

CF EARTHQUAKE 1989

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City plans big quake celebration tomorrow

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Watsonville city officials and merchants are busy putting together final details for tomorrow's earthquake memorial events. A carefully timed procession, with the theme "Reflections and Futures," will rollick through the downtown starting just after 2 p.m.

Organizers have learned that concert promoter Bill Graham will helicopter in as he did just after

the 1989 quake.

City Councilwoman Betty Murphy, who was mayor when the quake hit, is serving as grand marshal of the parade.

She said she hopes Graham will serve as co-grand marshal, in recognition of the large amount of money he raised for earthquake recovery.

The National Guard Color Guard, the Watsonville Band, and bands from Watsonville High,

Aptos High, E.A. Hall, Pajaro Middle, Rolling Hills Middle, and Aptos Junior High schools will all march under the same director, Watsonville High's Eugene Smith.

The parade will include representatives of the American Red Cross, the Watsonville Fire Department, Salud Para La Gente clinic, Watsonville Community Hospital, PG&E, the California Conservation Corps, the California Division of Forestry, Pacific Bell

and Second Harvest Food Bank, all organizations that responded after the quake.

The first event of the day will be a formal unveiling of La Selva Beach artist Suzanne Gamble's original watercolor painting "Shattered Serenity." The painting was made into a poster that was sold to benefit local chambers of commerce for small-business recovery. A total of \$26,000 was raised.

The unveiling ceremony will be

held in the lobby of Watsonville City Hall at 9:30 a.m., with remarks by Mayor Todd McFarren and Pajaro Valley Chamber of Commerce's executive director, Bob Dwyer.

At noon, El Pajaro Community Development Corporation's *kermesse*, or fund raiser/festival, will begin at the former site of the Odd Fellows Building at Union and East Beach streets. El Pajaro CDC is celebrating the closure of

escrow on the property, where it plans to build a small-business incubator to help people start their own shops and restaurants.

The *kermesse* will feature about 20 booths selling food and other items. Mariachis and other musical groups will perform from 2 to 4:20 p.m. and from 5:30 to 6:30 p.m.

Later in the afternoon, the gath-

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ering point for the parade will be on First Street next to the new post office. The crowd will come around the corner onto Main Street for the first stop at 2:15 p.m. at the post office, which, while not yet open, is nearly finished. The Postal Service is issuing special "Reflections and Futures" postal cancellations.

The next stop will be the unveiling of the earthquake monument in front of City Hall at 2:45; at 3:15, the dedication of the newly built Herrera Building at 310-316 Main Street and the renovated Fox Theatre next door will take place.

From there, the parade will backtrack to Second Street, and will head down to Stoesser Alley, past the modular unit where Watsonville Jeans is temporarily located and through the alley to Stop No. 4, the parking lot at West Beach and Rodriguez streets. At 3:45, the groundbreaking ceremonies for the three-story parking garage that will be built there begins.

Then the parade will head up Beach Street to Union Street, where by 4:20 p.m. it will stop in at El Pajaro CDC's *kermesse*.

By 4:30 p.m., the crowd will gather in the Plaza for an ecumenical service to pay tribute to those who died in the quake and to those who suffered losses. At 5:04 p.m., the exact moment the quake hit, church bells will ring.

Without hesitating, the crowd will move from there to the brand new Ford's Department Store across the street, which will be officially opened at 5:10 p.m. The store is donating 5.04 percent of the first night's earnings to the Watsonville Community Hospital Foundation.

Carolyn Swift, one of the consultants doing public relations for the city, said news organizations including CNN, USA Today, and The Associated Press have shown interest in covering the day's activities.