

Watsonville —

Politics + Government

SANTA CRUZ PUBLIC LIBRARY
SANTA CRUZ, CALIFORNIA

ROSTER OF PUBLIC OFFICIALS

A directory of public officials and elected representatives from the City of Watsonville, County of Santa Cruz, State and Federal Government, together with officials of the local school district, public utilities, communications and financial organizations. Also a list of city and county commissions, boards and committees. Voter registration information is also included.

August, 1969

Published by

WATSONVILLE CHAMBER OF COMMERCE AND AGRICULTURE

444 Main Street
P. O. Box 470
Watsonville, California

CITY OF WATSONVILLE

City Council (meets 2nd & 4th Tuesdays each month)

| | | | |
|--------------|-------------------|----------------------------|----------|
| (Mayor) | William P. Murphy | City Hall, 250 Main Street | 722-3551 |
| (Vice-Mayor) | Joe O. Richards | " " " | " |
| | Edward C. Hall | " " " | " |
| | Ted Colton | " " " | " |
| | Bill Johnston | " " " | " |
| | Robert Pollack | " " " | " |
| | Rex C. Clark | " " " | " |

Department Heads and Other City Personnel

| | | | |
|--|----------------------|---|----------------------|
| City Manager | Thomas J. Rowan | City Hall, 250 Main | 722-3551 |
| Director of Public Works | L. John Cooper | " " | " |
| Director of Planning | William E. Loretta | " " | " |
| Director of Recreation (City & School District) | James Fontana | 250 Salinas Road | 722-3041 |
| City Attorney | John L. McCarthy | City Hall, 250 Main | 722-3551 |
| City Clerk | Mrs. Dorothy Bennett | " " | " |
| Assoc. Planner | Robert Ellenwood | " " | " |
| Building Official | Guy Smythe | " " | " |
| Chief of Police | James G. Cunningham | 231 Union Street | 724-5665 |
| Fire Chief | W. Bryce Connick | Second and Van Ness Emergency | 722-3551 724-6363 |
| City Librarian | Marie Delmas | Watsonville Public Library, 310 Union | 724-4438 |
| Airport Manager | Vern Ackerman | Watsonville Municipal Airport, Airport Blvd. | 724-7868 |

CITY COMMISSIONS, BOARDS, COMMITTEES

Personnel Commission (meets 2nd Thursday each month - 3:00 p.m.)

| | |
|--|--|
| A. Thomas Rowland, Chairman 728 Brewington Avenue | Russell W. Egan P.O. Box 1018 (R) 591 Arlene Drive |
| P.W. Bachan Lettunich Building (R) 825 Delaware Street | James Carroll 407 Main Street (R) 529 Third Street |
| Francis J. McCabe 253 Center Street | |

Library Board (meets 3rd Tuesday each month - 4:00 p.m.)

| | |
|--|--|
| Mrs. Arthur Rodgers, Chairman 732 Brewington Avenue | C. James Nehl 222 E. Lake Avenue (R) 544 Oregon Street |
| Mrs Lorraine Boyle 926 Brewington Avenue | Martin J. Franich Beach Road (R) 804 Delaware Street |
| Mrs. Gladys Wishard 111 Brennan Street | |

City Beautification Committee (usually meets 2nd Monday each month - 2:00 p.m.)

Mrs. Lee Mossbarger, Chairman
66 College Road

Ernie E. Crook
46 Roosevelt Avenue

W. L. Jepsen
18 Cerrito Terrace

Mrs. W. L. (Anne) Hathson, Jr.
210 Blackburn Street

Mrs. Harry Parker
737 Oregon Street

Mrs. Emma Allen
326 Buena Vista

Miss Louise Blanchard
47 Bowker Road

Mr. Douglas Hobron
P.O. Box 215

Mrs. Edward Kimmel
216 Martinelli

Mrs. Paul V. Knudsen
332 East Lake Avenue

Mrs. Clifford V. McInamara
161 Mills Lane

Mrs. Tim B. Peabody
320 East Lake Avenue

Mrs. Ben E. Roth
2905 Freedom Blvd.

Mrs. Jes Stilwell
1916 East Lake Avenue

Mrs. Pauline Marinovich
100 Sudden Street

Planning Commission (meets 1st or 3rd Monday each month - 7:30 p.m.)

