



the Monarch Press

City of Goleta Newsletter

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City Council: A New Year

The beginning of a New Year is a perfect time for reflection—a time to look back and a time to look forward. The City of Goleta will officially be five years old on February 1, 2007. There is a great deal to celebrate and there is a great deal more work to do. Overall, the City of Goleta is in good financial shape. We are moving forward with a tremendous amount of optimism and hope for what lies ahead.

After five years, the City Council looks a little different. In November, **Michael T. Bennett**, **Eric Ommen** and **Roger S. Aceves** were elected to represent the voices of the residents of the City of Goleta and they join current Councilmembers **Jonny Wallis** and **Jean Blois** to make up the new City Council. The City Council elected Jean Blois to serve as Mayor and Michael T. Bennett to serve as Mayor Pro Tempore. We thank outgoing Councilmembers

Jack Hawxhurst, **Cynthia Brock**, and **Margaret Connell** for their many years of service, leadership and dedication to the City.

We live in a vibrant and exciting community where our values and priorities are reflected in the voice of the City Council. As a new chapter begins, we urge you to be part of the governing process.

City Council meetings
are held first and third Mondays of the month
1:30 pm and 6 pm

Meetings are televised live 
on Channel 19
and replayed at 10 am and 5 pm
Wednesdays and Saturdays

By working together, being part of the process and creating policies that shape our community and our lives, all of us move forward in making the City of Goleta a great place.

City's First Affordable Housing Project Opens

In November, a ceremony was held to dedicate the newest **People's Self-Help Housing** project, "Ellwood Apartments." Located at 360 Ellwood Drive, it was the first affordable housing complex approved by the City of Goleta.

Built and owned by People's Self-Help Housing, a regional non-profit housing corporation, the complex features six one-bedroom and two two-bedroom units. The affordable housing units, which are designed for low income and special needs residents, were filled by lottery and are all now occupied. Not only was this the first project approved by the City of Goleta, but the City was also a funding partner. The City of Goleta is committed to finding innovative ways to provide affordable housing for its residents.



The beautifully designed and constructed Ellwood Apartments have made eight families very happy.



Old Town Bus Shelter

This Old Town Goleta bus stop at Hollister and Nectarine Avenue, the busiest in the City, gets a new bus shelter and benches.

did you know?
On February 1, 2007 the City of Goleta is officially five years old.

All About City Hall

 **(805) 961.7500**

 **www.cityofgoleta.org**

 **Channel 19:
The Goleta Channel**

Goleta City Council

Jean W. Blois	Mayor
Michael T. Bennett	Mayor Pro Tempore
Roger S. Aceves	Councilmember
Eric Onnen	Councilmember
Jonny Wallis	Councilmember
Daniel Singer	City Manager

City Council Meetings

Held on the 1st and 3rd Mondays of the month at 1:30 pm and 6 pm

Televised live on Channel 19

Replayed Wednesdays and Saturdays
10 am and 5 pm

Goleta City Hall

130 Cremona Drive, Suite B
Goleta, CA 93117
(805) 685.2635 fax
Mon – Thurs 7:30 am – 5:30 pm
Fri 8 am – 1 pm

Public Counter Hours

Building Division

Mon – Thurs 7:30 am – 5:30 pm
Fri 8 am – 1 pm

Planning Division

Mon – Fri 8 am – 1 pm
Mon – Thurs 1 pm - 5 pm*

*By appointment only.

Call 961.7543 for an appointment.

The Monarch Press is published quarterly by the the City of Goleta. The newsletter is printed on (50%) recycled paper stock (15% post-consumer waste), using soy-based ink, and distributed to all City of Goleta residents and businesses as bulk rate U.S. Mail.

A limited number of additional copies are available at City Hall. Newsletters can be viewed and downloaded from the City's Website. Please direct questions and comments about the newsletter to: themonarchpress@cityofgoleta.org.



We want you to know where City Hall is! We are very proud of our new sign which was installed in the fall.



