

**ROTARY CLUB OF SANTA CRUZ OFFICERS 2017 - 2018**

President..... Annie Asche  
 Secretary ..... Ian Mackenzie  
 Treasurer ..... Ian Mackenzie  
 Sergeant-at-Arms ..... Stoney Brook  
 President-Elect ..... Wes Walker  
 Program Coordinator ..... Wes Walker

**DIRECTORS**

**SENIOR DIRECTORS**

**JUNIOR DIRECTORS**

Linda Burroughs ..... Peter Dean – 1st Qtr. Programs  
 Peter Cook ..... Chris Murphy – 2nd Qtr. Programs  
 Kim Adamson ..... Jill Stone– 3rd Qtr. Programs  
 Tom Parker ..... Jeanette Pagliaro – 4th Qtr. Programs

**CLUB SERVICE - Linda Burroughs**

Attendance ..... Arthur Schwartz  
 Bulletin .....C. Gonzalez, T. Castillo, R. Condit, J. Dickinson  
 Classification ..... Ian Mackenzie  
 Club Drawing ..... Deval Thaker  
 Detective ..... Jim Bargetto  
 Historian ..... Traci Bliss  
 Invocations ..... Carol Lezin  
 Membership Background ..... Wally Dale  
 Membership Development ..... Aleene Althouse  
 Red Badge Advisor.....Aleene Althouse  
 Music..... Michael Harrison  
 Photographer ..... Donna Maurillo  
 Public Relations..... Jill Stone  
 Rotary Information ..... Stephen Karon & Gary Reece  
 We Care ..... Jeanette Pagliaro  
 Web Master..... Peter Huemer  
 Song Master ..... Jan Derecho  
 Fellowship/Greeter ..... Jill Stone & Chris Murphy

**SPECIAL EVENTS**

Club Barbecue ..... Sid Slatter & Wes Walker  
 Fundraiser ..... Wes Walker  
 Holiday Program..... Chris Murphy

**ROTARY CLUB OF SANTA CRUZ COMMUNITY FUND**

President ..... Sid Slatter  
 Secretary/Treasurer ..... Ian Mackenzie

**Making A Difference**

[www.santacruzrotary.com](http://www.santacruzrotary.com)

**COMMUNITY SERVICE - Peter Cook**

Benevolence and Grants..... Aleene Althouse  
 Community Project ..... Peter Cook  
 Senior Citizens..... Jeanette Pagliaro  
 RotaCare ..... Larry Fogelquist  
 Salvation Army Bell Ringers ..... S. Bishop, T. Honig & R. Hobbs  
 Parklet Project Manager .....Larry Fogelquist  
 Beach Clean Up.....Donna Maurillo  
 R.Y.L.A..... Molly Parks  
 Interact..... Molly Parks & Kris Munro  
 Rotaract ..... Elizabeth Clifton-Doolin  
 Speech Contest..... B. Bosso, H. Stiles & A. Schwartz  
 Youth Exchange ..... Maurice Carrillo & Aleene Althouse  
 Club Youth Service Chair ..... Elizabeth Clifton-Doolin  
 Club Youth Protection Officer..... Jeanette Pagliaro

**VOCATIONAL SERVICE - Tom Parker**

Club Directory ..... Ian Mackenzie  
 Career Planning ..... Colleen Harrison  
 Magazine ..... Tom Parker  
 Academic Scholarships ..... Richard Beach  
 Vocational Scholarships..... Michael Harrison

**INTERNATIONAL SERVICE - Kim Adamson**

World Community Service..... Kim Adamson  
 Rotary Foundation..... Jim Weisenstein  
 Sister City Coordinator ..... Bill Schuette

**ROTARY CLUB OF SANTA CRUZ ENDOWMENT**

Chairman ..... Linda Burroughs  
 Secretary.....Donna Maurillo  
 Treasurer ..... Ian Mackenzie

**ROTARY INTERNATIONAL OFFICERS 2016 - 2017**

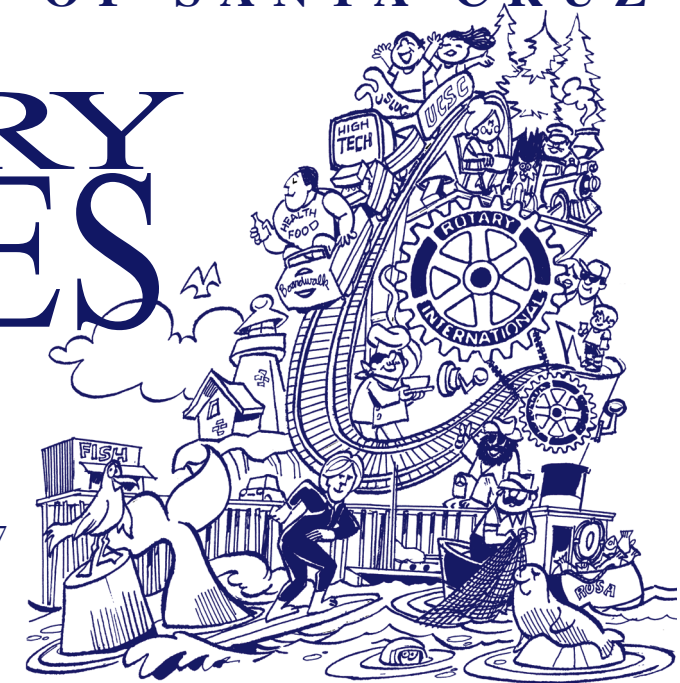
President..... Ian H.S. Riseley  
 District Governor 5170 ..... Orrin Mahoney  
 International Convention..... Toronto, Canada  
 Assistant Governor, Area 7 ..... Donna Maurillo

