

*Located at the Santa Cruz Small Craft Harbor*

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**November 2006 Santa Cruz Port District Commissioner Candidates Questionnaire**

**A. Candidates are listed in alphabetical order( last name).**

1. Kaycee Beames
2. Bill Geisreiter
3. Toby Goddard
4. David Kranz
5. Lou Mata
6. Dennis Smith
7. Bob Vallerga

**B. Questions submitted to the candidates:**

1. Describe your qualifications. (200 word maximum)
2. List any memberships or officer/director positions held in community or business-related organizations for past 5 years.
3. How many monthly Port Commission meetings have you attended in the past 12 months?
4. What is your future vision for the harbor? (max. 250 words)
5. What are the top 3 problems facing the harbor and how would you resolve them? (max. 375 words)

**C. Links to Candidate Information at Santa Cruz County Elections Department**

**Website**

1. Contact Information: <http://www.votescount.com/nov06/contact.htm>
2. Candidate Statements: <http://www.votescount.com/nov06/6212.pdf>

**Candidate Name: Kaycee Beames**

**1. Describe your qualifications. (200 word maximum)**

Occupation: Outdoor Education First Aid Supervisor, Home Business Owner, Lifeguard  
My educational background includes a high school degree, attendance to Bakersfield College, Red Rocks College and George Fox University where I studied art, music composition and mechanical engineering. I have worked in retail, marketing, and currently work as the first aid supervisor at a local Outdoor Science School during the year and as a lifeguard during the summer, and I also am a health and wellness Beauty Consultant. I have worked together with a team of twelve members leading senior high students in camp programming, and once as a co-director for senior high camp programming. I also tested as an ENTJ for the Myers-Briggs psychological type test.

Also to those who have taken valuable time out of their day to read this: please contact Friends of the Harbor Group to get info about contacting Barbara Boxer regarding Senate Bill 728! It's easy, and it can make a powerful difference to our harbor!

Ultimately, I am not afraid to find solutions for any obstacle given the chance to jump in alongside hardworking members of the community.

**2. List any memberships or officer/director positions held in community or business-related organizations for past 5 years.**

I have been a health technician over the past four years for an outdoor science school in the area, and now I am the supervisor for the health station there. In the summer of 2003, I was a co-director for the High School Youth Staff at Mount Hermon. Other than that, I am a member of my family, a member of a local church and a member of this community.

**3. How many monthly Port Commission meetings have you attended in the past 12 months?**

None because my work schedule previously would not allow it. However I have read the minutes posted on the website from August, along with most of the information available. I was planning to go to last month's meeting, but it was rescheduled and I was unable to attend. I am planning on going to October 3<sup>rd</sup>'s meeting just to listen.

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**Candidate Name: Kaycee Beames**

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**4. What is your future vision for the harbor? (max. 250 words)**

The harbor has a rich heritage of commissioners, and I would hope to uphold the standards that have been evident in the harbor's birth and development over the last forty years.

On top of that, my only hope is to see the people in the harbor community working together more, and my vision to make that happen would be to create an annual event called "Serve Day". I would work with the organizations in the district to set three phases to make Serve Day a reality. Phase 1 would be to collect a list of real service needs (i.e. a boat that needs to be cleaned that is owned by people struggling with health issues, etc.) from the leaders of these organizations, and then we would choose the ones that would be the most beneficial (that would fit a service schedule for the allotted volunteers). Phase 2 would be organizing teams of volunteers willing to put in a day's worth of time (9-5) to improve the community by actively servicing these needs. Phase 3 would be executing the event by finding a place to gather in the morning and at five o'clock, with a few local bands willing to play and what not. Granted, there will be a lot of details, and the great thing about this is that I couldn't do it alone and would rely on the help of the community to see it materialize.

**5. What are the top 3 problems facing the harbor and how would you resolve them? (max. 375 words)**

There are many problems that are facing the harbor today, such as the "anchovy kill" problem, the financial problem and the shoaling problem, the fisherman zoning issues and harbor non-awareness. First off, I see the shoaling problem and the financial problem as connected. I love the idea of reusing the sedimentation that comes into the harbor. The two biggest avenues of reuse would be to replenish beaches, and to create a market for our sand targeted towards concrete manufacturers. There are dozens of concrete businesses in this area that can benefit from our sand. Selling our sediments would allow for a whole arena of financial stability to open up: mainly selling more slips and dredge funding.

