amanda Rotella, an Economic Development Coordinator at the City, is one of the organizers and co-hosts. Learn more about upcoming events at [www.meetup.com/santacruznewtech/](http://www.meetup.com/santacruznewtech/).



### **Monterey Bay Economic Partnership (MBEP) State of the Region December 2<sup>nd</sup>**

If you would like a ticket to the upcoming State of the Region conference, please contact us by next Wednesday, November 16<sup>th</sup>. [Monterey Bay Economic Partnership's](#) Second Annual [State of the Region](#) conference will bring together thought-leaders and innovators to share exciting examples of how other regions are turning possibility into reality. Check out the full agenda and list of speakers for the Dec. 1 conference on their [website](#).



## CityArts

We are very excited by the preview of artist work so far as part of the [Santa Cruz Recycled Art Program](#) - aka "SCRAP." Seven artists have been gleaning at the City's Resource Recovery Facility - and using a variety of tools at [Idea FabLabs Santa Cruz](#) to make fantastic artwork. The **Grand Opening** is being planned for **Friday, December 2, 2016** at the R. Blitzer Gallery - 2801 Mission St. inside the former Wrigley building.

Still thinking about holiday gifts? This will be a perfect opportunity to purchase artwork as holiday gifts! As follows is a small sampling of the work to be shown at the Grand Open on December 2, 2016.

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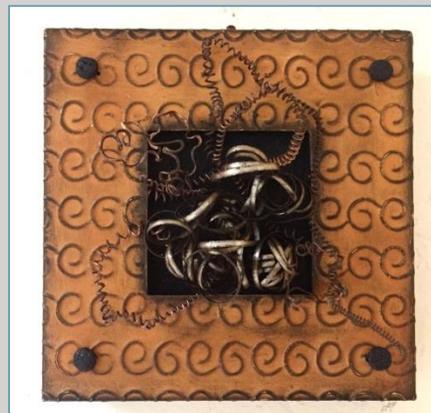
Danielle Peter's cut paper works and performances examine micro and macrocosmic relationships, turning inward and outward, highlighting symbiosis between all things. She finds influences from music, dance, and nature and has work shown at the Museum of Art and History (MAH.)

*Danielle Peters laser cut on reclaimed paper:*



Janet Silverglate has been the art curator for Oswald Restaurant for the last eight years. Janet originally majored in dance and recently began making assemblage art work.

*Janet Silverglate assemblage:*



Tra Bouscaren currently he serves as a Lecturer in the University of California, Santa Cruz. Tra has shown his works all over the world.

*Tra Bouscaren - reclaimed neon tubing and Styrofoam:*



Lauren Ringleman studied fine art and graphic design at Cabrillo College in Aptos. She works in a variety of media, with a focus on pen and ink and mixed media with recycled elements. Her love of detail is a defining characteristic of her work.

*Assemblage by Lauren Ringleman:*



Tauna Coulson has been creative since a child but states that it wasn't until I went to a Robert Rauschenberg Retrospective at the Guggenheim that collage or assemblage entered her mind. She has since made many collage pieces salvaged from found objects.

*Assemblage by Tauna Coulson:*



Leslie Morgan's art is all about the water. She swims on the Santa Cruz Master's Swim Team and Tsunami Synchronized Swim Team. She began this watery journey making her unique hybrids of painting, photography, recycled rusted bits and collage.

*"Dump Angler" by Leslie Morgan:*



## PARKS AND RECREATION

### **2016 Santa Cruz Tarplant Numbers for Arana Gulch**

The grazing regime at Arana Gulch had some indications of success for restoring the Santa Cruz tarplant. After the second year of grazing, a total of thirty-five tarplants were observed this year, which is the largest number since 2009. Cattle grazing is used at Arana Gulch to reduce competition from non-native grasses which grow too dense and tall and out-compete the native flowers. Additionally, before cattle were introduced, a layer of dead grass covered the site, eliminating the availability of bare ground which is needed for Santa Cruz tarplant seed germination. Cattle begin grazing the property around January when there is sufficient feed. They graze the grass as low as possible and are removed from the site by mid-July as the Santa Cruz tarplants begin to bolt. By this time, the non-native grasses have mostly dried-out and will not continue to grow much more. As the Santa Cruz tarplants begin to grow, they have less competition, and, importantly, bare ground remains to provide suitable areas for seed germination during the late winter season.