Donald Santi, Chairman
445 Main Street
(R) 225 Martinelli Street

Mrs. Leo J. Cronin
210 Brewington Avenue

Leo Estrada
278 Main Street
(R) 905 Main Street

Anthony J. Franich
Lettunich Building
(R) 236 East Lake Avenue

Robert C. Hansen
640 Main Street
(R) 902 Brewington Avenue

Harry Johnson
500 Main Street
(R) 736 Glenmar Street

Doug Thompson
629 Main Street
(R) 401 Rogers

Recreation and Parks Commission (meets 4th Monday each month - 7:30 p.m.)

O. Alvin Hopson, Chairman
318 Union Street
(R) 149 Marin Street

Miss Florence Chavoya
407 Main Street
(R) 222 Shasta Street

Miss Leota Flores
321 Marchant Street

Gerlad Marcus
500 Arthur Road
(R) 740 Brewington Avenue

Henry Henrichsen
434 Main Street
(R) 304 Hill Avenue

COUNTY COMMITTEES, BOARDS, COMMISSIONS*

ADVERTISING COMMITTEE (meets third Thursday evening of each month at 7:30 p.m.)

Al Castagnola, Chairman
712 Laurent St., Santa Cruz

AIR POLLUTION CONTROL DISTRICT ADVISORY COMMITTEE (meetings scheduled for February and October. Additional meetings called by the Air Pollution Control Officer.)

Robert E. Burton
1187 Prospect Heights, Santa Cruz

AIR POLLUTION CONTROL DISTRICT BOARD OF DIRECTORS

Willard T. Branson
P.O. Box 1768, Monterey

CIVIL SERVICE COMMISSION (meets second Tuesday evening of each month.)

John A. Marlo, Chairman
273 Soquel Ave., Santa Cruz

COMMISSION ON SENIOR AFFAIRS

Lionel Duquette
133 Clay St., Santa Cruz

INDUSTRIAL COMMISSION (meets third Thursday at 7:45 a.m.)

John E. Miller, Chairman
101 Bronson St., Watsonville

JUVENILE JUSTICE COMMISSION (meets first Wednesday of each month at 8:00 p.m.)

Miss Nancy Kepple
439A Main St., Watsonville

LOCAL AGENCY FORMATION COMMISSION (meets third Wednesday of each month at 10:00 a.m.)

LOW INCOME HOUSING COMMISSION (meets bi-weekly on Wednesdays)

PARKS AND RECREATION COMMISSION (meets second Thursday evening of each month)

James H. Hammond
109 Cypress St., Santa Cruz

PLANNING COMMISSION (meets second and last Wednesday of each month at 9:00 a.m.)

John Pollard, Chairman
542 Beach Dr., Aptos

*For further information on County Committees, Boards, Commissions call 688-2033.

COUNTY OF SANTA CRUZ*

Board of Supervisors

| | | | | |
|------------|-------------------|------------------------------|----------|--|
| (Chairman) | Henry J. Mello | County Governmental Center | | |
| | John R. McCallie | 701 Ocean Street, Santa Cruz | 425-2201 | |
| | George L. Cress | " " " | " | |
| | D. Dan Forbus | " " " | " | |
| | Ralph Sanson, Jr. | " " " | " | |

County Officials*

| | | | |
|--------------------------------|---------------------|------------------------------|--|
| County Administrative Officer | Carlyle D. Millar | 701 Ocean Street, Santa Cruz | |
| County Assessor | John A. Seidlinger | " " " | |
| Auditor-Controller | George S. Kriz | " " " | |
| Agricultural Commissioner | Matt Mello | 1430 Freedom Boulevard | |
| County Clerk-Recorder | Tom M. Kelley | 701 Ocean Street, Santa Cruz | |
| County Counsel | Henry J. Faitz | " " " | |
| District Attorney | Peter A. Chang, Jr. | " " " | |
| Planning Director | Louis B. Muhly | " " " | |
| Public Works Director | Don A. Porath | " " " | |
| Social Welfare Director | Raymond H. Ansell | " " " | |
| County Treasurer-Tax Collector | James A. Kennedy | " " " | |
| Sheriff-Coroner | Douglas B. James | 705 Front Street, Santa Cruz | |

