

Capitola CofC Wants To Unify That 'Greater' Area In 1979

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Its name implies its biggest challenge - the Greater Capitola Chamber of Commerce. President Victor D. Tognazzini hopes to serve that "greater" area this year.

"We need to unify the various groups of Capitola from the 41st Avenue Business Association to Capitola Village to the political factions of liberal, conservative and apathetic," said Tognazzini. "I feel Capitola is the gem of the entire bay and it has a great deal to offer."

In order to offer anything, however, the chamber has to grow from its current membership of 135. "Our voice hasn't been heard as much in the past because our membership is not as large as we need," said Tognazzini. "The key is membership and we will soon start a membership drive."

He noted membership is not limited to businesses. "Anyone who has an interest in the goals of the chamber is invited to join," he said.

Chamber goals include promoting business, becoming politically active, starting a newsletter, joining the California League of Coastal Chambers and improving the quality of life for everyone in Capitola.

By politically active, Tognazzini explained it doesn't mean supporting candidates, but "bringing legislative issues that affect the city to the membership."

The chamber already has taken a step in the right direction by joining the state chamber last month. This larger body will help Capitola's CofC keep abreast of current issues.

The membership newsletter is something that has long been

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talked about, but finally may become a reality in February, said Tognazzini. Longer range plans include a tabloid that will be inserted in local newspapers.

The chamber also has expressed interest in a newly-organized coastal program which would act as a sort of watchdog to the regional Coastal Commission. "It would provide us a voice that, while we want to protect the environment, we don't want to completely limit businesses and the proper growth of the coast," Tognazzini said.

For the first time, the Capitola Chamber has elected two vice presidents as stated in its by-laws. Dave Bingham and Norma Koch will serve as vice presidents with three directors apiece assigned to them.

"We aren't hatching right now," added Tognazzini. "Through the work of past chamber boards who laid the groundwork, we are in the position today to get the ball rolling." He complimented past presidents John MacDonald and Warren Jaeger.

Issues on everyone's mind in Capitola include lack of parking

in the village and traffic on 41st Avenue. Tognazzini admitted the parking "is something we need to take care of this year. We have to show the City Council that businesses require more parking and they're willing to work on committees to resolve it."

He added additional parking wouldn't necessarily cause the village to be overrun with tourists, "only alleviate the pressure on it now."

Signals going in on 41st Avenue near Highway 1 should alleviate much of that problem, he added.

Before Capitola was incorporated the chamber ran the city, Tognazzini noted. After its incorporation in 1948, the chamber continued its efforts to promote the city. The current chamber would like nothing better than to keep that work going.