The 35 plants that grew this year were large and multi-branched with 1,250 flower heads. In recent years, smaller numbers of Santa Cruz tarplants have been recurring in a couple of locations where previous management actions had stimulated growth and seed production. This year they grew outside of those areas which may indicate that the plants grew from the historic seed bank.



### **Sports**

Fall adult softball season came to a close Monday evening at Delaveaga Park. We accommodated 31 softball teams (11 Co-rec, 4 Women's & 16 Men's).



Fall Women's soccer and women's & men's basketball playoffs and finals are scheduled next week at Harvey West Park and the Civic Auditorium.

### **Louden Nelson Community Center**



Kirby School, presents A.R. Gurney's play "The Dining Room," directed by Marnae Taylor at the Loudon Nelson Community Center. Show times are Thursday, November 10<sup>th</sup> – 12<sup>th</sup> at 7:00 pm and November 12<sup>th</sup> and 13<sup>th</sup> at 2:30 pm.

### **Civic Auditorium**

The Civic is hosting P&R Basketball championships on Nov. 15<sup>th</sup> and 16<sup>th</sup> (baskets will be available for lunch time scrimmage the 14<sup>th</sup>-16<sup>th</sup>) and an "All Hands" Water Department meeting Thursday the 17th.

The new LED theatrical lighting and digital sound system will be installed in the Main Auditorium next week!

## POLICE

### **Two High Profile Cases Closed**

This week, SCPD closed two high profile cases. These cases attracted much attention in the media and on social media. The social media response was immediate and spread like wildfire.

### **\*\*\*Update Missing Child & Mother LOCATED\*\*\***

SCPD received confirmation that Heather Lara and two year old daughter Ember Perryman have been located in Southern California. A welfare check was conducted by law enforcement in the area. It was determined that the pair is safe.

After further investigation, it was determined that the custody arrangement of the child is in process with family court.

SCPD would like to thank the public for their help sharing the missing person information and helping to locate the mother and 2 year old girl.



### **\*\*\* Arrest Made in Fatal Collision Hit & Run\*\*\***

SCPD arrested Jesus Covarrubias, 26 years old from Rancho Cucamonga, in the fatal hit and run that occurred October 30, 2016. SCPD also recovered the 2011 silver Honda CRV involved in the collision. It was located in Boulder Creek on a turnout near Junction Park.

The suspect Jesus Covarrubias presented himself to the county jail and indicated he was responsible for the fatal hit and run collision. When Detectives interviewed Mr. Covarrubias he became uncooperative and refused to give a statement.

The recovered CRV shows damage to the front end passenger side of the vehicle. Investigators are conducting a full inspection of the vehicle for additional evidence.

The victim's family was immediately notified of the arrest. They expressed gratitude for the community's support and SCPD's dedication to the investigation.



### [SCPD Community-Oriented Policing Provides Transparency, Accountability](#)

SCPD continues the series that examines the strategies and practices SCPD officers utilize to engage and collaborate with community members to build trust, and create mutual respect. Part 2 of 5 highlights [Transparency and Accountability](#)



The nation and the Santa Cruz community are going through a historic and needed process of examining the relationship between police officers and those they serve and protect. Events at both the national and local levels continue to drive the discussion.

SCPD aims to help move the discussion forward by re-emphasizing the benefits of community-oriented policing, a proven strategy that focuses on building trust and strengthening the relationship between police officers and community members.