Sprucing Up City Hall

There are a lot of changes going on at City Hall. The Council Chambers now boast a new “storefront” glass door entrance, a video production room, a conference room, new lighting, improved access for persons with disabilities, and fiber optic cable has been installed which allows residents to watch live proceedings on Channel 19. More changes are on the way over the next several months. We are expanding into the space adjacent to our current offices located at **130 Cremona Drive**. This expansion will enable related departments to be grouped together to optimize the work environment. The Public Counter will be moved to the front of the building to allow for more efficient public access. Our Police Department will also now be located at City Hall.

Goleta History Bit

The Barnsdall-Rio Grande Oil Company, who made the Ellwood Oil Field Discovery in 1928, built this gas station in 1929. Hollister Avenue was the main transportation route for regional traffic in Goleta at that time. The Wheeler Restaurant was right next to the gas station as it was a sort of “Last Chance” stop for fuel and food.

Below: A 1930s photo of the restaurant.



We Work For You!

Over the past several months, City staff has been hard at work making sure that residents know where City Hall is located. **We want you to find us.** And once you do, we want you to know what we do and what types of services are available to the community. After all, we work for you...the residents of the City of Goleta. So, give us a call or come by for a visit.

The following is an organization chart for the City of Goleta identifying each Department and some of their main programs and responsibilities. This chart highlights the important role that citizens have in the governing process.



Frequently Asked Questions

What follows are some of the most frequently asked questions we receive here at City Hall. We thought all residents might benefit from the answers.

What are your hours? City Hall is open Monday – Thursday 7:30 am – 5:30 pm and Friday 8 am to 1 pm.

Are you open during lunch? Yes

How do I get a business license? You can obtain an application for a business license at City Hall. After it is filled out, bring it to the Public Counter along with any applicable license fees. The City of Goleta accepts cash or check only. No credit cards.

Where can I obtain information on Building Codes and the Planning and Approval Process? Visit the City of Goleta website at: www.cityofgoleta.org. In the Planning and Environmental Services section, there are a number of resources including handouts and “how to” instructions on various subjects. If you don’t have access to a computer, for Building-related issues, call: 961.7552, for Planning-related issues call: 961.7543.

Is Isla Vista in Goleta? No, Isla Vista is part of the unincorporated area of the County of Santa Barbara.

How do I reserve a spot at Goleta Beach? Goleta Beach is not in the City of Goleta. It is located in the unincorporated area of the County of Santa Barbara and is administered by the County. For more information, visit: www.sbparcs.org or call: 568.2465.

How do I reserve a spot at Stow Park? For information about Stow Park, please visit the City of Goleta website at www.cityofgoleta.org. In the lower right corner of the website you will find a link to Stow Park or you may call City Hall at: 961.7500 for information.

Who handles trash and recyclables in the City of Goleta? Residents and businesses located north of Hollister Avenue are serviced by Allied Waste (formerly BFI), Ph. 965.5248. Residents and businesses south of Hollister Avenue are serviced by MarBorg Industries, Ph. 963.1852.

Save money. Save energy.



Saving Energy One Lamp at a Time

This fall, the City of Goleta, along with the Cities of Santa Barbara and Carpinteria, the County of Santa Barbara and Southern California Edison (SCE), launched the South Coast Energy Efficiency Partnership or (SCEEP) to promote energy efficiency awareness and incentive programs for residents and small businesses.

The Partnership's first event was a **lamp exchange** in October. South Coast SCE customers brought their incandescent and halogen lamps and received new energy efficient floor, desk or table lamps free of charge!

Over 3,800 lamps were replaced with new energy efficient lamps. Look for another lamp exchange in the City of Goleta soon.

The New Year will bring more energy-saving initiatives to the City of Goleta.

Other events planned for 2007 include:

- Small Business Direct Install Program classes and workshops on energy information and energy efficiency;
- An Earth Day event;
- A refrigerator/freezer residential pick-up day;
- Promotion of energy efficiency rebates and incentives for residents;
- A mobile home park energy efficiency program.

The City of Goleta is excited to be involved in this important initiative. Making good choices, conserving our precious resources, and promoting cost savings is a win-win for all involved.

