

# Flea market set to return

March start expected;  
Sutter to donate revenue  
to kids' health insurance

By JONDI GUMZ

Flea markets 2-9-08

The flea market will be back in March.

The parent company of the Sutter Maternity & Surgery Center, which in November bought the Skyview Drive In where the flea market was held, announced Friday that a one-year agreement has been reached with Goodwill Industries to run the popular flea market at 2260 Soquel Drive, where it operated for decades until the sale. Financial terms were not disclosed.

The flea market is tentatively scheduled to open in early March, operating Fridays, Saturdays and Sundays, as before. The operation will include a drop-off point for donations to Goodwill.

The agreement, effective March 1, can be renewed after a year for an additional 12 months.

Sutter's parent also will donate \$125,000 from lease revenue to Healthy Kids of Santa Cruz County, a nonprofit that provides health insurance to needy children.

Both sides were enthusiastic about the arrangement, saying it allows the flea market to operate during the search for a long-term location.

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**'We look forward to operating the flea market for many years to come. We're a big enough organization to take over the infrastructure that was there.'**



MICHAEL PAUL, CEO GOODWILL INDUSTRIES OF SANTA CRUZ

## Flea market

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will Industries," said Dr. Larry deGhetaldi, president of Sutter Santa Cruz division of the Palo Alto Medical Foundation, which bought the property to expand medical and hospital services in a community suffering from a physician shortage.

Sutter, which also operates the Santa Cruz Medical Foundation and the Visiting Nurse Association, will develop plans for the site over the next year or two.

"We look forward to operating the flea market for many years to come," said Michael Paul, chief operating officer of Goodwill Industries of Santa Cruz, Monterey and San Luis Obispo counties.

Goodwill, a nonprofit that employs 350 people and runs resale stores in three counties, will add about 20 people to its payroll to staff the weekend flea market. It also will provide insurance coverage.

"We're a big enough organization to take over the infrastructure that was there (at the flea market)," Paul said.

Flea market supporter Mike Alperin of Ben Lomond collected 19,000 signatures on an online petition. He also appeared in a YouTube video filmed by Michael Parisi and wrote an opinion piece that appeared in the Sentinel.

"The save-the-flea-market group is overjoyed that their efforts were this successful," said Alperin, who started the campaign six months ago. "I want to say thank you to all the people who helped put this together."

He hopes Goodwill will coordinate with the Grey Bears, which has a recycling operation next to the flea market site, to promote the benefits of recycling

and saving energy in the community at large.

"Fantastic!" said flea market aficionado Dennis Norton upon hearing the news. "It gives time to find a new home for the flea market."

A Capitola planning commissioner and former mayor, Norton said he had several leads on potential locations.

When the property was sold by the Martins family last year, Norton had lobbied to keep the flea market open for economic and environmental reasons. Without the market, more garage items would be taken to landfills, he said, and when the market closed, some 200 vendors lost a source of income.

Norton had been a regular at the flea market, looking for old nautical items.

"There's a thrill in the find — it's like a treasure hunt," he explained.

Leslie Conner, program director of Healthy Kids, was happy, too, saying Sutter's gift would provide health care to those on a wait-list that has grown to more than 400 children.

"These new funds are even more critical now that California's health care reform efforts have failed," she said.

DeGhetaldi said Sutter would also make its annual \$125,000 contribution to the kids' insurance program, which is open to families of four with an income of \$63,600.

Health insurance for all children makes "good economic sense," he said. "When children have a primary care doctor who sees them on a regular basis, it reduces the number of visits to hospital emergency rooms for non-urgent conditions, reduces unnecessary hospitalizations and shrinks the health care bills that are ultimately passed onto taxpayers."

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