

VOTER'S PAMPHLET

LOCAL NONPARTISAN CANDIDATES' STATEMENTS OF QUALIFICATIONS

The following pages may not contain a complete list of candidates. A complete list of candidates appears on the Sample Ballot. Each statement is volunteered by, and (unless otherwise determined by the governing body) is printed at the expense of, the candidate.

Statement of **BILL GEISREITER**, Candidate for
Commissioner
Santa Cruz Port District

Occupation: Port Commissioner

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. The administration of the Port District, therefore, requires very careful management of revenues and expenditures. I am proud to say that during my tenure as a commissioner we have added and improved many facilities for the general public and boaters alike.

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 varied – the harbor can accommodate boats in the water and on-land, from kayaks to ocean-going vessels. The harbor is a powerful economic generator for the area and provides over a thousand marine-oriented jobs in the immediate area and generates over \$500,000 every year in tax money to the City and County of Santa Cruz.

It is my personal commitment that the harbor continues to be well managed and an asset to the community. I appreciate your vote so that I will be able to continue to fulfill this commitment.

6212-003

Statement of **THOMAS C. (TOBY) GODDARD**, Candidate for
Commissioner
Santa Cruz Port District

Occupation: Water Conservation Manager

Age: 50

I have lived in the Santa Cruz area for 32 years and have been actively involved with the harbor and boating community the entire time. My interest in serving on the Port Commission stems from a personal love for the place, its people, its vitality, and its connection to the sea.

My qualifications for the position of Port Director include 20 years of public service in local government and 8 years in the private sector performing oceanographic and water quality research. I have been active in numerous community and civic organizations, including the Santa Cruz City Water Commission, Live Oak School District site council, Mid-County youth soccer club board, and most recently, Leadership Santa Cruz County. My wife is a teacher and we are the parents of 2 young men, both of whom work as lifeguards for State Parks.

As a Port Director, I would devote my time and energy to successfully navigate the financial, regulatory, and maintenance challenges facing the harbor. I would work hard to ensure that the harbor remains a safe, functional, accessible, and viable entity for recreational and commercial users, surrounding businesses, and the general public into the future. Thank you for your consideration and for this opportunity to serve.

6512-002

Statement of **LOU MATA**, Candidate for
Commissioner
Santa Cruz Port District

Occupation: Aquatic Sports Retailer

Age: 47

Since 1964 the Santa Cruz Yacht Harbor has played host to a diverse range of users including fisherman, visiting boaters, slip renters, kayakers, as well as related businesses. As port commissioner, I have a vision to help ensure the harbor community viability while being sensitive to community concerns for dredging, planning, and growth. My vision of inclusivity would use my diverse contacts of community leaders, mariners, fisherman, and marine technologists to help form a successful means of port management. As a lifelong resident and self-employed contractor, consultant, and water sports retailer, I would use my experience as a businessman and yachtsman towards my office. As an avid harbor user, I'm acquainted either directly or indirectly with the people and businesses there and being inclusive is key to success.

My experiences include;

- Small business owner
- Member Santa Cruz Chamber of Commerce
- Member of the U.S. Coast Guard Auxiliary
- Avid sailor and mariner
- Coached swimming and water polo at local high schools since 1981
- UCSC Regents and Foundation supporter
- Water safety instructor and trainer
- Sponsor and volunteer of numerous aquatic youth programs
- Member, Loyal Order of the Moose (a family fraternity)

6212-006

Statement of **DENNIS (DENNY) L. SMITH**, Candidate for
Commissioner
Santa Cruz Port District

Occupation: Retired Sheriff's Lieutenant/Manager

Age: 57

My 32 years of public service in Santa Cruz County have provided the experience needed to responsibly serve the Port District. Ultimately, however, my qualifications owe just as much to personal history. I was born, raised, and educated here in Santa Cruz, and I've been a boat owner and a harbor user for over 30 years. My sense of connection to Santa Cruz community and the Small Craft Harbor runs deep.

I seek this office as a means to make the most valuable contribution possible to the district. I believe in the need to maintain harbor infrastructure at manageable cost, while making every effort to ensure its future viability. This will require a collaborative effort by the District, the City, the agencies serving the harbor, and the surrounding communities. With my experience, insight, and cooperation, I can help the Port District set realistic goals and plan appropriately for the future.

The economic and ecological health of our gateway to the Monterey Bay Sanctuary is of the greatest importance to everyone in the region. Responsible stewardship is our duty – for the present and for generations to follow.

6212-005

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Statement of **ROBERT "BOB" VALLERGA**, Candidate for
Commissioner
Santa Cruz Port District

Occupation: Retired Commercial Fisherman

Vote for Traditional Santa Cruz Values.

As a second generation Italian-American & fisherman, I share the special relationship with the Sea and our Coastland. This enduring relationship between the People of Santa Cruz County and their coastal border is priceless. With your vote of support, I will protect this bond.

I will preserve the successful management and ambiance of the Santa Cruz Small Craft Harbor. The Harbor has provided a home for ocean related businesses and recreational activities. It is truly one of the jewels in the crown of the Central Coast.

In my experience, it is essential to the health of the region that our Harbor continues to thrive. As your Santa Cruz Port District Commissioner, that would be my constant focus.

I have an extensive background in business, from the large corporate world to the local nonprofit California Senior Alliance, of which I am a Board Member.

A Northern California native, my family was all raised locally, and I can say without reservation that my heart is here. I love the Sea and if you give me your vote—I will serve you well.

6212-007