Secondly, I have been watching the fisherman zoning problem that has come up, and I can understand it from both the fishermen's side and the DFG's side. I would advocate funding to

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**Candidate Name: Kaycee Beames**

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allow our fishermen to be able to fish further out: funding that would cover extra mileage and extra engine maintenance so that our fishermen could still sell their catch at a competitive price, and offer that as an option to those commercial fishermen who would be willing to compromise with the DFG instead of acquiring a new career. Also, the anchovy kill problem could be connected with the zoning issue: I would work on ways to compromise with the DFG during anchovy season to allow fishermen to catch certain amounts of anchovies to lessen the chance of another suffocation episode as the lesser of two evils.

Finally, harbor awareness is an important step to promote the businesses in the area. In my vision statement, I talked about my idea to offer a Serve Day to local private and city-operated facilities, including the harbor. I would work with the harbor businesses to offer special discounts to participants of Serve Day, which would advertise who they are and what they do, and target the discounts to people actively helping out in the harbor community.

Thank you for your time! Please email me with further questions or comments at [kayceeb@gmail.com](mailto:kayceeb@gmail.com). Get involved!

**Candidate Name: Bill Geisreiter**

**1. Describe your qualifications. (200 word maximum)**

Santa Cruz Port District Commissioner since 1994 – served as chair for three years.

Retired educator – served in administrative positions for twenty-eight years.

Business owner – commercial real estate

**2. List any memberships or officer/director positions held in community or business-related organizations for past 5 years.**

Santa Cruz Port District Commission – since 1994.

Chair, Santa Cruz Port Commission – three terms.

Committee to build the Santa Cruz Lighthouse.

Owner – commercial real estate investment company.

**3. How many monthly Port Commission meetings have you attended in the past 12 months?**

12 meetings

**4. What is your future vision for the harbor? (max. 250 words)**

The Santa Cruz Port District is a self-sufficient public entity that operates on user fees. Boating fees, parking fees and concession rents provide all harbor income. I am proud to say that during my tenure as a commissioner, we have added and improved many facilities for the public and boaters, with minimal boating fee increases. If re-elected, my vision is to continue this policy of fiscal responsibility.

The harbor is a beautiful resource. There are places where one can walk, jog, bike, and generally enjoy the gateway to the Monterey Bay National Marine Sanctuary. The boating facilities are excellent. My vision is that these resources be preserved so that all may enjoy them.

It is my personal commitment and vision that the Port District continue to be well-administered and a service to the Santa Cruz community

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**Candidate Name: Bill Geisreiter**

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**5. What are the top 3 problems facing the harbor and how would you resolve them? (max. 375 words)**

**Arana Gulch sediment runoff** – I have met on a bi-monthly scheduled basis with City of Santa Cruz Mayor Mathews and City department heads to come to agreement on ways that the City and the Port District can work together in solving the north harbor and Arana Gulch siltation problems. We have already seen evidence of the City's willingness to cooperate in containing silt before it reaches the harbor. This will benefit not only the harbor, but will be of great help to the future health of Arana Gulch.

**Harbor-related environmental issues** – Working with talented dredging consultants and scientists, we have a plan to improve our dredging operations. This is a costly operation and a public concern. We have an ongoing program to monitor the harbor environment.

**Harbor infrastructure plan implementation** – Many of the harbor's docks, pilings and seawalls are over 40 years old – additionally, buildings, docks, roads, etc. are aging. There is a methodical plan in place for the repair or replacement of the harbor infrastructure. It is imperative that future Port Commissioners constantly address the repair or replacement of the harbor infrastructure. The solution to the implementation of this plan is that during budget deliberations the plan must be given a high priority.

**Candidate Name: Toby Goddard**

**1. Describe your qualifications. (200 word maximum)**

Let me begin by thanking FOHG for sending out this questionnaire. I appreciate the opportunity to share my ideas and qualifications for Port Commissioner.

First, I've spent my entire adult life around the harbor community. I've worked there, was married there, and own a home nearby. We have a 30' sailboat on P dock, and I truly appreciate what an important asset the harbor is to the Santa Cruz area.

Second, I currently work as a manager for the Santa Cruz Water Department – a public water utility serving 90,000 people in the region. My background and experience in the water industry is directly relevant to this position because the harbor and water system share many common management responsibilities. For example, both entities operate as local governments under a strict budget, are maintenance intensive, are closely regulated by various agencies, understand the value of watershed protection, and exist primarily to serve the public.

Third, my past work experience was in the private sector performing water quality and oceanographic research. During that time, I worked on several large dredging disposal and monitoring projects throughout San Francisco Bay. Thus, I am uniquely qualified to help address and overcome the harbor's most pressing threat.