STATE OF CALIFORNIA

Senator:

| | |
|-----------------------|-------------------------------|
| Donald L. Grunsky (R) | (during legislative session:) |
| 17th District | State Capitol |
| Lettunich Building | Sacramento, Calif. 95814 |
| Watsonville 722-2444 | |

Assemblymen:

| | |
|-----------------------|-------------------------------|
| Frank Murphy, Jr. (R) | (during legislative session:) |
| 31st District | State Capitol |
| 19 West Lake Avenue | Sacramento, Calif. 95814 |
| Watsonville 722-3839 | |

| | |
|---------------------|-------------------------------|
| Robert G. Wood | (during legislative session:) |
| 34th District | State Capitol |
| 346 Eighth | Sacramento, Calif. 95814 |
| Greenfield 674-5951 | |

UNITED STATES GOVERNMENT

Senators:

| | |
|------------------------|------------------------|
| Alan Cranston (D) | George Murphy (R) |
| Senate Office Building | Suite 452 |
| Washington D. C. 20005 | Senate Office Building |
| | Washington D. C. 20005 |

*All County offices may be reached from Watsonville by dialing 688-2033.

Representative:

Burt L. Talcott (R)
12th District
44 West Alisal Way
Salinas, Calif. 93901
404-424-6447

(during legislative session)
House Office Building
Washington D. C. 20515

WATSONVILLE CHAMBER OF COMMERCE AND AGRICULTURE

444 Main Street, P.O. Box 470

724-3849

Key Executives*

| | | | |
|-----------------|---------------|--|----------|
| President | Fred Witmer | Pacific Telephone Co. P.O. Box 471 | 724-5631 |
| President-Elect | Donald Bickle | Valley National Bank 328 Union Street | 722-3814 |
| Vice-President | Fred Sawyer | J.C. Penney Co. 501 Main Street | 722-2713 |
| Treasurer | Glenn Jones | Bank of America P.O. Box 660 | 724-3817 |

Staff

| | | | |
|-----------------|-----------------|---|----------|
| General Manager | Paul Marshall | Watsonville Chamber of Commerce and Agriculture | 724-3849 |
| Office Manager | Norma Gervasoni | " " | " " |

PAJARO VALLEY UNIFIED SCHOOL DISTRICT

| | | | |
|-------------------------------|----------------------|------------------------------------|----------|
| Superintendent | Dr. James Runge | 165 Blackburn Street, P.O. Box 630 | 722-2751 |
| Governing Board | James T. Popin | " " " " | " " |
| | Don Reasons | " " " " | " " |
| | Bruce A. Richardson | " " " " | " " |
| | Dr. Janet Bell | " " " " | " " |
| | Ernest J. Bontadelli | " " " " | " " |
| | Richard Del Piero | " " " " | " " |
| | S. A. Larkin | " " " " | " " |
| Asst. Supt. of Instruction | Clark L. Cox | " " " " | " " |
| Director of Personnel | Don R. Baldwin | " " " " | " " |
| Business Manager | F. J. Douglass, Jr. | " " " " | " " |

*All Key Executives hold office until November 30, 1969.

UTILITIES

| | | | |
|-----------------------|---------------------------------------|----------|----------|
| Joe Richards, Manager | Pacific Gas & Electric Company | 618 Main | 724-4717 |
| Fred Witmer, Manager | Pacific Telephone & Telegraph Company | 25 Third | 724-5631 |

COMMUNICATIONS

| | | |
|--------------------------|---|----------|
| Mr. Frank Orr, Editor | Register-Pajaronian, 18 E. Lake Avenue | 724-0611 |
| Mr. Phil Rather, Manager | Radio Station KOMY, 40 Atkinson Lane | 724-5641 |
| Mr. Dave Fowler, Manager | Radio Station KDON, 8 East Alisal, Salinas | 688-2092 |
| Mr. John Cohan, Manager | KSBH T.V., 238 John Street, Salinas | 422-6422 |
| Mr. Fred Oppenheimer | KMST T.V., 1321 Monterey-Salinas Hwy., Monterey | 373-4326 |

