

Convention-Tourist Bureau Answers Critics Of Center

By WALLY TRABING
Members of the Santa Cruz County Convention and Visitors Bureau devoted their meeting this morning at the DeLaveaga Golf Club Lodge to rebutting statements made Wednesday by the Save Lighthouse Point Association.

Burke Pease, acting manager of the Santa Cruz Area Chamber of Commerce, prepared an extensive list of explanations to what he termed "misstatements of the facts, quotes out of context and judgments made on inaccurate or incomplete information" regarding the proposed Lighthouse Point convention center project.

Jerry Yudelson, a spokesman for Save Lighthouse Point Association, had aired his views at a Wednesday press conference.

Pease said the board of directors of the County Convention and Visitors Bureau has reviewed a number of the charges and had come up with "a true representation of the facts."

Pease said that had the opportunity for profit been as secure as implied by Yudelson, a hotel would have been secured and the entire project open for business three years ago.

Pease said that the convention and visitors bureau is made of more than 100 visitor-oriented firms including restaurants and motels which support the Lighthouse Point Convention Center project.

"This support would not be forthcoming if there was even the most remote chance for a 'negative impact'. Just the opposite is true — by securing conventions in the off-season, the patronage of restaurants and occupancy of existing motels will increase," Pease said.

Answering a complaint that the complex will "add huge traffic volumes (a million or more tourists annually)," Pease said that "additional visitors attracted to the community will be primarily in the October to May period when we can, and must, increase patronage on existing visitor facilities."

He said as far as the opposition statement that the project would "increase taxes through speculative land value appreciation," is concerned, "appreciation of the private property in any area is desirable in a free enterprise economy."

Pease said that "traffic patterns designed to accommodate the facility have nothing to do with the beach loop, Ocean or Beach streets, and as for fear of high density, it is assumed that such development would be allowed only in conformance with the General Plan. This has nothing to do with the Lighthouse Point project."

Pease commented on what he termed "other misleading statements."

"The retail area has been referred to as a shopping center. But the plan calls for 13,000 square feet of shops. This is less than the 20,800 square feet in all of Cooper House or only the ground floor of Leask's department store."

"The statement that 90 per cent of the customers for the retail facilities are existing visitors rest in the fact that many visitors to the county do not significantly spend while here."

"Developments such as Cooper House and Lighthouse Point are designed to encourage the visitor to make an investment in our community while a guest."

"The job developed by the project (not counting the some 14 months of construction payroll) will include 480 as determined by Department of Human Resources calculations. An additional 653 jobs will either

be created or converted to full-time throughout the community."

"The Lighthouse Point Convention Center Training Project as designed by the Community Action Board will accommodate 240 trainees in its initial phase."

From their investigation this will "substantially reduce much of the seasonability of the recreational industry and provide year-around employment for a substantial number of presently low income persons," Pease continued, "It is important to note the need for a high quality headquarters hotel at the convention center site."

"Experience in Reno and Bakersfield has shown this is a must."

"The phase I hotel for Lighthouse Point is only 200 rooms (The Holiday Inn has 172). This will give 1500 of the area's 4500 rooms that meet convention standard as well as stimulate owners of substandard facilities to make needed improvements."

State Forecasts

NORTHWESTERN CALIFORNIA—Fair through Friday but with patchy coastal low clouds tonight and Friday morning. Warmer days inland. Highs and lows at Fort Bragg 45 62, Ukiah 45 87.

MOUNT SHASTA SISKIYOU AREA—Fair through Friday with slightly warmer days. Highs and low at Shasta Dam 55 93.

SIERRA NEVADA—Fair through Friday with warmer days.

SALINAS VALLEY—Fair through Friday but low clouds north end late tonight and Friday morning. Warmer. High Friday from mid 80s to mid 90s except 65 to 75 north end. Lows tonight from low 40s to low 50s. Northwest wind 10 to 20 mph afternoons. Highs and lows at Salinas 53 68 Paso Robles 44 75.

SANTA MARIA SAN LUIS OBISPO COASTAL AREA—Fair through Friday except patchy low clouds near the coast late night and mornings. Slightly warmer days. Highs Friday from the 60s near the coast to mid 70s and mid 80s inland. Low tonight in the 40s. Gusts northwesterly wind 10 to 20 mph afternoons.

SANTA CLARA VALLEY—Fair through Friday. Warmer days. High Friday in the 80s. Lows tonight from low 40s to low 50s. Northwest wind 10 to 15 mph afternoons. Highs and lows at San Jose 52 87 Hollister 44 89.

DIABLO SAN RAMON AND MORAGA VALLEYS—Fair through Friday. Warmer days. Highs Friday from 80s to low 90s. Lows tonight from mid 40s to low 50s. Westerly wind 5 to 15 mph afternoons.

