



# *Santa Cruz Voter*

League of Women Voters of Santa Cruz County

Nov/Dec 2010

Volume 45 Number 3

## **The Hot Topic is the Santa Cruz City Climate Action Plan**

**Reservation Deadline Extended through November 1**

**Saturday, November 6, 11:30 a.m. to 2:00 p.m., Museum of Art and History**

**First floor auditorium, 705 Front Street, Santa Cruz 95060**

Ross Clark, Climate Action Coordinator for the City of Santa Cruz, will speak on the development and future of the City's Draft Climate Action Plan which outlines local actions to reduce green house gas emissions and help save the planet. Not just for City residents, this Plan is the result of an unprecedented agreement between the City, the County and UCSC. No matter where you live in our area, you will want to learn about the plan to respond to climate change.

**Reservation deadline is November 1. Send your check made out to LWVSCC for \$14 along with your salad lunch choice to: Sandy Warren, 150 Scenic St., Santa Cruz, 95060 or call 423-0782.**

**Salad Box lunches from Eric's Delicafe are available by reservation. Cost is \$14 for either Chinese Chicken, Chicken Caesar, Leaf Erikson (with turkey, smoked ham and cheeses) or vegetarian salad. Sliced Baguette & butter, cookie and cold beverage included.**

Make a reservation for a guest and carpool or call 426-VOTE if you need a ride.

## **VOTE WITH THE LEAGUE ON NOVEMBER 2**

For this General Election, the League recommends.....

NO on Prop 20	Redistricting of Congressional districts
NO on Prop 23	Suspends Clean energy and Air Pollution Standards
YES on Prop 24	Tax Fairness Act
YES on Prop 25	Simple Majority Vote for Budget
NO on Prop 26	"Polluter Protection"
NO on Prop 27	Eliminates State Commission on Redistricting

The League is neutral or has no position on the other three Propositions on this ballot: 19, 21 and 22.

More information about the League's positions is available through our website: <http://lwvsc.org>.

## PRESIDENT'S REPORT

Last January our local League established a website with the League Easy Web (LEW) system. For \$200 per year, our League embraced the information age and became increasingly accessible to our members and the community. Moreover, we were able to reduce our printing and postage expenses by posting online our Voter newsletter and information that was in a Member's Handbook. Visitors may also contact our League through the website.

Since going live in January 2010, our website has received 15,680 requests from visitors looking for information on elections, elected representatives, membership, donating, League events, League positions, as well as links to state and national League websites. The requests have ranged from 1,081 in February to 2,048 in August, the month in which our League co-sponsored the 15<sup>th</sup> Senate District Forum. I'm anxious to see the full-month report for this October leading up to the November 2 general election. So far, the data show that there are spikes in activity just prior to elections and especially when our newspaper ads on the League's ballot positions are printed. This data can help us decide where to place our position ads in the future.

And this brings me to a related topic. During the twelve months between July 2009 and July 2010, our League's virtual phone/message service received 44 messages. Most of the callers were referred to the County Elections Department, League President, Membership or Voter Service Chairs. These figures do not include calls for reservations to League events or hang-ups from callers who may have listened to the recorded message. This service costs \$528 per year and was set up years ago with automatic monthly bill payment from our League's checking account. Although Shirley Riskin, who has monitored the League's answering service for many years, is able to access the message service to retrieve messages or to change our message, we are not able to access our account to view the bills, change the service, or simply manage our account. After weeks of unsuccessfully trying to resolve this problem with AT&T, and considering the high cost and relatively low level of usage, the Board is prepared to discontinue this virtual phone/message service in the near future. Please note that League contact numbers are listed in the Voter newsletter and on our public website: <http://lwvsc.org>.

If you have any questions or concerns about the Board's decision, please feel free to contact me or another Board member. The Board will be discussing this further at our next meeting on November 9.

