

# CVRA Newsletter

Spring 2013



## Next Neighbors' Night is May 22 at Britannia Arms

I invite you to know "who's who" in your neighborhood and join us at the Britannia Arms in our local Capitola Village for a night of good food, good fun and great community! This three course meal will happen on May 22<sup>nd</sup> at 6pm, cost is \$30 including tax & tip. Choices include salmon, chicken, prime rib and veggie pasta along with a starter salad and choice of house wine or dessert!! Come and meet the CVRA and become a local **VOICE** and be heard. I look forward to meeting you all! -- Gina Velez, CVRA president

## Traffic and Parking Commission Update

By Nels Westman



Great news! The design of the 230 space temporary parking lot in the lower portion of Pacific Cove has been approved by the City Council and is being put out to bid. At this point it is estimated that it will be open in time for the Begonia Festival on Labor Day weekend. These additional spaces should result in dramatically less Village overflow parking in the surrounding residential neighborhoods. Further, it will

replace the Post Office parking lot as the base for the summer beach shuttle program. This means faster turn around times for the shuttle and better utilization of the parking lot. Two thumbs up for the City.

## CVRA returns to the scene to support our local community!

By Gina Velez



Linda Hanson counting funds raised to support the Human Care Alliance

[We've had a number of new members sign-up this year. So some of you might wonder what exactly the CVRA is or what it does. You can see a statement on our website ([www.capitolaCVRA.org](http://www.capitolaCVRA.org)) by clicking on the button that says "About the CVRA". Also, this article shows one our many CVRA activities in Capitola.]

It wasn't long ago that the CVRA was awarded the "Good Neighbor Proclamation" for our efforts in last year's City Wide garage sales that brought forth \$745 dollars... and with this year's \$630 in sales,

brings us to an impressive \$1375.00 two-year total! The Human Care Alliance supports 50 nonprofit Health and Human Service Agencies that serve Santa Cruz County. Together our used items are creating solid revenue to bring meals to hungry seniors, health services to those that cannot afford it, and much more in our local community... and the smiles on their face says it all, Thank you to those that really make this all possible!!



**Janet Russell and Gina Velez support CVRA Member Drop-off of their Donations**

Our special gratitude to those on-hand people including Linda Hanson for her 2<sup>nd</sup> year supporting as cashier extraordinaire! Margaret Dixon for her excellent coffee and peanut butter cookies keeping us fueled all-day! ...and those Peanut Butter cookies not only brought a new member to CVRA, but also brought her back for the recipe! Rachael Savoca, Judith Feinman and Gina Velez for their savvy sales and floor support. Lew Feinman our infamous photographer and Ed Bottorff for logistics, signs and pick up support! I am in awe of the efforts of those that continue every year on-task for the greater good of others. What a true blessing to be part of something so wonderful that supports so many!



## Real Estate Buzz

by Janet Russell "not your average Jane" local Realtor BRE# 01355950 assisting buyers and sellers for 11 years



### How to Win at Monopoly with 60% fewer properties to play with?

Buyers and sellers are both challenged, yet all have unusual opportunities. Capitola inventory has dramatically dropped and our prices have risen.

Inventory has been flat for the past four months, moving between a low of 268 homes in the County to a high of 277. During April of this year, Capitola had only 11 active listings of SFR's (single family residences) and condos, and 32 pending sales, a change of 50% fewer listings from last year. This drop is mostly due to fewer foreclosures and bank sales this year. Median prices in March were \$680,250 and average prices \$689,062.

In perspective, since January 2003, County inventory has averaged 838 homes on the market each month. The median price for single-family, re-sale homes is up 28% from the bottom of the market, which was reached in April 2009.

This current lack of property inventory has created a raging sellers' market, yet most homeowners are staying on the sidelines. Demand is so high, that most properties are getting multiple offers with sellers taking the offers that are all-cash with no contingencies. Silicon Valley sellers are seeing 42% all cash sales with a barrage of multiple offers, while Capitola sees 22% all cash buyers. We are fortunate to be positively affected by Silicon Valley dollars.

Thinking of changing your game plan and selling? Win top price by working with an agent who can help you stage your home and prepare it for online visibility. A well staged property typically brings a 10-14% higher price. Ask for information about comparable properties and the best strategies for negotiating multiple offers. Minor upgrades such as paint and landscaping improve your sales value. Moving may be a grand adventure.

How to win as a buyer? Prices are still amazing and loan rates the best in history! To compete during this low inventory, align your search with the insights and negotiating power of a professional agent. Be pre-approved with a lender, and rely on your agent to become informed of how neighborhoods and homes differ. Prepare to jump! Take advantage of first time homebuyer programs, some offering grants of thousands of dollars and offering up to 25% of your sale price toward down payment or closing costs as "silent" second loans with no payments until you sell. Some of these programs are available to buyers who are not "first time" buyers. Enjoy the thrill of the hunt!

### Rash of thefts along the Creek Path



Multiple thefts of antiques, hand-made items, and furniture have occurred in the past few months, some apparently in the middle of the day. Most were taken from front porches along the path along Soquel Creek. Please help keep an eye out, and report any suspicious

activities to the Capitola Police.



### Wisteria Week

By Rich Didday

In case you blinked and missed it, Wisteria Week was mid-April this year!



Central Village, Capitola

Most of the year, you see a scramble of vines, with or without green leaves.



Riverview Terrace, Capitola

Then for one brief week, it explodes into a waterfall of beautiful, fragrant flowers.



Too soon, the petals drop to the ground, leaving just memories.

