

SC Area Chamber Of Commerce

San Diego Mayor To Make Speech



Pete Wilson

Pete Wilson, featured speaker for Wednesday night's annual Santa Cruz Area Chamber of Commerce banquet, was elected the 29th mayor of San Diego in 1971. He was re-elected in the city's 1975 primary election, defeating four challengers by amassing 61.8 per cent of the vote.

Mayor Wilson, 43, has received national attention because of his policies on municipal management, land use regulation, leadership in the area of political reform and attracting new business to his city, all which are topics he plans to mention Wednesday night.

Through the management of residential growth and firmness at the bargaining table,

the City of San Diego during the five years of Wilson's administration has reduced the ratio of municipal employees to the city's growing population.

San Diego has the second lowest tax rate of the 10 largest cities in California, 27 per cent below the average of the other largest cities.

Mayor Wilson was the architect of the city's ongoing effort to manage the timing and location of residential growth, and encourages the redevelopment of the downtown. The policy encourages residential development on vacant land in the already-urbanized portions of the city where both city facilities and services exist.

He says the city's growth policies have improved San Diego's tax climate, and therefore its comparative attractiveness to new business and industry looking for places to relocate.

Mayor Wilson, who has been mentioned as a Republican candidate for governor in the 1978 election, has been a frequent and outspoken critic of mandated programs from the federal and state government which he believes threaten to undermine the obligation and duty of local elected officials to make fundamental decisions about the operation of city government.

This has included vigorous opposition to legislation which would grant the right to strike to public employees, and which would also impose binding arbitration upon municipal labor relations.

Statement Of Spiro Mellis

It was my distinct pleasure to have served as president of the Santa Cruz Area Chamber of Commerce in 1976. It gave me the opportunity to meet many people who are dedicated to serving and improving our community.

It takes many hours of volunteer work to accomplish the objective of the chamber which, simply stated, is dedication to advancing the economic, educational, environmental, civic, recreational, industrial and cultural welfare of the Santa Cruz area.

To these citizens who have worked towards these goals, I thank them with the knowledge that they do this with no thought of reward, but rather as a way to repay the community in which they are so pleased to live.

In our nation's 1976 Bicentennial year, the Santa Cruz Area Chamber of Commerce took a giant step towards becoming self-sufficient. We did not petition the City of Santa Cruz for any funds after it was determined that was the position supported of most of the chamber membership.

The result means a greater commitment will be necessary on the part of chamber members to fund our programs.

Last year, the chamber paved the way for an important accomplishment for the citizens of our community, as INTEL Corp. decided to locate in Santa Cruz. We must continue our efforts to bring new, clean industry into our community which will employ our residents.

Also, we must continue to work with local governments to help solve problems which effect all of us.

Wednesday night at the Holiday Inn, the chamber will install its officers for 1977. Dr. Mark Lewis, who will become chamber president, has an outstanding program of work planned for the chamber in 1977.

It is important we see these programs accomplished, and I feel confident he will receive the much-needed support that will be requested.

Chamber Banquet Wednesday

Announcement of the 1976 Man and Woman of the Year by outgoing President Spiro Mellis will highlight Wednesday night's annual banquet of the Santa Cruz Area Chamber of Commerce at the Holiday Inn.

The event begins at 7:30 p.m. and tickets for \$12.50 per person may be purchased at the door.

San Diego Mayor Pete Wilson will be the featured speaker. His talk will follow comments from Mellis and 1977 Chamber President Mark Lewis, as well as installation of officers by Dr. Robert Swenson.

A special presentation by Santa Cruz Mayor John Mahaney will be made to close the evening.

Chamber's Program Of Work-1977

1. The Chamber membership will participate fully in the introduction, study, debate and decision making on issues before government agencies.

2. The Chamber will strive to be truly an "area Chamber." To that end, channels of communication must be maintained with business persons in the developing areas surrounding Santa Cruz. Areas for cooperative action must be identified and carried out.

3. The Chamber must assert its leadership in encouraging light, clean industry and business to locate in the Santa Cruz area together with the expansion of existing business and industry to provide jobs for thousands of unemployed citizens.