**2. List any memberships or officer/director positions held in community or business-related organizations for past 5 years.**

I have been active in numerous community and civic organizations over the years. I am currently a member of **Live Oak Neighbors**, a local community association and am on the alumni association of **Leadership Santa Cruz County**, an organization devoted to improving civic participation through leadership training. Professionally, I am a member of the **American Water Works Association**, and am active as the City's representative on the **California Urban Water Conservation Council**.

Other local community organizations that I have been a past member of, prior to the last five years include: the **Santa Cruz Water Commission** (eight years, one as chair), **School Site Council**, **Green Acres Elementary School** (four years), and **Mid-County Youth Soccer Club**, where I served on the board of directors and as a coach for many years.

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**Candidate Name: Toby Goddard**

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**3. How many monthly Port Commission meetings have you attended in the past 12 months?**

Three this year. I have attended Port Commission meetings on occasion for the last 20 years going back to the days when they held their meetings in the old Coast Guard Auxiliary building.

**4. What is your future vision for the harbor? (max. 250 words)**

Since its completion in 1964, the Santa Cruz Small Craft Harbor has provided safe and convenient access to Monterey Bay. Over the years, it has increased services and opportunities for the boating and general public alike, while becoming an independent, self-supporting enterprise with a diverse economic base.

Now, as the harbor is approaching middle age, it faces something of a crossroads. Certain infrastructure has outlasted its useful life and must be renovated or replaced. Sediment accumulations in the upper harbor have displaced slips, damaged structures, reduced revenue. Regulatory requirements at all levels of government affecting the marine and aquatic environment have grown to become more complex, sophisticated, and burdensome. These trends threaten the financial viability of the harbor. Will it change for the better or for the worse? I am optimistic that that the harbor will be in better shape tomorrow than it is today. The reason I believe this is because of the commitment, energy, and resourcefulness demonstrated by district management and staff to address these challenges, and because of the widespread support by people from all different backgrounds for its continued well-being. It's is an asset used and enjoyed by the entire community, one that will not allow it to languish.

My vision is that the harbor will continue to be a viable entity for generations to come. While it may not change much physically due to space constraints, it will continue to evolve and expand services it offers in response to individual entrepreneurial ventures and public demand.

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**Candidate Name: Toby Goddard**

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**5. What are the top 3 problems facing the harbor and how would you resolve them? (max. 375 words)**

**No. 1 Challenge: Addressing Upper Harbor Sedimentation**

Issue: The upper harbor has become a sediment sink for eroded sand, silt, and clay material moving downstream from Arana Gulch. As Port Commissioner I would support the District taking the following actions:

Pursue long-term permits to authorize hydraulic dredging and ocean disposal. Demonstration projects have shown dredging can nourish the beach without causing deleterious effects on ocean habitat;

Work cooperatively with regulatory agencies to expedite necessary approvals but appeal unreasonable conditions that significantly delay resolution or add to cost without adequate justification;

Gain political support for sediment removal and ocean disposal with elected officials at federal, state, and local levels;

Work with upstream property owners, local land use jurisdictions, and resource agencies to support watershed restoration projects and programs to reduce ongoing erosion;

Enforce clean boating policies that help to minimize sediment contamination.

**No. 2 Challenge: Renewing Aging Infrastructure**

Issue: Certain harbor facilities and systems are nearing or have exceeded their normal life expectancy, and need to be rebuilt. The actions that I would support include:

Develop/update long-range asset management or master plan for all harbor facilities;

Develop/update a multi-year capital improvement plan to prioritize and schedule facility rehabilitation and replacement;

Continue to advocate for federal reimbursement for main channel dredging and storm damage, and redirect local revenues to address facility maintenance expenses;

Pursue grants and loans through the California Department of Boating and Waterways and other sources;

Continue development of public access improvements and amenities using donations and outside funds.

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**Candidate Name: Toby Goddard**

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**No.3 Challenge: Maintaining Excellence in Leadership**

Issue: The current Port Director someday will step down after decades of valuable service. How does the harbor prepare for succession and change in leadership? Finding a capable replacement will be a major undertaking for the District and one that will involve:

Ensuring the position description is complete and accurately reflects current requirements and performance expectations of the Commission members;

Adopting a compensation and benefit plan that is fiscally responsible while attractive to potential applicants;

Careful selection and regular performance evaluation;

Developing knowledge, skills, and abilities and leadership traits of existing employees within the organization

**Candidate Name: David Kranz**

**1. Describe your qualifications. (200 word maximum)**

No reply received.

**2. List any memberships or officer/director positions held in community or business-related organizations for past 5 years.**

No reply received.

**3. How many monthly Port Commission meetings have you attended in the past 12 months?**

No reply received.

**4. What is your future vision for the harbor? (max. 250 words)**

No reply received.

