



## City Manager's Weekly Update

**July 5, 2024**

### **Citywide Safety Enhancement Zone: Triple Fine Penalties July 4-7 for Violating the Fireworks Ban**

With thousands expected to visit Santa Cruz for the upcoming 4th of July holiday weekend, the Santa Cruz City Council implemented measures to ensure a safe and enjoyable celebration for everyone. From Thursday, July 4, at 8 AM to Sunday, July 7, at 8 AM, a citywide Safety Enhancement Zone will be in effect.



#### **Fireworks Ban**

All fireworks, including those labeled "Safe and Sane," are illegal in Santa Cruz.

#### **Triple Fines**

Violations of the municipal code, such as fireworks possession, public alcohol consumption, graffiti, noise violations, and trespassing, will result in triple fines.

#### **Fire Danger**

Fireworks pose a significant fire hazard, especially under dry and windy conditions. Each year, fireworks spark fires in wildland and urban areas, putting lives and property at risk.

Santa Cruz Police and Fire departments are committed to your safety. Please report illegal fireworks to the non-emergency line at 831-471-1131. We rely on our community's cooperation to keep Santa Cruz safe.

### **Exciting News from the Santa Cruz Civic Auditorium!**

We're thrilled to host the return of the [Santa Cruz Aikido Summer Retreat](#) to the historic Santa Cruz Civic Auditorium!

The thirty-first annual Santa Cruz Aikido Summer Retreat runs from July 10 to July 14. We thank our dedicated Custodian, Vince, who arrives bright and early at 5:30 AM each day to ensure everything is ready for our guests.

But that's not all! The Civic Auditorium is gearing up for a bustling summer ahead. As part of [Parks and Recreation Month](#), we're excited to offer a free backstage tour, giving you a behind-the-scenes look at our historic venue. And don't miss out on the upcoming [Cabrillo Festival of Contemporary Music](#), promising exceptional performances right here at the Civic.



## July 10 Virtual Community Meeting: Energy Efficient Renovations Ordinance

We are developing a new Energy Efficient Renovations Ordinance as part of our Climate Action Plan 2030. This ordinance will focus on enhancing energy efficiency during major alterations or additions to residential buildings.

Join us for a **virtual community meeting on July 10, from 5:30-7 PM**, where we'll discuss our ideas for the proposed ordinance and collect your feedback.

Your contributions are essential in helping us create an initiative that will significantly improve energy efficiency and reduce carbon emissions in our community.

Staff will draft an ordinance based on a City Council study session to be held on August 6, 2024, and the community feedback gathered on July 10. Once the ordinance is drafted, we will collect additional feedback through an online form, and the draft ordinance will be available in advance of its review at the Planning Commission, which will be held on August 17, 2024.

[Visit our website](#) for meeting details and information on the City's other building decarbonization efforts.

**Meeting  
Details**

**Community Tested and Approved! Improved**

# Accessibility: Cowell Beach Now Features ADA Access

A big shoutout to the Wharf crew, Parks and Recreation, and Marine Safety for their collaborative efforts to make Cowell Beach the first ADA-accessible beach in Santa Cruz County.

Improving access to the beach for all community members and visitors is a great step towards building a healthy and equitable community. Thank you for being so committed to making this happen every day!

Check out the [recent news story](#) on the improvements and hear what people say about our MobiMat.



## Provide Feedback: Downtown Plan Expansion

There is still time for you to share your feedback on the Public Review Draft for the proposed Downtown Plan Expansion! [Available now on our website](#), provide comments through July 10, 2024.

### Key objectives:

- Increase affordable and market-rate housing
- Create new public amenities like parks and plazas
- Improve connectivity to the San Lorenzo River and beach areas
- Generate new economic opportunities
- Coordinate with the Santa Cruz Warriors on a new arena



Check out the [draft documents and map on our website](#) and send your feedback to Senior Planner Sarah Neuse at [sneuse@santacruzca.gov](mailto:sneuse@santacruzca.gov).





## Family Fun Day Delights Visitors at DeLaveaga Park with Food, Activities, and Smiles!

Family Fun Day was a great success, as evidenced by the happy faces of the numerous visitors to DeLaveaga Park. The meadow was stunning and served as the perfect venue for families to lay out blankets and chairs and relax while their kids enjoyed the various fun booths and activities.

The event featured five food trucks, over 20 booths, four bounce houses, and tons of fun on Saturday. Families were thrilled to have this community event and were impressed with DeLaveaga Meadow. A big thank you to Bernt, Rita, the summer camp staff, and the DeLaveaga Parks Team for hosting Family Fun Day! It was an excellent kick-off for Parks and Recreation Month.

## July is Parks & Recreation Month!

Join our City Parks and Recreation team to celebrate their work with summer programs, events, contests, commemorations, celebrations, and more.

The services that parks and recreation professionals provide are vital for our communities. They protect open space and natural resources while providing activities and resources for all people.

Explore the exciting lineup of Santa Cruz Parks & Rec “July Is” events and activities designed to make your summer even more enjoyable and memorable.