### And Wisteria Week is Over

## But On the Horizon, Begonia Festival!



**Save the Date—August 31— for picking Begonias**

The theme of the Begonia Festival this year is "Capitola Magic" and begonia picking will take place on August 31st. Everyone should try to pick begonias at



least once--the begonia fields are awe-inspiring! We will once again sponsor a picking crew to gather begonias to decorate yards along the river and give away to visitors walking the path. Since we don't need that many blooms, we don't start at the crack of dawn like most groups, and we don't pick for

hours and hours. We meet up at a reasonable 8:00am and pick for as long as we feel like it! Members who join us for picking will get a "front row seat" for watching the nautical parade on Sunday. Details will be coming out closer to the date.



**See unbelievably beautiful Begonia fields!**

**Capitola Village Residents Association**  
Website: [www.capitolaCVRA.org](http://www.capitolaCVRA.org)  
Email: [capitolaCVRA@gmail.com](mailto:capitolaCVRA@gmail.com)  
President: Gina Velez  
Vice President: Nels Westman  
Secretary: Margaret Dixon/Janet Russell  
Treasurer: Linda Hanson  
Membership Coordinator: Rich Didday  
Newsletter Editor: Rich Didday

#### Central Village Reps

- Margaret Kinstler ([mmkinstler@aol.com](mailto:mmkinstler@aol.com))
- Linda Hanson ([llhsf@sbcglobal.net](mailto:llhsf@sbcglobal.net))
- Linda Wadley ([tim.linda.123@gmail.com](mailto:tim.linda.123@gmail.com))

#### Upper Village Reps

- Gina Velez ([gina@bestan.com](mailto:gina@bestan.com))
- Bob Lilley ([bobitola@gmail.com](mailto:bobitola@gmail.com))

#### Riverview Terrace Reps

- Nels Westman ([nels@bestwestman.com](mailto:nels@bestwestman.com))
- Lewis Feinman ([lewfeinman@sbcglobal.net](mailto:lewfeinman@sbcglobal.net))
- Janet Russell ([jrussell@davidlyng.com](mailto:jrussell@davidlyng.com))
- Alt: Judith Feinman ([judithfeinman@sbcglobal.net](mailto:judithfeinman@sbcglobal.net))

#### Depot Hill Reps

- Molly Ording ([mollyording@yahoo.com](mailto:mollyording@yahoo.com))
- Bryan MacKenzie ([bryan@capitolahomesonline.com](mailto:bryan@capitolahomesonline.com))

#### Jewel Box Reps

- Margaret Dixon ([margaretd0595@aol.com](mailto:margaretd0595@aol.com))

# Upcoming Events 2013

May 22	6:00 p.m.	CVRA Neighbors' Night at Britannia Arms 
May 27	All Day	Memorial Day: City Offices Closed
June 8 June 9	9:00 a.m. - 5:00 p.m. 9:00 a.m. - 2:00 p.m.	<u>Rod &amp; Custom Classic Car Show</u> - Esplanade Park
June 16	11:00 a.m. - 5:00 p.m.	<u>Art &amp; Music at the Beach</u> - Esplanade Park
June 19	6:00 p.m. - 8:00 p.m.	<u>Twilight Concerts</u> - Esplanade Park
June 26	6:00 p.m. - 8:00 p.m.	<u>Twilight Concerts</u> - Esplanade Park
June 30	9:00 a.m. - 4:00 p.m.	<u>Bikes on the Bay</u> - Capitola Mall Parking Lot
June 30	11:00 a.m. - 5:00 p.m.	<u>Art &amp; Music at the Beach</u> - Esplanade Park
July 3	6:00 p.m. - 8:00 p.m.	<u>Twilight Concerts</u> - Esplanade Park
July 4	All Day	Independence Day: City Offices Closed 
July 10	6:00 p.m. - 8:00 p.m.	<u>Twilight Concerts</u> - Esplanade Park
July 14	11:00 am - 5:00 p.m.	<u>Art &amp; Music at the Beach</u> - Esplanade Park Bastille Day 
July 17	6:00 p.m. - 8:00 p.m.	<u>Twilight Concerts</u> - Esplanade Park
July 21	11:00 a.m. - 5:00 p.m.	<u>Art &amp; Music at the Beach</u> - Esplanade Park
July 24	6:00 p.m. - 8:00 p.m.	<u>Twilight Concerts</u> - Esplanade Park
July 28	8:00 a.m. - 12:00 p.m.	<u>Wharf to Wharf Race</u> - Capitola Village
July 31	6:00 p.m. - 8:00 p.m.	<u>Twilight Concerts</u> - Esplanade Park
August 4	11:00 a.m. - 5:00 p.m.	<u>Art &amp; Music at the Beach</u> - Esplanade Park
August 7	6:00 p.m. - 8:00 p.m.	<u>Twilight Concerts</u> - Esplanade Park
August 14	6:00 p.m. - 8:00 p.m.	<u>Twilight Concerts</u> - Esplanade Park
August 18	11:00 a.m. - 5:00 p.m.	<u>Art &amp; Music at the Beach</u> - Esplanade Park
August 21	6:00 p.m. - 8:00 p.m.	<u>Twilight Concerts</u> - Esplanade Park
August 23	7:30 p.m. or Dusk	<u>Movies at the Beach</u> - Esplanade Park
August 28	6:00 p.m. - 8:00 p.m.	<u>Twilight Concerts</u> - Esplanade Park
August 31	8:00 AM-11:00AM	Begonia Picking for CVRA decorations
August 31 - September 2	All Day	<u>61st Annual Capitola Begonia Festival</u> - Capitola Village 