

President..... Donna Maurillo
Secretary Ian Mackenzie
Treasurer Ian Mackenzie
Sergeant-at-Arms Larry Fogelquist
President-Elect Jim Weisenstein
Program Coordinator Jim Weisenstein

SENIOR DIRECTORS	JUNIOR DIRECTORS
Martin Bernal	Blaine Brokaw – 1st Qtr. Programs
Larry Wallerstein	Larry Fogelquist – 2nd Qtr. Programs
Janet Gluch	Colleen Harrison – 3rd Qtr. Programs
Karen Beeson	Heather Stiles – 4th Qtr. Programs

Bob Bosso, Elizabeth Clifton,
Michael Harrison and Cynthia Kilian

Attendance	Tom Parker
Bulletin	S. Caiocca, R. Condit, G. Zuanich, E. Dybdahl
Classification	Ian Mackenzie
Club Drawing	Peter Huemer
Detective	Hank Olson
Historian	Marv Jensen
Invocations	Jeanette Pagliaro
Membership Background	Wally Dale
Membership Development	Russ Hobbs
Red Badge Advisor.....	Russ Hobbs
Music.....	Michael Harrison
Photographer	Bryan Williams
Public Relations.....	Donna Maurillo & Tom Honig
Rotary Information	J. Zenner, S. Bishop, G. Turgeon
We Care.....	Jeanette Pagliaro
Web Master.....	Ian Mackenzie
Song Master	Jan Derecho
Fellowship / Greeter	Peter Cook

Club Barbecue	Sid Slatter & Wes Walker
Fundraiser	Jim Weisenstein
Holiday Program	Larry Fogelquist
Rotary Potluck	Ian Mackenzie

www.santacruzrotary.com

Benevolence and Grants.....	Aleene Althouse
Community Project	Fred Gawlick & Larry Wallerstein
Second Harvest Food Bank.....	Sharon Caiocca
Senior Citizens.....	Jeanette Pagliaro
RotaCare	John Mahaney
Salvation Army Bell Ringers	Tom Reese

Youth Activities / Boy & Girl Scouts Grant Dow
 R.Y.L.A..... Larry Fogelquist
 Interact..... Larry Fogelquist
 Rotaract Elizabeth Clifton
 Speech Contest..... Bob Bosso & Wally Dale
 Club Youth Service Chair Elizabeth Clifton
 Club Youth Protection Officer..... Jeanette Pagliaro

Club Directory	Ian Mackenzie
Career Planning	Kim Adamson
Magazine	Janet Gluch
Academic Scholarships	Dan Aldrich
Vocational Scholarships.....	Michael Harrison

World Community Service.....	Karen Beeson
Rotary Foundation.....	Janet Krassow
Sister City Coordinator	Bill Schuette
Ambassadorial Scholarship	Stephen Karon

Chairman Linda Burroughs
Secretary Val Macken
Treasurer Ian Mackenzie

President Frank Minuti
Secretary/Treasurer Ian Mackenzie

President..... Gary C.K. Haung
District Governor 5170 Ed Jellen
International Convention..... Sao Paulo, Brazil
Assistant Governor, Area 7 Cheryl Rebottaro

Scotts Valley Bruno's BBQ Mondays 12:15 PM
 Santa Cruz Sunrise.... De Lavega Golf Club Tuesdays 7:15 AM
 Freedom Valley Heights Tuesdays 12:15 AM
 San Lorenzo Valley....Mt. Hermon Con. Ctr. Wednesdays 7:15 AM
 Watsonville Elks Club Wednesdays 12:15 PM
 Capitola / Aptos Seascapes Golf ClubThursdays 12:15 PM

ROTARY SPOKES

Santa Cruz Elks Lodge – 150 Jewell Street

Editor - Sharon Caiocca

Today's Program

Public Health Officer, County of Santa Cruz Health Services Agency

Invocation: Kevin Dempsey

Detective: Gary Reece

Weekly Message from President Donna:

Dear Rotarians....

As you may have noticed from last Friday’s meeting, we are starting to track attendance and Detective revenue each week. We hope this will help us follow our progress on increasing our participation.

The Junior Directors have been meeting each month to plan the upcoming programs. I think you’re really going to like them. So bring along some guests who would also be interested in the topics. It will be a great way to introduce them to our great club and to the fine Rotary values.

Thanks again for allowing me to be your club president.

President Donna

Last Week’s Statistics:

Our attendance last week was 48 Rotarians (out of a membership of 125), plus nine guests. The detective brought in \$240, and the raffle had a net of \$151. Thanks for your support, and let’s get those numbers up!

Meeting:

The raffle prize provided by Matt Shelton was won by Jim Bargetto. It

contained a gift certificate to Café Gabriella and a bottle of Cabernet.

There were a couple of announcements: Elizabeth Clifton said that they need volunteers to help with the “Farm to Fork” event at UCSC. We supported this event last year and it was a great event. She had sign up sheets on the tables. Wes Walker reminded everyone that our club BBQ is on Friday, September 12th at the Boardwalk. Everyone please sign up. It should be a lot of fun!

Program:

We had a program change from *Conquering the Iron Man Triathlon* to *the La Bahia Hotel Project*.

Our speaker was Craig French who is a property developer and manager. He owns French Resources Group and one of his clients is the Seaside Company. They asked him to come up with a new team and to move the La Bahia project forward working closely with Carl Rice, CFO for the Seaside Company (and grandson of our own Bud Rice).

The current application represents the 3rd application in 11 years. This new project is a different project than the last project rejected by the Coastal Commission.

The new project is a 165 room, full

service hotel on the corner of Beach Street, Main Street and First Street. The building has been designed by a firm in San Francisco who designed Cavallo Point in San Francisco. The features of the hotel will include: 165 spacious rooms, with over 80% capturing views of Monterey Bay. The Five-star amenities include a pool, day spa, terraces and landscaped courtyards. There are 210 on-site, below-grade parking spaces and 4,350 square feet of meeting and banquet space, plus full service public restaurant and retail.

The previous project proposed tearing down the whole old structure. The new project preserves the historic bell tower.

Some of the community benefits of the new project are: A new 5 star conference hotel; provides construction jobs for two years; once completed, additional 200 jobs; provides \$750,000 in property tax revenue; and generates approximately \$1.4 million per year in transient occupancy tax (TOT) for our City.

The project is currently about mid-way through the process. The Planning Commission approved the project 5-0. The Historic Preservation Commission approved the project 4-2. The next step is to present the project to the Santa Cruz City Council on September 9th at 7:00. If approved by the Council, there still is an opportunity for someone

to appeal the project to the Coastal Commission which could delay the project for an additional 6 months.

If you are in favor of the project, it would be very helpful if you could show up to the Council Meeting on September 9th and let the Council see your support.

Upcoming Programs:

- Sep 5 - Darryl Wong – Agroecology and Sustainable Food Systems
- Sep 12 - Club BBQ

Member Birthdays:

- Aug 30 - David Heald
- Aug 31 - Lee Courtright
- Aug 31 - Max Wilson
- Sep 1 - Dave Dreyfus
- Sep 3 - Kevin Dempsey

Wedding Anniversaries:

- | | |
|-------------------------|----|
| Aug 31 - Dan Aldrich | 46 |
| Aug 31 - Dick Wilson | 46 |
| Sep 1 - Jim Courtright | 22 |
| Sep 1 - Harland Johnson | 40 |
| Sep 1 - Frank Minuti | 2 |

Club Anniversaries:

None for this week.

Detective:

- Sep 5 - Matt Shelton
- Sep 19 - Sid Slatter