

BOARDWALK Boardwalk boycott 8-17-84 under way

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SANTA CRUZ — Union members officially launched a campaign today to economically cripple their boss, the Seaside Co. — owner of the Boardwalk amusement park and historic Cocoanut Grove ballroom — until a contract dispute is settled.

Organizers at the Cocoanut Grove are asking union members and labor sympathizers to boycott rides, food stands, clothing, novelty shops and other attractions at the Boardwalk and concerts, Sunday brunch and other events at the Cocoanut Grove ballroom.

"I don't know if the boycott will affect us or not," said Seaside Co. spokesman Glenn LaFrank, adding, "Seaside's reputation as an employer is good in the community, and I hope the community knows this and will act accordingly."

Cocoanut Grove union leader Doug Grant said Seaside Co. will be listed on the

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national AFL-CIO list of "unfair" companies.

He said union members would picket the Boardwalk and Grove on a "select, but regular" basis.

Grant said a strike is "a possibility."

"We feel we have strategies that can hurt the company worse than a strike, but we're not ruling out a strike."

About 50 union members and sympathizers demonstrated Thursday night at the entrance to the Cocoanut Grove before concerts by music legend Ray Charles. Seaside Personnel Director Craig Moorhead said only a dozen demonstrators were Grove employees.

"Have fun tonight, but don't come back," union members chanted as ticket-holders entered the concert hall. They passed out flyers saying "After tonight,

this facility is subject to disruption."

The arrival of Charles by car to the entrance sent up whoops and hollers from the union members.

The blind singer, aided by an attendant, smiled widely as he made his way through the labor demonstration, hearing the chants from the crowd.

Grant said the union campaign will try to stop patronization of local businesses that are non-union oriented.

Santa Cruz Chamber of Commerce Manager Lionel Stoloff said the boycott could have a significant effect if a group of union-sympathetic conventioners decided to stay away from Santa Cruz because they did not want to book facilities at the Grove.

Mayor John Laird said he believes the boycott will have an effect, particularly if it is well organized.

A few months ago, when there was no

organized boycott, Laird said some people had refused to buy tickets for a UCSC event at the Grove because they did not want to support the Seaside Co.

"Santa Cruz is not necessarily a union town. But there is still strong support for unions," said Laird.

Councilman Michael Rotkin said he would personally support the boycott.

"As an individual citizen, I will urge people to support this boycott. I love the roller coaster, but I won't go there now," said Rotkin.

Union members say the company is offering benefits for only a small number of the 90 to 100 employees involved. They dispute the company's insurance plan offer.

LaFrank said the union is trying to negotiate a contract that pertains more to a full-time work force, rather than a part-time work force.