NAPA AND SONOMA VALLEYS AND SANTA ROSA PLAIN—Fair through Friday. Warmer days. Highs and low at Santa Rosa 45 93. Southerly winds 10 to 20 mph afternoons.

California Forecasts

SAN FRANCISCO BAY AREA—Fair

through Friday but patchy low clouds late tonight and Friday morning. Warmer days. Highs Friday from the 70s to low 80s. Low tonight in upper 40s to mid 50s. Westerly wind 10 to 25 mph afternoons.

NORTHERN AND CENTRAL CALIFORNIA—Fair through Friday but with patchy low clouds tonight and Friday morning along the coast. Warmer days except on north coast.

SACRAMENTO VALLEY—Fair through Friday with warmer days. Highs Friday from mid 80s to mid 90s. Lows tonight from upper 40s to mid 50s. Northerly wind 10 to 15 mph.

SAN JOAQUIN VALLEY—Fair through Friday. Warmer. Highs Friday from mid 80s to mid 90s. Lows tonight in the 50s. Light wind.

SOUTHERN CALIFORNIA—Sunny Friday except for night and early morning low clouds and local fog south coast and in patches north coast early Friday. A little warmer most areas Friday except near coast.

EXTENDED FORECASTS FRIDAY THROUGH SUNDAY.

CENTRAL CALIFORNIA—Fair weather except patches of coastal low clouds. Afternoon highs in the 60s to 70s coastal sections and mountains and 80s to low 90s inland. Morning lows in the 40s to 50s at lower elevations.

NORTHERN CALIFORNIA—Fair weather except patches of coastal low clouds. Afternoon highs in the 60s near the coast to the 80s to low 90s inland except in the 60s to 70s in the mountains. Morning lows in the 40s to 50s at lower elevations.

WESTERN NEVADA—Fair weather. Afternoon highs in the 70s to low 80s. Morning lows in the 30s.

Weather Elsewhere

By THE ASSOCIATED PRESS

| | High | Low | Pr |
|---------------------------|------|-----|-----|
| Albany, | 60 | 41 | .01 |
| Albuquerque, cldy | 79 | 45 | |
| Amarillo, cldy | 61 | 48 | .02 |
| Anchorage, cldy | 49 | 41 | |
| Ashville, cldy | 78 | 39 | |
| Atlanta, cldy | 72 | 51 | |
| Bakersfield, clear | 83 | 61 | |
| Birmingham, cldy | 75 | 56 | |
| Boise, clear | 67 | 36 | |
| Boston, clear | 56 | 46 | |
| Brownsville, ptcldy | 85 | 75 | .02 |
| Buffalo, clear | 57 | 39 | |
| Charleston, clear | 70 | 59 | |
| Charlotte, cldy | 70 | 44 | |
| Chicago, clear | 70 | 51 | |
| Cincinnati, cldy | 62 | 40 | |
| Cleveland, clear | 57 | 36 | |
| Denver, cldy | 62 | 38 | |
| Des Moines, rain | 64 | 51 | .03 |
| Detroit, clear | 65 | 42 | |

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|-------------------------------|----|----|
| Duluth, cldy | 69 | 43 |
| Fort Worth, cldy | 73 | 60 |
| Fresno, clear | 85 | 54 |
| Green Bay, clear | 73 | M |
| Helena, clr | 58 | 37 |
| Honolulu, cldy | 83 | 73 |
| Houston, rain | 70 | 64 |
| Indianapolis, cldy | 82 | 67 |
| Jacksonville, cldy | 65 | 45 |
| Kansas City, cldy | 85 | 56 |
| Las Vegas, clear | 71 | 53 |
| Little Rock, cldy | 77 | 59 |
| Los Angeles, clear | 64 | 47 |
| Louisville, cldy | 67 | 48 |
| Marquette, clear | 71 | 51 |
| Memphis, cldy | 84 | 73 |
| Miami, clear | 64 | 41 |
| Milwaukee, clear | 68 | 49 |
| Minneapolis, Paul, cldy | 78 | 67 |
| New Orleans, rain | 62 | 46 |
| New York, clear | 68 | 52 |
| Oakland Airport, clear | 71 | 51 |
| Oklahoma City, cldy | 59 | 51 |
| Omaha, clear | 96 | 68 |
| Palm Springs, clear | 61 | 42 |
| Philadelphia, clear | 91 | 64 |
| Phoenix, clear | 59 | 34 |
| Pittsburgh, clear | 70 | 47 |
| Portland, Ore. clear | 56 | 34 |
| Portland, Me. cldy | | |
| Rapid City, rain | | |

Florence Rambaud
Memorial Friday