

Challenge To The Community

Citizens interested in the development and the environment of Santa Cruz County have an ideal opportunity to participate in its future planning Tuesday by attending the Community Congress at Cabrillo College.

Sponsored by the Santa Cruz Area Chamber of Commerce, the Community Congress serves as a listening post for both community leaders and citizens to discuss their area and its future.

Five panels, each keyed to a major local issue, will provide a subject of interest to virtually everyone.

The panels are on such issues as:

"Growth and Modernization of City and County Government."

"Preservation of Natural Resources."

"Impact of Educational Institutions."

"Meeting the Area's Transportation Needs."

"Challenges to Retail Industry."

The format of the Community Congress puts a lot of activity in a relatively short period of time. Registration gets underway at 9 a.m. with the indoctrination address by Chairman Bill Cooks at 9:30.

Panels start at 10 a.m. and continue until the lunch hour at 1 o'clock. After lunch Stuart C. Hall, lecturer in American government at San Jose State College and a man highly familiar with Santa Cruz County, will give the keynote address.

Panel moderators will report on the morning discussions to the entire group at 2:30 with adjournment scheduled for 3:30.

Visitors to the panel discussions are invited to speak with the panel members, to raise questions of interest or to give their own views on pertinent matters within the area of discussion.

The idea is to provide a panel of experts, who can discuss and utilize their experience to understand the problems in each particular area and what may be done to improve this issue in the years ahead in the community.

The chamber of commerce goal is "Community Progress through Participation, Discussion, Understanding and Action."

All of the panel subjects are pertinent to the progress of the community. It is all too evident that Santa Cruz, and communities like ourselves throughout the West, must modernize to meet the challenges of the future.

At the same time it is essential that we preserve our natural resources so that these assets will be here for future generations to enjoy.

The discussion on the "Impact of Educational Institutions" is particularly needed in Santa Cruz where we have the young people at our institutions of higher

education mixed in a community where the average age is well beyond youth.

It is especially important that more understanding and study be given to this issue as our institutions grow larger and play a more dominant role in the future growth of the area.

One of Santa Cruz' special problems at the moment is transportation, especially public transportation and the means to coordinate our facilities so that we may meet both the needs of today's citizens and lay the groundwork for systems which will meet the multiple transportation needs of tomorrow.

The question of retail development in the community is of keen interest to every consumer. The ability to create a self-sufficient retail industry within our confines is indeed a challenge—to merchants, distributors and to consumers.

It is all too evident that we must expand our sales effort if we are to retain more dollars at home as well as accomplish the all-important task of making buying convenient to every resident so that when they need an item, they can buy it without extensive and expensive travel.

We urge interested citizens—businessmen and housewives alike—to take the time to attend the third annual Community Congress at Cabrillo College Tuesday. It will be well worth your time.