

Santa Cruz Chamber Sets 1974 Program

'74 Chamber Of Commerce Directors Broad Community Objectives Planned

1974 Officers



Jack Banks



Dan Bias



Ray R. Bourret



Herb Bowie



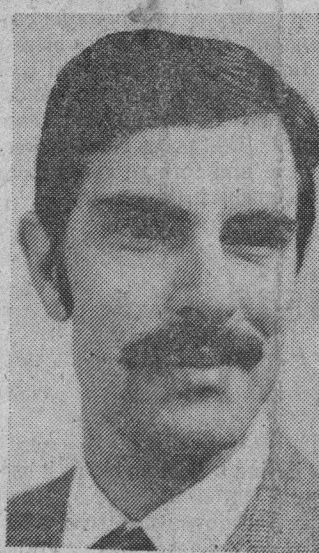
Bob Bowman



John Burdick



Dick Butcher



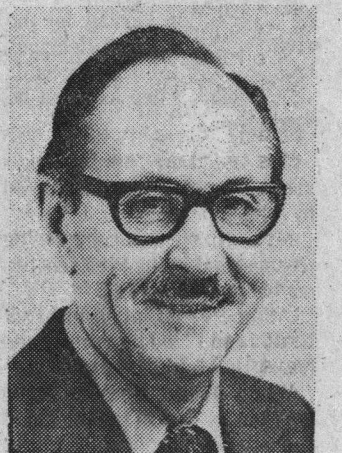
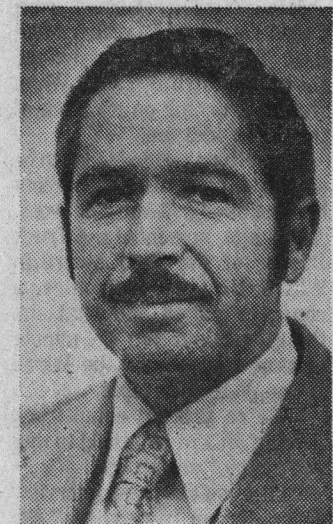
Art Carson



Edward (Bud) Prindle
President



Judy Hurst Sadlier
Vice-President



Samuel E. Bishop
Treasurer

George Barton
General Manager

"The purpose of the Santa Cruz Area Chamber of Commerce shall be to advance the economic, recreational, industrial, professional, cultural, educational and civic welfare of the Santa Cruz area...."

1974 Program

1. **COMMUNITY ECONOMICS:**
PURPOSE: To foster and preserve the health and vitality of the supporting economic activities of the community upon which all citizens are dependent for their material well-being. In pursuance of these goals the group will be concerned with the entire local economic complex, both in the encouragement of those kinds of economic activities which are required for a balanced economy, in the prevention of disabilities which would weaken local economic support.
- a. **ECONOMIC POLICY DEVELOPMENT:** Based on the economic data available, recommendations will be made and chamber policies adopted on such subjects as growth, land-use control, transportation developments, taxation, and the long-range effects of such policies will be reviewed. In the pursuit of these objectives, a close working relationship will be maintained with the California Chamber of Commerce land use committee.
- b. **ECONOMIC IMPACT AND REMEDIAL ACTION:** This group will review action by local government and other agencies in terms of its effects on the local economy. Actions and recommendations from other groups within the chamber will be similarly reviewed. In all cases where remedial action in the interests of economic health is indicated, such action as appears desirable will be initiated or recommended.
2. **PUBLIC AFFAIRS:**
PURPOSE: To increase participation of chamber members in all levels of government. Provide the membership with opportunities to work with government leaders in areas of particular concern to the local business community.
- a. **LEGISLATIVE ACTION:** Study and recommend action on issues at local state and national level. Work with local government leaders on programs of mutual interest and concern, such as the concept of in lieu state allocations to compensate for state use of public and recreation facilities.
- b. **LEGISLATIVE TOUR:** Involve the maximum number of community leaders in meeting with legislative leaders in Sacramento to discuss local points of view.
- c. **COMMUNITY FORUMS:** Develop community forums on local issues, designed to inform the public, and to present alternative points of view.
- d. **DEVELOP POLICY AND OPINION** on the areas of capital improvements, taxation, and growth issues.
3. **EDUCATION:**
PURPOSE: To promote development of education at

Views By Prindle

By Edward (Bud) Prindle
1974 President

Progress means different things to different people. To one person it may mean population growth. To the conservationist, it may mean no population growth. To me, progress for 1974 should mean continued

in the way of population growth by government at all levels, we see our community continuing to grow at a rapid rate.

I believe that one of the major roles the chamber should play is by participating in the planning which must take place to cope with growth. It should be

Roger Christie



Jack Corder



James Hammond



Clayton Lawson



Mark Lewis



Richard Little



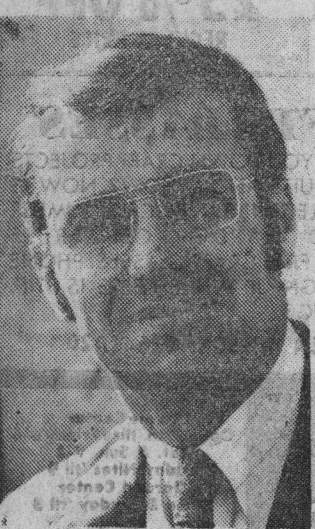
Wayne Matthews



Spiro Mellis



Robert Millsagle



Tom O'Leary



Tom Richmond



Paul Sperling



Patrick Spooner



Lionel Stoloff



Bob Warne



Tom Polk Williams Jr.



all levels to meet community needs. Provide expanded communication between education and business community.