For more info on SCEEP's programs, either contact City Hall, visit the City of Goleta website, www.cityofgoleta.org or the SCEEP website: www.southcoastenergywise.com.



In December, the Energy Partnership promoted a holiday light exchange program in which SCE customers exchanged their holiday lights for new LED (light emitting diode) holiday light strands. These LED lights save 98% energy over traditional holiday lights! Steve Chase, the City's Planning and Environmental Services Director, is seen here helping a local resident.

Do you own a small business that uses less than 100kw of electricity a month?

If so, then you can receive:

- FREE** Energy Saving Analysis
- FREE** Energy Efficient Products
- FREE** Product Installation

In February, the City of Goleta, in partnership with Southern California Edison, is launching a **Small Business Direct Install Program**. This program is part of the South Coast Energy Efficiency Partnership of local governments and Southern California Edison.

How does it work?

First, an SCE contracted energy expert will come to your facility and help identify energy saving opportunities.

Next, get free installation of free energy products by SCE's approved contractors.

Then, enjoy saving money on your energy costs!

For more information about how you can participate, please contact Southern California Edison at 1-800-736-4777.

en Español

THE MONARCH PRESS IN SPANISH



Esta Edición Tiene...

En esta edición del Monarch Press queremos asegurarnos de que los hispanos sepan que ocurre en su comunidad. Este es un resumen de los artículos en este boletín informativo.

El comienzo del año nuevo es un buen momento para pensar en lo que pasó y en lo que vendrá. En el primero de febrero del 2007 **se cumplen cinco años** desde que Goleta se convirtió oficialmente en ciudad. La ciudad está en buen estado económico y hay tres nuevos miembros en el Concilio elegidos en noviembre que son: Michael T. Bennett, Eric Onnen y Roger S. Aceves. Estamos agradecidos por los años de servicio y la dedicación que demostraron los miembros que se retiran: Jack Hawxhurst, Cynthis Brock y Margaret Connell.

En noviembre se abrió el primer complejo de viviendas para gente de bajos ingresos en **360 Ellwood Drive**. Los apartamentos Ellwood fueron edificados para People's Self Help Housing y a ellos les pertenecen. El complejo tiene ocho viviendas para personas con necesidades especiales o personas de bajos ingresos y fueron ocupadas por medio de una lotería. *Para más información sobre programas y proyectos de People's Self-Help Housing, llame al 962-5152.*

Estamos trabajando mucho para **mejorar City Hall** (Ayuntamiento) y que los residentes puedan encontrarlo fácilmente. Hemos puesto letreros por toda la ciudad indicando donde está City Hall y tenemos nuevos letreros en el edificio de 130 Cremona Drive. En los próximos dos meses trabajaremos para que sea más fácil para la gente recibir ayuda con planes, permisos de construcción, y licencias comerciales.

Mire el canal de **televisión 19** (el canal de la ciudad de Goleta) para información comunitaria y cobertura de reuniones en vivo.

El parque Girsh empieza una campaña para juntar fondos para una nueva cancha sintética de fútbol. La cancha actual se usa tanto que se convierte en barro y tiene que estar cerrada por cinco meses al año. La cancha sintética durará de 12 a 14 años.

Durante el año los niños de Goleta participan en programas donde aprenden como **llegar a las escuelas a pie o en bicicleta** sin peligro. Estos programas son hechos por COAST (Coalition for Sustainable Transportation) junto con las escuelas locales y otros grupos civiles. La Ciudad de Goleta contribuye fondos a estos programas.

Esperamos que esta información sea útil para Ud. Si tiene preguntas llamen a City Hall. Tenemos personal bilingüe y queremos escuchar su opiniones.

