

✓ Those 36 people still *VISION SANTA CRUZ* must go without a name

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SANTA CRUZ — The group of 36 people chosen to design the rebuilding of downtown Santa Cruz failed to reach agreement Monday night on one of their first decisions — what to call themselves.

The Committee to Rebuild Downtown Santa Cruz had felt it's name too bulky and charged a group of four, including Mike Rotkin and Councilman Joe Ghio, to devise a new name.

The group came up with "Restore Santa Cruz," as the new name.

Several commission members soon objected to the name, saying that it lacked vision and that the group was going to do more than just restore downtown to its prior state.

Rotkin was asked what other

names were considered. He said the group tried "Revive Santa Cruz," but rejected it because it sounded as if Santa Cruz was already dead. "Renaissance Santa Cruz" was also rejected as it lacked a certain cachet.

Commission members then suggest a few of their own such as, "Santa Cruz Partnership Inc.," "Santa Cruz 2,000" and "City Center Project," none of which gathered much support.

Several commissioners said they didn't care what the name was.

"Let's move forward," Ghio said. "Let's not get hung up on a name — it's easy, it's simple."

Rotkin jokingly suggested they just call it the "Gang of 36."

The commission decided to try again at their next meeting.

Mayor Wormhoudt shook her

head and sighed, "I knew this was going to be the hardest thing we do," she said.

If only it were.

While far from a rancorous disagreement, the discussion did illustrate the difficulties of getting 36 people to agree on anything.

Sailing through with less discussion and controversy was the election of an executive committee.

Following the recommendation of Ghio and Rotkin's committee, Mayor Wormhoudt and Ron Rhodes, a Pacific Gas and Electric Co. manager were elected co-chairs. Harvey Nickelson, president of Coast Commercial Bank, was elected secretary/treasurer.

Each of the co-chairs selected two commissioners to fill out the seven-person executive committee.