

County News

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Exciting new ideas advanced at first Congress for Community Progress

A number of exciting new proposals for improving the "looks and livability" of the Santa Cruz community were proffered at last week's first Congress for Community Progress held at Cabrillo college.

Over 200 civic-minded individuals attend the congress, sponsored by the Greater Santa Cruz Chamber of Commerce, to hear and support proposals advanced by the various committees. James Young, chamber president, pledged that the 32 resolutions adopted will be forwarded to the appropriate group or body and that each resolution will be followed through.

One of the suggestions made, establishment of a permanent botanical gardens above the levee on the "bench land" above the levee, between Soquel and Water street bridges (see photo below) was made by Leavitt McQuesten, president of the Santa Cruz Garden club. McQuesten feels the project would help to "draw thousands of visitors to Santa Cruz." He said the site would serve as an excellent location for a major flower show, equalling any of the major flower shows now held in northern California.

Overall chairman for the congress was Campbell Armor. Moderator, Don Starr. Guest speaker, Stanley McCaffrey, president of the Bay Area Council, who congratulated the community "for its efforts of critical self appraisal."

McCaffrey said such appraisal is rare, especially for communities. He said "We are confronted with great challenges, but they're certainly not insurmountable."

He noted that Santa Cruz, like the rest of the state, is faced with a frantic population increase. He said the state now has 19-million people and that Santa Cruz "during the next three to five years is going to experience more growth than anyone ever anticipated."

Eight committees were formed to discuss the main problem areas. The committee chairman and resolutions accepted by the full congress are as follows:

Education, Robert Soderholm, chairman: "That the governing boards of our school districts develop a continuing

information program with the end in mind of creating community support for a first class educational program;" that the school board seek "a more comprehensive community view of the direction education in this community should take;" and that the congress should encourage and support establishment of "diagnostic center services within Santa Cruz county" for complete mental and physical evaluation of neurologically of emotionally handicapped children and youths. Such service would involve all agencies now serving handicapped children, within existing facilities, and an investigation for additional state or federal funds should be conducted.

Recreation and Tourism, Dan Bias, chm.: "Preparation by a committee of city and county representatives of a "tough city" ordinance to resolve "the unruly youth and visitor problem;" to dispel the image of Santa Cruz county as a "Coney Island"; cooperation and coordination of chamber of commerce within the county to promote winter activities including cultural activities at Cabrillo college and UCSC; that the chamber undertake a "Host Day," which would encourage and promote referral business from other areas; and a recommendation that the county publish a breakdown of uses of the county room tax, since there seems to be considerable confusion about usage, and that a percentage of the funds be earmarked for use in promoting the tourist industry."

Roads and Highways. Gordon Sinclair, chm.: Greater use of reflectors on Highway 17, possible use of markers along the right edges, greater use of shoulder space, and test usage of medium barriers; a commendation to the state division of highways "for current projects and . . . future plans"; a request for greater consideration of highway development as it pertains to local projects, such as harbors; and a request for minimum disturbance to the countryside and the maintenance of scenic interest in conjunction with highway development.

Economic Development, George Penniman, chm: Analyze types of economic development compatible in this area; screen established industries to determine what is desired here; insist upon

certain standards within Santa Cruz; and establishment of a county airport district to aid the Watsonville airport, "which serves all Santa Cruz county."

Transportation, Ted Schipper, chm.: Formation of a transportation district on an area-wide basis from La Selva Beach north; integrate school buses into the overall system; expand methods of public information to stimulate interest in and use of available transportation; contact hosts of events of special interest and urge them to make use of public transportation; creation by the city of a right-of-way for buses to and through the beach area, especially on weekends; and that Southern Pacific and Greyhound develop round-the-clock service to and from Santa Cruz.

Youth, Howard Shontz, chm: Formation of a commission-status youth council, with broad advisory capacities to provide a medium of communication between youth and adults and to help solve community problems concerning youth; and preparation of a Youth Congress, specifically for youth, to discuss their needs as related to the community.

Beautification, James Hammond, chm.: That SCOPE and similar organizations obtain support of groups throughout the county to persuade public and private utilities to beautify or permit beautification of their rights-of-way or improvements; that state and local educational bodies make and maintain public improvements which set examples of attractiveness and beauty; that the county board of supervisors be supported on re-institution of a litter control officer for the county; that a committee be formed to study taxation which might tend to discourage improvements or restoration of buildings in the community; that appropriate bodies be urged to protect worthy sites and scenes within the county; that the congress supports beautification of the San Lorenzo river in Santa Cruz; that the congress will assist public bodies in the study of a possible tree planting and landscaping ordinance within the county and in all incorporated communities; and that the congress supports the efforts of citizen groups toward preservation and restoration of the Hall of Records building.



Little Indian Troy Riley, 5, scouts the table for Thursday's feast. Look, symbolic of that historic occasion wilderness to help the newly arrived and Mrs. Riley of 7th avenue, Santa

SANTA CRUZ -- Lee T. Sims, retired principal of Santa Cruz high school has been named chairman of the Santa Cruz sister city committee. The committee was formed to promote relationships with Puerto La Cruz, Venezuela.



LEVEE BEAUTIFICATION -- Leavitt McQuesten, president of the Santa Cruz Garden club and the Santa Cruz director of parks and recreation, have recommended the level "bend land" above the levee and below the county courthouse to be used as a site for a major garden show on the order of the Oakland Spring Garden Show and flower show held at San Francisco and San Mateo. McQuesten introduced his suggestion at the recent Congress for Community Progress held at Cabrillo college. The city is now in the process of trying to persuade the Army engineers to allow the city to expend

\$100,000 towards the beautification of the levee. McQuesten noted Santa Cruz has a "climate here that is ideal for floriculture" and that over 15 leading flowering plants are grown in the area, as well as some 250 woody perinial ornamentals. He and other officials of local garden clubs feels the "bench land" would serve as an ideal site for a permanent botanical garden that would "draw thousands to Santa Cruz." After the first show McQuesten suggests the show plants could be used to begin landscaping the "garden", constructed around a picnic area -- News Photo.