**Join us in the month of July for these FREE activities to celebrate “July is Parks & Recreation month!”**

Tuesday July 2	ALL DAY <b>Local Tuesday at the Santa Cruz Wharf</b> 2 hours of FREE parking w/ validation! Sale & Specials available EVERY Tuesday (Year-Round)
Friday July 5	1:30pm - 3:00pm <b>Junior Guards BIG SWIM</b> At the Santa Cruz Wharf
Sunday July 7	4:00pm - 6:00pm <b>Salsa By the Sea</b> At the Santa Cruz Wharf Common's Stage (July 7, 14, 21, & 28)
Tuesday July 9	6:00pm - 8:00pm <b>TNL Concert Series Show #3</b> The Joint Chiefs at the Santa Cruz Wharf Common's Stage
Saturday July 13	3:00pm - 6:00pm <b>Swingout Santa Cruz</b> At the Santa Cruz Wharf Common's Stage
Tuesday July 16 and Thursday July 18	9:30am - 11:30am <b>Walking Adventure Group with the Coastal Watershed Council</b> Meet at the Chinatown Gate Pedestrian Bridge on River Street behind Trader Joes
Friday July 19	Time: TBD <b>Civic Backstage Tour</b> At the Santa Cruz Civic Auditorium
Saturday July 20	9:00am (~2.5 hr. walk) <b>Tree Walk with City's Arborist</b> Tree Walk with City's Arborist Leslie Keedy. Meet at the fountain in the City Hall Courtyard. Call (831) 420-5270 or visit <a href="http://cityofsantacruz.com/register">cityofsantacruz.com/register</a> to sign up.
Mon-Fri July 22-26	<b>London Nelson Community Center Open House</b> Be Our Guest! Tours, Q&As, Refreshments, and more
Tuesday July 23	1:00pm - 4:00pm <b>Ping-Pong Tournament (singles)</b> At London Nelson Community Center
Thursday July 25	1:00pm - 4:00pm <b>Ping-Pong Tournament (doubles)</b> At London Nelson Community Center



Scan the QR code to visit our July Is page for more details.

**CITY OF SANTA CRUZ  
PARKS AND RECREATION**

Tag us in your activity posts!  
Use #JulyIsParksAndRecMonth

**Parks & Rec  
Events**

**Mike Godsy Appointed**



## Superintendent of Parks

After an extensive recruitment process, Director Tony Elliot is pleased to announce the appointment of Mike Godsy as the new Superintendent of Parks for the City of Santa Cruz Parks & Recreation Department.

Mike has been an essential part of our team since 2018, serving as the Parks Field Supervisor. He supervised a dedicated team of 17 staff members in this capacity, managing the upkeep and maintenance of 32 parks, 13 miles of street medians, downtown business districts, and various gardens and landscapes. His deep understanding of the community's needs and commitment to aligning Parks Division services with community priorities have significantly improved the quality of life for residents and visitors.

Mike's expertise and leadership will be invaluable in his new role as Superintendent. Join us in congratulating Mike Godsy as he begins his new position as Superintendent of Parks!



## Plastic-Free July: Join the Movement!

It's **Plastic-Free July**! Santa Cruz is known for its beautiful coastline and vibrant beaches, so let's work together to protect these resources for the next generation. Too often, plastic ends up as litter, polluting our streets, waterways, and beaches. Instead, skip the plastic, choose reusables, and put litter where it belongs.

Join **Resilient Santa Cruz** for easy tips on how to reduce waste and other ways to stay involved in our community's sustainability efforts. Take this opportunity to evaluate your habits and make small, manageable changes in July and all year long!

Stay tuned for local highlights of people and businesses making a difference in reducing waste!

**Sign up for Resilient Santa Cruz**

**Main Beach Restrooms  
Reopen After**

# Extensive Renovation

After a long-awaited renovation, the Main Beach public restrooms officially reopened on Friday, June 28. The facility, featuring three stunning mosaic murals, was formally reopened with a one-of-a-kind ribbon-cutting ceremony.

The original restrooms, built in 1986, were a priority for the City because they serve as a public amenity and a gateway to Main Beach and Monterey Bay.

"It might seem silly that we're all so excited about a restroom, but these are not your average bathrooms," said Santa Cruz City Manager Matt Huffaker at the ceremony. "Over the last nearly 40 years, these restrooms have worked hard serving over a hundred million people — 3 million a summer. This project allowed us to transform it."

The City of Santa Cruz Park and Recreation Department applied for a Clean California grant through Caltrans. Caltrans awarded the City over \$700,000 to contribute toward renovating the Main Beach restrooms. "And now we have new restrooms with these amazing murals here next to the Boardwalk at such an iconic location," said Parks and Recreation Director Tony Elliot.

Thank you, and congratulations to Noah Downing, Britt Hoberg and the Wharf crew, Kathy Mintz, artist Taylor Reinhold, and CalTrans.



## Important Downtown Traffic Update: 100 Laurel Street Project

From July 8 to 17, the contractor will perform necessary road resurfacing and striping on [Laurel Street](#), [Front Street](#), and [Pacific Avenue](#) to improve safety. On weekdays from 8 AM-4 PM, Laurel Street and Front Street will be reduced to a single lane. We anticipate significant delays and recommend seeking alternate routes. Pedestrian access will be limited, and we ask everyone to follow all posted detours.



Once the work is complete, all the construction fencing for that project can be removed, opening that end of downtown! Thank you for your understanding and cooperation!



# Save the Date! National Night Out is Happening August 6 ☐

AUGUST 6, 2024 · 5:00 PM - 7:30 PM

**FREE EVENT** FAMILY FUN - ACTIVITIES - DEMOS - FREEBIES

**CELEBRATE COMMUNITY**

**BEST NATIONAL NIGHT EVER!**

**WHERE** KAISER PERMANENTE ARENA  
140 Front Street, Santa Cruz, CA

**NATIONAL NIGHT OUT**  
2024

FREE POPCORN & COTTON CANDY,  
GIVEAWAYS & GAMES FOR EVERYONE!



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