

New Bay Federal branch opens in Santa Cruz

Swift Street Courtyard location
replaces Cardiff Place facility

Credit Union
by GWEN MICKELSON
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SANTA CRUZ — The temptation of buttery croissants, trendy accessories, fresh produce and beer may distract customers of Bay Federal Credit Union as they do their banking at the new branch in the Swift Street Courtyard.

But for those with iron will, the credit union now offers a full-service branch in the courtyard it shares with Kelly's French Bakery and numerous small shops, a brewery, a Friday farmers market and other boutiques and services.

The new branch, which opened Tuesday, will function in place of the former Cardiff Place branch, which is now closed. The ATM will remain at the Cardiff Place location, however.

The new branch was established "so we can better serve our members," said Chris Hanson, West-side branch manager. "This location is closer to Mission Street and is more accessible, offering more parking, and because it's more accessible, we can offer Saturday hours," something the Cardiff branch did not.

The new 3,000-square-foot office, which is twice the size of the Cardiff office, has 10 full-time employees. Seven transferred from the Cardiff branch, one transferred from another department and two

Bay Federal Credit Union

WHAT: New branch in the Swift Street Courtyard, replacing the former Cardiff Place branch.

LOCATION: 411 Ingalls St., Unit 11.

PRODUCTS: Full-service credit union, notary services, ATM, coin machine.

HOURS: 9 a.m. to 5 p.m. Monday, Tuesday and Thursday; 10 a.m. to 5 p.m. Wednesday; 9 a.m. to 6 p.m. Friday; 9 a.m. to 3 p.m. Saturday; closed Sunday.

INFORMATION: 479-6000;
www.bayfed.com.

are new.

The office has "a relaxing atmosphere," said Hanson, with tall redwood ceilings that are original wood from the building.

In addition to full-service banking, it will offer notary service, and it will soon receive its ATM and coin machine.

Hanson, who manages the branch, started with Bay Federal in 2002 as the assistant branch manager of its Member Service Call Center.

"I'm excited to be a part of the new branch, and I have great team to work with," said Hanson.

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