**5. What are the top 3 problems facing the harbor and how would you resolve them? (max. 375 words)**

No reply received.

**Candidate Name: Lou Mata**

**1. Describe your qualifications. (200 word maximum)**

As a lifelong resident and self-employed contractor, consultant, water safety instructor and retailer, I would use my experience as a businessman and yachtsman towards my office. I have a natural and spiritual infinity for the yacht harbor. I grew up there. I'm an avid sailor and mariner and have a sailboat at the harbor. As a harbor user, I'm quainted either directly or indirectly with the people and businesses there. I have imformal and or personal relationships with directors at the Marine Advanced Technology Education (MATE) at Monterey Peninsula College, Save Our Shores, and Monterey Bay Science Center labs in Moss Landing.

**2. List any memberships or officer/director positions held in community or business-related organizations for past 5 years.**

Member of the Santa Cruz Chamber of Commerce  
Member of the United States Coast Guard Auxiliary  
Water Safety Instructor of the American Red Cross  
UCSC Foundation supporter  
Baord member of the Santa Cruz County Aquatics  
Small business owner and consultant  
Santa Cruz State Lifeguard Association supporter  
Member of the Loyal Order of the Moose (a family fraternity)  
Sponsor and volunteer of numerous youth programs  
Taught and coached swimming and water polo at local high schools  
since 1981

**3. How many monthly Port Commission meetings have you attended in the past 12 months?**

Attented two in the past year.

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**Candidate Name: Lou Mata**

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**4. What is your future vision for the harbor? (max. 250 words)**

OUR PREMISE

- \* 20-30 year vision (transferable to 50-200 years)
- \* Environmentally conscientious and neighbor friendly in concerns with dredging
- \* Preserve fishing heritage
- \* People must have more opportunity to do business there
- \* Winter destination- even when harbor is closed
- \* Keep harbor open
- \* Multiple community usage beyond boating
- \* Stay self supporting possibly through private funding or corporate sponsorships
- \* Seek a means of more berthing and moorings to accommodate a growing future usage

success

**5. What are the top 3 problems facing the harbor and how would you resolve them? (max. 375 words)**

3 problems facing harbor

- a. Arana Gulch Watershed erosion and siltation control
- b. Financial and environmental concerns in dredging to keep harbor mouth entrance open
- c. Seek a means of more berthing and moorings to accommodate a growing and desperate

future usage

Most of these issues have started to be addressed by the Port District via City, County, State and Federal agencies. It is a collective process that not one agency or person can handle and being inclusive to most parties involved is key to success. We can pay homage to the Port of Monterey and Steve Scheiblauber for being resourceful at accommodating more berthings in their existing space. The vision of inclusivity of my diverse contacts of community leaders, mariners, fisherman, environmentalists and marine technologist to help form a successful means of port management and a long term vision that would endure community viability is the key to success.

**Candidate Name: Dennis (Denny ) L. Smith**

**1. Describe your qualifications. (200 word maximum)**

My 32 years of public service with the County of Santa Cruz have provided the experience needed to responsibly serve the Santa Cruz Port District. My history of management with the County and my years of experience working with local, state and federal agencies represents the core of experience I will bring to the office of Commissioner.

The greatest contribution I can make is to use these skills to their full potential.

As a native of Santa Cruz I have been an active harbor user for over 35 years, boat owner for 20 years and slip renter for 17 years. My sense of connection to Santa Cruz Community and the Small Craft Harbor runs deep. To that end, I have been in attendance of harbor Commission meetings for over two years. My comments in support of the Port Districts efforts to secure ecologically sound dredging permits have been recorded at California Coastal Commission hearings.

Through my attendance I have gained a broad base of knowledge and understanding of all aspects of the districts operations and budgets. This has provided me with the insight on how to set realistic goals, contain cost while planning for the future.

**2. List any memberships or officer/director positions held in community or business-related organizations for past 5 years.**

Current Member of FOHG (Friends of the Harbor Group)  
Formerly on the Board of Directors of FOHG (Friends of the Harbor Group)  
Life member of the Santa Cruz County Deputy Sheriff's Association  
Former board member of the Santa Cruz County Deputy Sheriff's Association

**3. How many monthly Port Commission meetings have you attended in the past 12 months?**

I have been attendance of Port Commission meetings for over two years. (24) I have attended four other special public meetings relative to budget and dredging matters.

**4. What is your future vision for the harbor? (max. 250 words)**

My future vision of the harbor is to see it remain intact and viable as the gateway to the Monterey Bay National Marine Sanctuary for both recreational and education purposes.