Grátis Productos Por Negocios Pequeños

¿Usted tiene un negocio pequeño? Si es así y usted usa menos de 100kw de electricidad por mes, usted es elegible para un **análisis gratis** que le ayudará a ahorrar dinero e incluye productos y la instalación. Este programa se ofrece a través de Southern California Edison (SCE) y la Ciudad de Goleta. El programa comenzará en febrero. *Si usted esta interesado en ahorrar dinero con la electricidad llame SCE a 1-800-736-4777.*

Asistencia para Casas en Old Town

A principios del otoño, **la Agencia de Reurbanización (RDA)** aprobó becas que ayudará de 20 a 25 hogares de ingresos bajos y medianos para hacer reparaciones en sus casas. La ayuda financia es para hogares ubicados en el area de Goleta Old Town. Las becas individuales de \$20,000 son financiadas por un programa de reservas de reurbanización llamado "Housing Set-Aside". No hay necesidad de pagar nada. El programa ayudará a propietarios de casa con reparaciones de techo, cañerías, conexiones eléctricas, aislante térmico, pintura, arreglo de ventanas y puertas y mucho más.

Solicitudes están disponibles y las personas que vengan primero serán atendidas primero. La meta es completar veinte proyectos antes de julio del 2007.

Los Negocios de Old Town Serán Renovados

Los propietarios y personas que visitan y hacen compras en Old Town empezarán a notar grandes cambios en los próximos seis meses. **La Agencia de Reurbanización (RDA)** y el departamento de servicios para la vecindad (Neighborhood Services Department) están procesando treinta y dos solicitudes para ayudar a mejorar las partes exteriores de edificios. Se enfoca en los edificios ubicados en Goleta Old Town Heritage District (en general la calle Hollister entre Fairview y la carretera 217). Las reparaciones serán, por ejemplo, puertas y ventanas nuevas, pintura, iluminación y letreros.

Las solicitudes que lleguen primero seran atendidas primero. Ya han comenzado a trabajar con ocho proyectos que quieren completar a principios del 2007.

Para participar en este programa por favor comuníquese con el personal de RDA al 961.7500. Hay personal que habla español.

Goleta Goings-On: News Around the City



Goleta Motorcycle Police Officers with the City's four new BMW Motorcycles. Picture here are: Deputy Win Smith, Deputy Jeff Farmer, Deputy George DeLuca and Sergeant Greg Nordyke.

Slow Down Goleta New Traffic Radar Signs

If you see this sign blinking, slow down! The City of Goleta has recently installed three radar signs at various locations around the City. These driver feedback signs can be programmed for various schedules (convenient in a school zone.) The speed data can be downloaded from the signs and they are solar-powered.

What's your hurry? Slow down Goleta.

General Plan Adopted!

On November 1, 2006, the City Council adopted the first **General Plan and Coastal Land Use Plan** for Goleta. So what is next?

The General Plan, which is a blueprint for how the City will grow over time, has some 90 different implementation measures that will be undertaken over the coming years. These measures include, among others, a sign ordinance, a noise ordinance and changes to zoning maps. The establishment of such local laws and policies will be part of a public input process that will help decision makers in creating policies appropriate for Goleta.

Your input will be important to us.

For more information on this and other issues, stay tuned to Channel 19—the Goleta Channel—for information on upcoming City Council and Planning Agency meetings.

Fields Forever

Nothing lasts forever, but over at **Girsh Park** in Goleta, efforts are underway to raise funds for a new synthetic soccer field that will last at least 12 to 14 years. Girsh Park, which is located behind the Camino Real Marketplace, is the largest active recreation facility in the City of Goleta and plays host to over 100 organizations and teams a year. This intense usage damages the grass soccer field and requires the field to be closed for five months a year for routine maintenance. In an effort to promote year-round activities and become more environmentally friendly by using less water and no pesticides, the Girsh Board of Directors have launched a campaign to raise \$1.25 million for a synthetic field. In November 2006, the Goleta City Council approved a \$250,000 contribution to this effort.

For more info, visit www.girshpark.org or call 968.2773



The Halcones and the California Santa Ynez Soccer Teams battle it out in this Central Coast Soccer League game at Girsh Park.

...and in Old Town

City to Assist Homeowners with Repairs

In early fall, the Redevelopment Agency (RDA) approved a Housing Rehabilitation Grant Program which will enable 20 to 25 low-to-moderate-income homeowners of single family homes in the Goleta Old Town Redevelopment area to receive financial assistance to make much-needed home improvements.