Jan Karwin, President

[league@lwvsc.org](mailto:league@lwvsc.org) (831) 460-1714

### LWV of Santa Cruz County Board of Directors

President .....	Jan Karwin.....	(831) 460-1714 .....	jan@karwin.com
1 <sup>st</sup> VP, Membership, Voter Editor .....	Eloise Graham.....	(831) 426-4526.....	krze4kats@sbcglobal.net
2 <sup>nd</sup> VP, Program Co-Chair .....	Peggy Marketello.....	(831) 423-0782.....	pm4art@aol.com
Secretary .....	Joyce Aoyagi.....	(831) 688-1722.....	joyce_aoyagi@comcast.net
Treasurer.....	Sandra Warren.....	(831) 426-9389.....	sandra3warren@yahoo.com
Program Co-Chair.....	Maria Nesheim.....	(831) 662-8845.....	marianesheim@sbcglobal.net
Smart Voter Coordinator .....	Ken Burson.....	(831) 475-2121.....	ken.burson@att.net
Voter Layout.....	Kathy Van Horn.....	(831) 426-8291.....	tipper@baymoon.com
Voter Services Co-Chair.....	Pam Newbury.....	(831) 423-6904.....	pknewbury@earthlink.net
Voter Services Co-Chair.....	Morgan Rankin.....	(831) 426-6412.....	
Off Board			
League Phone and Email .....	Shirley Riskin.....	426-VOTE(8683) .....	<a href="mailto:league@lwvsc.org">league@lwvsc.org</a>
Nominating Committee Chair.....	Barbara Lewis.....	(831) 335-7816.....	bobbi44@gmail.com

# Help Wanted

The League of Women Voters of Santa Cruz County is fortunate to have talented and skilled members with computer knowledge, writing expertise and creative abilities. Please consider sharing your skills a few hours a month with the League. The ads below list volunteer jobs that are open and waiting for you. Respond to [league@lwvsc.org](mailto:league@lwvsc.org) or Jan Karwin at 460-1714.

## Assistant Secretary

In the absence of the Secretary, prepares minutes of Board and general meetings. Time commitment: 3-5 hours only when needed.

## Public Relations Coordinator

Works with Board to prepare news releases and public service announcements and distribute them to the appropriate person or news organization. Maintains clippings of media coverage of League events or activities. Time commitment: 2-4 hours per month.

## Webmaster

Works with Board to keep information on website up-to-date, including posting of current newsletter and League-sponsored public events. Time commitment: 1-2 hours per month.

## Smart Voter Coordinator

Coordinates with Elections Office and local League, and contacts local candidates before each election. Non-technical maintenance of the website dedicated to voter information. Time commitment: 10-12 hours during set-up month. 2 hours per week prior to elections. No activity during non-election times.

## Membership Data Base Assistant

Keeps membership records current online. Time commitment: 1-2 hours per month

## Membership Assistant

Contacts members online, by telephone or letter when needed about membership matters. Time Commitment: 1-3 hours per month

## Join the League of Women Voters

Membership in the League of Women Voters is open to men and women of voting age who are U.S. citizens. Others are welcome to join the League as associate members. Send your check payable to the League of Women Voters of Santa Cruz County or LWVSCC with this form to our League Treasurer Sandra Warren, 150 Scenic Street, Santa Cruz, CA 95060.

\_\_\_ \$65 Individual annual membership

Name \_\_\_\_\_

\_\_\_ \$97.50 Two members in a household

Address: \_\_\_\_\_

\_\_\_ Contribution \$ \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ ZIP: \_\_\_\_\_

Checks made out to LWVSCC are not tax deductible.

Telephone: \_\_\_\_\_

To make a tax-deductible donation, write a separate check to LWV Education Fund.

E-mail: \_\_\_\_\_

We do not share personal contact information with other organizations.

# Your Friends Are Counting On You

Share **Vote With The League** on page one with your friends and family who haven't voted yet. Take copies to your next door neighbor, your hairdresser and your co-workers. Recommend [www.smartvoter.org](http://www.smartvoter.org) to them too. They will thank you!

## MARK YOUR CALENDAR

### November 2010

Tuesday, Nov. 2

Election Day

Saturday, Nov. 6, 11:30 a.m. to 2 p.m.

Lunch and Speaker on Santa Cruz Climate Action  
Museum of Art and History, 705 Front St., SC 95060  
Salad lunch is \$14; mail check to 150 Scenic St., SC 95060  
The public is invited.

Tuesday, Nov. 9, 1-3 p.m.

League Board Meeting at Santa Cruz County Bank  
720 Front St, Santa Cruz, 95060

### December 2010

Tuesday, Dec. 14, 1-3 p.m.

League Board Meeting at Santa Cruz County Bank  
720 Front St., Santa Cruz, 95060

Enjoy your holidays with family and friends!

### January 2011

Tues., Jan. 11, 1-3 p.m.

League Board Meeting at Santa Cruz County Bank  
720 Front St., Santa Cruz, 95060

Thurs., Jan. 20, 1-3 p.m.

State League Program Planning  
Home of Sandy Warren, 150 Scenic St., SC 95060

### February 2011

Sat., Feb. 12 afternoon

Love the League!  
Save the date for a unique, fun social event!

The League of Women Voters, a nonpartisan political organization, encourages informed and active participation of citizens in government, works to increase understanding of major public policy issues, and influences public policy through education and advocacy.