- a. State financing of education — all levels.
- b. Study of proposed collective bargaining law
- c. Business/Educator Relations
- d. UCSC/Community Relations
- e. Scholarship for Cabrillo student
- f. Santa Cruz County Career Education Center
- g. Co-ordinate summer employment, promotional material.

4. RETAIL TRADE:

PURPOSE: To increase retail sales in Santa Cruz County. The group develops programs of specific benefit to the chamber's retail members.

- a. RETAIL EDUCATIONAL PROGRAMS: Retail seminars for employees/employers; management seminars.
- b. SALES PROMOTIONS: Two major community-wide promotions affecting the Santa Cruz area.
- c. CONSUMER AFFAIRS: Build a system to handle consumer complaints. Work with County Consumer Affairs in further consumer education.
- d. RETAIL DISTRICTS LIAISON: Provide communication between retail districts. Assist districts in carrying out their program.
- e. ENCOURAGE EXPANSION OF RETAIL INDUSTRIES: Provide staff assistance to firms concerning locations in the area.

5. ENVIRONMENTAL:

PURPOSE: It shall be the goal of this group to find areas where those with differing points of view can find agreement. To work toward establishing an inner core of Santa Cruz that will be a credit to the community. Support those projects that induce community pride and lend new aesthetics to the inner city. Work to insure that the beauty of our rural areas are not destroyed. Help build efforts to maintain a balanced community.

6. ORGANIZATION DEVELOPMENT:

PURPOSE: Maintain membership growth. Conduct the chamber's public relations activities. Maintain the chamber accreditation.

7. CONVENTION AND VISITORS BUREAU:

PURPOSE: To expand all aspects of the visitor economy including the reduction of "seasonality" by aggressive convention selling. Support efforts to establish expanded convention facilities, including the provision of a convention center.

8. MISS CALIFORNIA PAGEANT:

PURPOSE: To continue to bring state-wide and nation-wide publicity to Santa Cruz, and thereby assist in the goals of the Visitor and Convention Bureau, and the over-all economy of the Santa Cruz area. As a part of the Miss America Pageant, we participate in the largest women's scholarship program in the world.

economic growth for our community. I am speaking of our employment problems and an idea advanced by our Community Economics Group. "Pay more attention to ways and means of nurturing and expanding existing Santa Cruz business and encourage development of new homegrown businesses."

Although the Chamber is frequently linked with population growth-based on the traditional chamber philosophies of the past our responses to inquiries from the outside today stress the severe unemployment and housing problems of the community. Even with this discouragement and other obstacles being placed

emphasized that although many of us moved here to escape the type of growth which has been occurring elsewhere, we must be realistic enough to accept the fact that Santa Cruz will continue to be discovered by families attracted to our beautiful community.

Planning controls must be far-sighted and imaginative to be effective, and the chamber will support such controls that will continue to permit the businesses of the area to grow. I hope the chamber can work as a catalyst to work together with all elements of the community and that when points of view differ, that we can find common ground.

I invite your support.

Review By Stoloff

By Lionel Stoloff
1973 President

Not long ago someone accused me of having a "Chamber of Commerce mentality." I wasn't sure that I particularly liked being so categorized, until I started to think about those who have preceded me in the presidency of the chamber.

I thought in particular of the men who have held office in the past 20 years. Sixteen of them are still a vital part of the community, and as deeply involved and concerned with the Santa Cruz of the present and future as they were with the Santa Cruz of the past.

I thought about the roles they played in the destiny of this city. Directly, and indirectly, they, and the directors who served with them, provided the leadership which brought UCSC,

Cabrillo, the Pacific Garden Mall, the yacht harbor, countless school bond issues...the list is a long one.

They, too, had the Chamber of Commerce mentality, and I wondered what my accusing friend would substitute for it. What would he be doing for Santa Cruz 20 years from now, or 10 or even one?

I am grateful that the so-called Chamber of Commerce mentality was still there during the year just ended. I am grateful that the chamber "activists" were willing to stand up and be counted, when it would have been much easier to remain silent and apathetic.

To incoming President Bud Prindle and the 1974 Board of Directors, may the Chamber of Commerce mentality continue to be with you.

HERE ARE THE ANSWERS to the QUIZ on the reverse page:

WORLDSCOPE: 1-a; 2-Democrats; 3-True; 4-a; 5-True

NEWSNAME: Anwar Sadat

MATCHWORDS: 1-c; 2-e; 3-a; 4-b; 5-d

NEWSPICTURE: Aleksandr Solzhenitsyn

SPORTLIGHT: 1-c; 2-a; 3-True; 4-Garo Yepremian;

5-Billie Jean King

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A SPIRITUAL BASIS OF HEALTH

by

CHARLES W. FERRIS, C.S.B.

Saturday, February 2
2 P.M.

at

First Church of Christ, Scientist

612 Ocean St., Santa Cruz

child care provided

Delayed broadcast KSCO, Sat. Feb. 9 - 8:00 P.M.