

Sentinel

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Chamber ^{of Commerce} Plans Reorganization

Reorganization plans that "hopefully will make the Santa Cruz Area Chamber of Commerce more action-oriented" in 1978 were explained Monday by incoming chamber President Don Fultz to the board of directors Monday.

Fultz said the current six groups will be reorganized into four divisions: interal operations, business and government, community development, and economic development.

Fultz said the move is being undertaken to better utilize staff time while making the chamber "action-oriented." Fultz said this will mean assigning ad hoc committees to zero in on special tasks. He added that the the program of work for the chamber for 1978 will be ready for action at the chamber's January meeting.

In other business, the board approved a resolution urging the city of Santa Cruz to develop a master environmental impact report for industrially-zoned parcels in the city. The chamber believes this will help both potential industrial interests, as well as the general public on what to expect from the start, before the planning review process begins.

Directors heard that negotiations for televising the Miss California Pageant in June still are under way. Also, there will be five new area pageants throughout the state in 1978. With the loss of two others, this will mean a net gain of three entries in the 1978 edition of the Miss California Pageant.

The board heard that production of the movie "Tilt" was winding down after some 14 weeks, and said it was pleased to hear that relations with the movie crew "were good from the start," according to Chamber President Mark Lewis.

Chamber General Manager Lionel Stoloff said he had heard about \$2.5 million had been spent in production of the film.

"I'm unsure of the impact locally," said Stoloff, but added he has heard estimates "that up to \$1 million has been put into this community."

By a unanimous vote, the board voted Stoloff a new annual contract for continuing as general manager. He took over management of the chamber office in the middle of last year when the group was in financial straits. Now, as reported by chamber Financial Officer and Director Mark Schaeffer, the chamber is in the "black" by some \$4,000 and should have that financial cushion as it enters 1978. Both Schaeffer and Stoloff were applauded for the work and adjustments they had done in the past six months to put the chamber back on a favorable financial tract.

Jaycees President Jim Bowman reported that group's activities for the Christmas season have been successful, including a Christmas parade on the Pacific Garden Mall and a Toys for Tots program in which presents were given to 130 needy children after a day of roller skating, courtesy of the Roller Palladium on Seabright Avenue.

He said the Jaycees are planning their annual Christmas tree pickup, probably on the second weekend in January, and that plans for the Spring Fair are well under way. Bowman noted that some \$1,500 profit came from the Jaycees' fair activities last year, but added "it is put right back into the community" through the Jaycees program of developing parks in the city.

Lewis, in his last meeting as chamber president, thanked outgoing directors for their work through the year, and welcomed new directors as well, saying he was "glad to see more young blood and women on our board." In general, Lewis said, "chamber directors and members have done all they have been asked, and more."