

'Regional Shopping Center'

SANTA CRUZ SENTINEL

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41st Avenue Businessmen Eye Future

"Downtown Santa Cruz knows 41st is developing and will take some of its business away," John Bohn, acting president, told the newly-formed 41st Avenue Business Assn. Wednesday night.

"Everybody thinks 41st will become a regional shopping center."

He was explaining just what is received in exchange to dues paid for membership in the association.

He had a good crowd of about 30 members to talk to, but the association has 170 businesses on the avenue as potentials, and it wants them all.

So Bohn was telling the members-in-standing

what he thought they should tell the potentials to bring them aboard.

Basically, Bohn thought the merchants should band together to gain more control over what happens to 41st in general.

And, he noted, the merchants are advertising individually. He thought they should combine that advertising with an occasional collective ad to induce shoppers to come to the 41st area, rather than to an individual store.

The group proceeded to an article-by-article adoption of its by-laws and voted to formally elect officers March 17.

Capitola Councilmen Michael Routh and Ron Graves were present. They explained the Capitola Village Assn., a downtown Capitola business group, receives so much council attention because it is physically so close to city hall and its members are more squarely atop what the council is doing at all times.

Graves suggested the 41st people become more involved with the council so they will receive more council attention.

Don Kassler of Kassler-Noble Advertising also was present. The merchants awarded him a round of applause for the assistance he has given them.