**CLUBS OF SANTA CRUZ COUNTY**

Scotts Valley..... Scotts Valley Hilton ..... Mondays 12:15 PM  
 Santa Cruz Sunrise... Back Nine Grill & Bar ..... Tuesdays 7:15 AM  
 Freedom..... Valley Heights..... Tuesdays 12:15 PM  
 San Lorenzo Valley...Cosa Nostra Restaurant...Wednesdays 7:15 AM  
 Ben Lomond  
 Watsonville..... Elks Club.....Wednesdays 12:15 PM  
 Capitola / Aptos..... Seascape Golf Club..... Thursdays 12:15 PM

**ROTARY CLUB OF SANTA CRUZ**

**ROTARY SPOKES**



P.O. Box 497 – Santa Cruz, CA 95061

Meets Friday at 12:15 p.m.

The Back Nine Grill & Bar – 555 Highway 17

**Making A Difference**

**President - Annie Asche**

**Editor - John Dickinson**

**June 22, 2018**

Today's Program

**Lynn Renshaw**

*City of Santa Cruz Rent Freeze*



Lynn is Chair of Santa Cruz Together and is in favor of affordable housing but finds that the proposed Santa Cruz Rent Control ballot measure will exacerbate the housing crisis and so is leading a campaign to defeat it.

**Programs - Jeanette Pagliaro**

**Invocation - Gary Reece**

**Detective - Blaine Brokaw**

## June 15th Meeting Recap

**INVOCATION:** Wes Walker invoked an old Father's Day Poem "Masterpiece" which ends:

*Then God combined these qualities  
And there was nothing more to add.  
He knew his masterpiece was complete  
And so, he called it DAD.*

Wally was once again moved to tears and Wes then knew his inheritance was secured.

**CLUB DRAWING:** This week's winner was Peter Melrose, guest of Rick Melrose – he won a bottle of wine and a gift certificate to Café Mare, courtesy of Bob Bosso.



**DETECTIVE REPORT:** Michelle Costa researched club members to find embarrassing stories like Janet Krassow's whose father replaced a fender mirror with a cabinet handle, "so it'd be easy to dunk the car for washing."

A whole table was fined because Keith McKenzie once accidentally killed a neighbor's turkey and served it to them for dinner; John Huffman was caught using a false ID just before graduation; and Bruce Dunn was named "The Erection Connection" by the American Urologic society.

The three culprits went un-fined.

## Martin Bernal

### The State of the City



Santa Cruz City Manager and fellow Rotarian Martin Bernal began his report on the state of the city by citing the three areas of focus in the current strategic plan:

**Housing** – the tight market has driven the cost of housing up and while there are no longer state-supplied redevelopment funds to help with construction of new low-cost housing major projects are underway to build more than 600 new housing units in the downtown area which are expected to relieve some of the supply and pricing pressure.

**Public Safety & Well-Being** – Dealing with the large homeless population in the city is a major strain on city resources and took up most of Martin's presentation time. The homeless population continues to grow both here and across the state and country.

Issues around the problem include mental health, substance abuse, a lack of accountability and lack of adequate health and human services for these people. The city has developed a managed campground on River Street and is focused on creating

other temporary sites. A major need is providing a new year-round, permanent center to house the homeless.

When asked if the rest of the county is pulling its weight, Martin said, "County seats such as Santa Cruz are always the focus for these populations because that's where facilities are located." Meanwhile, the city is working with the county to find satisfactory regional solutions.



*President-Elect Wes Walker presented CASA's Cynthia Druley with a check for \$32,310, the amount raised in 5 minutes for the Fund-a-Need auction at the Rotary Roundup. CASA has raised an equivalent amount for a total of \$64,620.*

**Infrastructure** – The city infrastructure is aging, so the city is working with Cruzio to provide fiberoptic for internet transmission, and planning a new library and a new farmers market with more adequate parking.

**Fiscal Stability** – The Measure S sales tax increase will help despite declining sales tax revenues due to higher online sales. Meanwhile, the CALPERS pension fund is experiencing low growth which puts pressure on the city to increase its contribution to the pension plan.



### Birthdays

06/23 – Sharon Caiocca  
06/23 – Tom Honig  
06/24 – Lane Lawson  
06/27 – Drew Miller  
06/30 – Larry Wallerstein

### Club Anniversaries

06/25 – Ed Penniman 25 years  
06/27 – Wally Walker 32 years  
06/30 – Jan Derecho 23 years

### Wedding Anniversaries

06/22 – Tom Parker 50 years  
06/24 – Bruce Dunn 57 years  
06/25 – Ross Condit 41 years  
06/28 – Larry Wallerstein 15 years  
06/30 – Burt Rees 56 years

### Future Programs

06/29 – Debunking  
07/06 – Dark

### Invocation

06/29 – Unassigned

### Raffle

06/29 - Debbie McCarroll

### Detective

06/29 – Debunking