Individual grants of up to \$20,000 are funded through Redevelopment "Housing Set-Aside" funds which is a State-required benefit of the Redevelopment Program. No repayment is necessary! This program enables applicants to fix roofs, repair and/or replace plumbing or electrical wiring, insulate houses, fix windows, doors, paint...and more.

The Program will kick off in the Spring. Applications will be available and processed on a "first come, first served" basis.

Please contact RDA Staff at 961.7500 for a full program description and for applications.

Businesses to Get Makeovers

Business owners, shoppers and visitors to the Old Town area will start to notice significant changes over the next six months. The **Redevelopment Agency (RDA)** is hard at work processing 32 **Storefront Façade Improvement Program** applications. This program is designed to encourage businesses and property owners in the Goleta Old Town Heritage District (generally Hollister between Fairview and Highway 217) to make exterior improvements to their buildings. Improvements can include fresh paint, new windows, doors, lighting and signage.

Project applications are processed on a "first come, first served" basis. The RDA has received over 30 applications and eight projects are expected to be completed early in 2007.

To join the property owners who are currently involved in the program, please contact RDA Staff at 961.7500.

These programs are available to homeowners and business owners in the Old Town Redevelopment area.



In November, 2006 the City of Goleta completed work on **Mathilda Park**. Over \$200,000 was spent on new playground equipment, construction and excavation and landscaping. Pictured here: Neighborhood children enjoy the park's amenities.

A Moment to Remember

On January 30, 2007, it will be one year since seven members of our community lost their lives in the Goleta Post Office tragedy. On this day, take a moment to remember those that died and their families.

Safe Routes for Our Children

This past October, over 700 school-aged children in Goleta biked or walked to school. The **Bike to School/Walk to School** events were sponsored by the local **Safe Routes to School (SR2S)** program which is run by **COAST (Coalition for Sustainable Transportation)**. The mission of SR2S is to educate school aged children about bicycle and street safety.

Through events such as bicycle rodeos, low-cost helmet distribution, and bike and walk to school events, school-aged children learn how to be safe in their neighborhoods. COAST works with over 20 different local groups such as the Kiwanis Club, PTAs, the Sheriff's Department, local governments and businesses in coordinating and organizing school events. The City of Goleta contributes funding to the local SR2S program.



For more information on the SR2S program, please contact COAST at: 875.3562 or visit: www.coast-santabarbara.org.

COAST Staff and volunteers assist students from Brandon School check in to receive their goodies for Walk to School Day.



ECRWSS
Postal Customer

City Government Meetings

All meetings held at City Hall: 1:30 pm and 6 pm

City Council

1st and 3rd Mondays of the month

February 5

February 20* (Tuesday)

March 5

March 19

April 2

April 16

Planning Agency

2nd Monday of the month

February 12

March 12

April 9

Design Review Board

1st and 3rd Tuesdays of the month

February 6

February 21* (Wednesday)

March 6

March 20

April 3

April 17

*Federal Holiday on Monday moves meetings one day later.



Help us save the seeds of spring!

The City of Goleta is overseeing native grassland restoration activities at the **Sperling Preserve**. Staff and consultants collect native grass seeds with the goal of replanting them in the spring. The intent of these activities is to expand existing native grasses and “weed-out” non-native plants. *For more information on this project, please contact the Planning and Environmental Services Department at City Hall.*

What do you think?

This is the third edition of *The Monarch Press* and we would like to know what you think of it. Does it contain useful information? What would you like to see more of? What would you like to see less of? We are open to suggestions.

Either call us at: 961.7500 or email us at: info@monarchpress.org. We would love to get your feedback. Thank you.

Small Business Direct Install Program

Want free stuff? see p.4

FREE Energy Saving Analysis

FREE Energy Efficient Products

FREE Product Installation

If you own a small business that uses less than 100kw of electricity a month, you need to know about this!



The Monarch Press en Español: Mira Pagina 5

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