4. The Chamber shall work cooperatively with the city, county, Convention and Visitors Bureau and other interested agencies to establish a conference/cultural center.

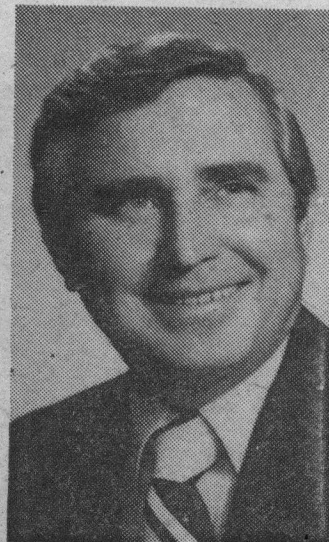
5. Chamber members and the general public shall be kept informed of issues of importance to their business and the community and given the opportunity to express their opinions through study groups, forums, written reports, surveys and personal presentations to the board of directors.

6. The Chamber will encourage its members to demonstrate their commitment to the community by contributing their time to serve on city and county commissions, study and planning groups, boards of education and other social, religious, or service agencies.

7. The Chamber will continue its efforts to enhance the natural environment while maintaining the economic viability of the area.

In addition, the Chamber will define, and the organizational groups will consider, long term program of work goals.

Lewis Becomes Chamber Leader



Mark Lewis

Periodically a community launches into a new development period during which it makes significant decisions that raise it to a new plateau. We are in such a period in Santa Cruz. The Chamber of Commerce, representing the business interests of the area, will play a major role in shaping the decisions which affect the quality of life and economic well-being of the greater Santa Cruz area. I think the chamber is ready, willing and able to meet the challenge. We have an outstanding board of directors, knowledgeable officers, and a capable managerial staff. What I find so interesting about this year's board of directors is their willingness to work to make things happen. They want to be involved! We must channel this energy and knowledge toward the solution of some of the area's most significant problems.

Business people must involve themselves in governmental affairs. Decisions are being made by governmental agencies without adequate input from business. Influencing decisions of government today is hard work. It takes time and effort: time to serve on committees and commissions, effort to collect the hard data necessary to convince people of the soundness of a proposal. Perhaps it is time for the wives (or husbands) and children of business people to get involved in the process of government.

We are in great need of a master plan for the economic development of greater Santa Cruz. We are blessed with an area of natural beauty and we have added attractions which bring people — Cabrillo, UCSC, parks and open space. But we have not done enough to provide jobs for the people who want to live here. The solution is not simple because we are limited in the types of job-producing institutions we can attract. Unless we are content to have a community that is predominately made up of governmental workers, unemployed youth, welfare recipients, wealthy retired persons (average income retirees are being forced out by high taxes and rents), and people who work in San Jose, we should get busy on the development of a plan which will provide some economic balance. Every community has people in the categories mentioned; it's just that we don't have enough producers of "hard goods" to balance the economic scale. The alternative is probably higher

taxes or fewer services, maybe both. Until a plan is formulated, we must continue to encourage established firms to expand facilities and bring industry like INYEL into the community.

A major thrust of the Chamber in 1977 will be improvement of services to its membership. We will rely on the board of directors, opinion surveys, and personal calls by the ambassadors to identify problems with which members need help. In solving these problems, we will use local resource persons and institutions whenever possible. In addition, ambassadors, the guys and gals in gold jackets, will make a "get acquainted" call on every member this year.

To nourish and strengthen the voice of business, we must establish a close working relationship with all organizations that speak for business within the greater Santa Cruz area. To that end, I plan to meet with area businessmen's associations throughout the year.

We hope that this will be the year that the chamber decides to build a "home" of its own. Many areas, smaller and with fewer resources than we have here in Santa Cruz, have a facility which is totally owned by the chamber.

We're going to have some fun along the way, too. The ambassadors have already planned several "mixers." These afternoon socials allow you to meet persons representing the full spectrum of chamber membership and persons being sponsored for membership.

I look forward to 1977 being an active and productive year for the Santa Cruz Area Chamber of Commerce.