BANK MANAGERS

| | | | |
|--------------------|---------------------------|--------------------|----------|
| Mr. Philip Clarkin | Bank of America | 400 Main Street | 724-3817 |
| Mr. Howard Harris | Bank of America, Freedom | 1426 Freedom Blvd. | 724-0606 |
| Mr. Robert Barlow | Bank of California | 558 Main Street | 724-1166 |
| Mr. Don Bickle | Valley National Bank | 328 Union Street | 722-3814 |
| Mr. Al Miquel | Wells Fargo Bank | Main & Peck | 724-6303 |
| Mr. Thomas Lister | Wells Fargo Bank, Freedom | 1501 Freedom Blvd. | 724-7555 |

SAVINGS & LOAN ASSOCIATION MANAGERS

| | | |
|-------------------|--|----------|
| Mr. Doug Thompson | Salinas Valley Savings & Loan, 629 Main Street | 722-3353 |
| Mr. William Meidl | Watsonville Federal Savings & Loan, 35 E. Lake | 722-3822 |

TITLE COMPANY MANAGERS

| | | |
|--|---|----------|
| Mrs. Sharon Agorastos (branch office manager) | First American Title Company, 1428 Freedom | 722-4111 |
| Mr. Warren Penniman | Penniman Title Company, 15 Third Street | 722-2251 |
| Mr. W. H. Connell | Title Insurance & Trust Company, 540 Main St. | 724-7561 |

MISCELLANEOUS

Department of Employment, State of California, 215 Van Ness Avenue, Mr. Carl Anson, Manager 724-3855

Farm Labor Office, 589 Arthur Road, Mr. W. J. Bremmer, Manager 724-7545

14th Agricultural District, Santa Cruz County Fairgrounds, Hecker Pass Road, Sam Spina, Secretary/Manager 724-5671

Municipal Court, 1430 Freedom Blvd., Judge Harry F. Brauer 724-1188

Post Office, 318 Union Street, Mr. Fred Linneman, Postmaster 724-2262

Cabrillo Junior College, 6500 Soquel Drive, Aptos, Robert Swenson, President 688-2075

Department of Motor Vehicles, Town & Country Shopping Center, William D. Lenson, Manager 724-7320

Miscellaneous con't.

Bureau of Internal Revenue, 100 West Alisal, Salinas, Jonathon E. Summers,
Group Supervisor 424-8092

Department of Public Health, 1430 Freedom Blvd., R.H. Svihus, County Health Officer
724-3869

Board of Equalization, 1634 Seabright Avenue, Santa Cruz, Mr. H.B. Duffey, Senior
Tax Representative 423-6683

VOTER REGISTRATION INFORMATION

PLACES TO REGISTER TO VOTE:

SANTA CRUZ COUNTY

Watsonville

City Hall, 250 Main Street
A-1 Medical & Surgical Supplies, 1028 Main Street
Central Electric Company, 307 Main Street
Central Finance & Adjustment Company, 13 Third Street
Flor De Valle, 101 Union Street
Teamsters Local, 163 West Lake Avenue

Aptos

New Fire Department, 6934 Soquel Drive

Corralitos

Corralitos Market, 560 Corralitos Road

Freedom

Freedom Fire Department, 2021 Freedom Blvd.

La Selva Beach

Monterey Bay Associates, 308 La Playa Blvd.

Seacliff

Seacliff Plaza Store, 219 State Park Drive

MONTEREY COUNTY (south of Pajaro Bridge)

Mrs. Donald Stevinson, 17 Salinas Road
Mrs. Frank Cunningham, 89 Las Lomas Drive (Hall District)
Mrs. Chester Coffee, 102 Padden Road (Hall District)
Mrs. Garner F. Fox, 1 Viola Drive (Aromas)

SAN BENITO COUNTY (Aromas)

Mrs. Karl D. Klaumann, 374 Carpentaria Avenue
Mr. Morris A. Hoff, 784 Carr Avenue

(con't)

You may register to vote if you are:

A United States citizen for 90 days; able to sign your name and read the Constitution in English; aged 21 (you may register before you 21 on or before the election); a resident- California 1 year, County 90 days, Precinct 54 days. Registered voters from other states may vote for President and Vice-President after only 54 days residence in California.

If you have changed your address, changed your name, did not vote in the last GENERAL election or changed your party affiliation, you must register again.

If, for physical or geographical reasons, you cannot get to the polls on Election Day, you may apply for an Absent Voter's Ballot from County Clerk, Room 210, Government Center, 701 Ocean Street, Santa Cruz 688-2033.

If you have any questions about voter registration, call County Election Division Office, 688-2033, Ext. 2173.