Due to the escalating cost of dredging operations the districts reserves have diminished considerably over the years. Unanticipated repair cost of facilities and infrastructure has caused further depletion of funds intended for other budgeted expenditures or equipment.

To realize my future vision the district must be aggressive in developing sound and realistic financial goals. The district needs to refrain from expansion projects and focus on existing facilities until such time that financial reserves are intact.

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**Candidate Name: Dennis (Denny ) L. Smith**

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In the absence of proper planning for the future and close monitoring of expenditures it is likely my vision of continued viability will not be realized.

**5. What are the top 3 problems facing the harbor and how would you resolve them? (max. 375 words)**

The most significant problem facing the Santa Cruz Port District is the shoaling of the upper harbor due to Arana Gulch Watershed sedimentation. Currently the Port District has been the lead agency in attempting to mitigate this problem with minimal or no help from either the County or City of Santa of Santa Cruz.

I would aggressively pursue a long term resolution by whatever means possible. Primarily I would want the district to work collaboratively with the City and County of to identify funding sources to curtail/eliminate sedimentation from Arana Gulch.

As a last result the district should seek recourse through the regulatory agencies that govern the watershed or through civil recourse for those responsible for the problem.

Disposal of dredge material on the beach is the second greatest problem facing the district. More often than not the district has been placed in a position of defending their on shore disposal procedures at the last possible moment thus narrowing the time period for dredge operations.

The district needs to plan permit processes well ahead of time to avoid these last minute delays which will optimize dredging procedures while curtailing cost..

Lastly, harbor infrastructure is failing. Lack of planning, proper inspections and maintenance has negatively impacted the district finances. Funds earmarked for other budget categories have been depleted to pay for repairs that could have been otherwise avoided through inspection, maintenance and less costly repair procedures.

The district needs to be proactive and develop a comprehensive maintenance inspection/repair matrix for all district facilities and infrastructure while maintaining adequate funding in repair and maintenance categories.

In the absence of proper planning and preparation we will continue to experience substantial cost over runs resulting in increased user fees.

**Candidate Name: Robert Vallerqa**

**1. Describe your qualifications. (200 word maximum)**

I have 30 years of experience in the business world with IBM as a computer systems engineer and manager. Following that, I spent 10 years commercial salmon fishing on the Mola Mola out of the Santa Cruz Small Craft Harbor. I had a slip in the harbor for 20 years and enjoyed both commercial and sport fishing. I am active in senior activities as a member of the Senior Coalition. I am also a board member of the non-profit California Senior Alliance. Besides specific qualifications, I have an enormous affection for the Santa Cruz Small Craft Harbor. I consider the harbor to be one of the jewels in the crown of the Central California Coast. The economic impact of the harbor and its businesses is significant and the ambiance is priceless. I am an avid supporter of the harbor and its relationship to the community.

**2. List any memberships or officer/director positions held in community or business-related organizations for past 5 years.**

As mentioned above, I am an active member of the Senior Coalition. I am also a member of the Board of Directors of the California Senior Alliance.

**3. How many monthly Port Commission meetings have you attended in the past 12 months?**

None.

**4. What is your future vision for the harbor? (max. 250 words)**

My vision for the harbor is to see it continue to be a center for sport and commercial fishing, recreational boating and community water-related activities. I would like to see harbor-related businesses continue to flourish around the harbor. It would be my vision to see more organized community- involvement activities at the harbor such as the Christmas Lighted Boat Parade and the visits from period vessels. With more community involvement, there is the potential for more support. There needs to be a continuing drive to secure more Federal monetary support for the  
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**Candidate Name: Robert Vallerqa**

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harbor to keep it open and viable. The Arana Gulch Watershed problem will be a continuing issue into the future. And, above all, the harbor must continue to be a welcoming place to all segments of the Santa Cruz Community, from children to seniors.

**5. What are the top 3 problems facing the harbor and how would you resolve them? (max. 375 words)**

1. The securing of sufficient Federal Funds to adequately support the dredging program. We must continue to communicate with our legislators, both at a State and Federal level to insure that they understand the seriousness of the problem and have a clear understanding of the harbor sediment removal issue.

2. The economic health of the harbor businesses. The governing board of the harbor must work closely with the businesses surrounding the harbor to insure that they are viable and provide a synergistic environment for the harbor community.

3. The Commercial and Sport Fishing Industry. There must be a way to continue a viable commercial fishing industry within the increasing demands of protecting the fish populations. We, the harbor, need to work closely with the Fisheries Management organizations to help bolster the commercial fishing business. Sport fishing has many of the same challenges and the harbor management needs to get involved in the problems of an ever diminishing sport fishing industry.

**( END OF QUESTIONNAIRE)**