The second installment press release is available here <https://goo.gl/Jl0n5> or on SCPD Blog <https://goo.gl/u89JFp> The first installment in the series presents an overview of SCPD Highlights Community-Oriented Policing Tradition is available here <https://goo.gl/90txGG>

## **Veteran's Day Ceremony at City Hall to Honor All Who Served**



Mayor Cynthia Matthews and County Supervisor Bruce McPherson presided over a Veteran's Day ceremony at City Hall to honor and thank all who served, and especially those who continued their service by working for the city or county in addition to their military service. To our Veterans near and far, we are grateful for your courage, service and sacrifice.

The Santa Cruz Police Department and Santa Cruz County Sheriff's Office Honor Guard teams participated in the Veteran's Day ceremony at City Hall on Thursday 11/10/16.

More photos on SCPD Blog <https://goo.gl/gVinMV>



## **Officer Jason Kelley retires after more than 20 years with SCPD**



After a 20-year career with the SCPD; Police Officer Jason Kelley got a final salute Wednesday to mark his retirement.

Officer Kelley said: I am leaving my work family and the job that I love so much. On the other hand I am very happy that I successfully made it this long in this profession. I am in good health and a family so those are two positive stories coming out of this long journey."

Police Chief Kevin Vogel said that Kelley has been a dedicated, hardworking employee throughout his career.

## SCPD Community Public Safety Survey

As of 11/7/2016 SCPD counted 1,820 survey responses. The community-wide survey on public safety and police service in the City of Santa Cruz will be available until December 21, 2016. The survey is being conducted in order to gain insight into the issues that impact our community.

If you live and/or work in the City of Santa Cruz, you are invited to participate in the survey. The survey is available in English and Spanish.

# COMMUNITY SURVEY

ON PUBLIC SAFETY & POLICE SERVICE

**CITY OF SANTA CRUZ RESIDENTS & BUSINESS OWNERS**

If you live and/or work in the City of Santa Cruz, you are invited to participate in the survey. Share your opinion by taking SCPD's anonymous survey about your experience.

The community survey is offered in both English and Spanish.

<p>English <a href="http://www.surveymonkey.com/r/SCPDSURVEY">www.surveymonkey.com/r/SCPDSURVEY</a></p> 	<p>Spanish <a href="http://www.surveymonkey.com/r/SCPENCUESTA">www.surveymonkey.com/r/SCPENCUESTA</a></p> 
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Print copies of the survey are available at SCPD on 155 Center Street.  
All responses are anonymous. **Survey deadline is December 21, 2016.**

*Thank you for your valuable feedback!*

[www.surveymonkey.com/r/SCPDSURVEY](http://www.surveymonkey.com/r/SCPDSURVEY) and <http://www.surveymonkey.com/r/SCPDEncuesta>

All of the responses will be absolutely confidential. Thank you to all those who have responded! Please feel free to share the link with our community. More about the Community Public Safety Survey on SCPD Blog <https://goo.gl/3dKJ2r>

## PUBLIC WORKS

### Streets/Traffic

Crews are repairing the Locust Street sidewalk adjacent to the main library.



### Resource Recovery Facility Recycling Processing

Starting tomorrow and going into next week, trucks will be hauling in approximately 28,000 yards of pea-gravel for the new cell floor. This material will be spread by a D6 bulldozer at a thickness of 1 ft. The area is approximately 63,000 SF, about 1.45 acres.



Crew is deploying the GCL on the lower eastern slope. Geo-membrane goes over the GCL to protect the liner.

### **Community Outreach**

We have made progress planning our Dec. 7 community forum [City Hall to YOU with Ocean Street/Upper Eastside focus](#). There will be about 20 tables representing City departments and projects plus a demonstration of Community Emergency Response Training (CERT) that is offered by the Fire Department to City residents. Recent program graduates will demonstrate fire extinguisher drills. CERT instructor Paul Horvat will be available to answer questions and help residents sign up for future sessions.



We are deep into editing of our [ParkCard](#) PSA video with final version expected before year's end. Using a ParkCard at City meters and for bike lockers means you only pay for the actual time you use with a refund of your unused time, added back onto your card immediately. This helps avoid parking tickets and reduces stress.

