

# *inside* REAL ESTATE

*Santa Cruz County's Real Estate News Source*

A publication of the Santa Cruz County Association of REALTORS®

August 2011

## **Meet Your New 2012 SCCAR Leaders!**

### **Inside:**

Vacation Rental  
Ordinance  
Disclosures &  
Deadlines

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*Inside Real Estate* is the official monthly newsletter of the Santa Cruz County Association of REALTORS® provided as a member service to inform, educate and update REALTOR® and Affiliate members on local, state and national news, as well as the Association's calendar of events.

**Santa Cruz County Association of REALTORS®**

2525 Main Street, Soquel, CA 95073  
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## Inside This Month's Newsletter

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### Ralph V. Bargetto

**October 14, 1924 – July 13, 2011**

SCCAR is sad to announce that former member Ralph V. Bargetto died of complications from Parkinson's disease. Ralph was a Past President of the Association in 1990 and for years ran ERA Real Estate Center with his friend and business partner Wm. Perry Bryant, Jr.

A Winemaker, Ralph was a father of 10 and key descendant of the Bargetto Winery family. He was preceded in death by his wife of 60 years Marguerite, fondly nicknamed "Micky" who passed on August 29, 2010.

A Mass was held on Tuesday at St. Joseph's Church in Capitola and interment took place at Holy Cross Cemetery in Live Oak.



Contributions can be made in Ralph's memory to the Rotary Club of Santa Cruz Foundation, PO Box 497, Santa Cruz, CA 95061 or National Parkinson's Institute, 675 Almanor Ave., Sunnyvale, CA 94085.

We will miss his friendly smile and robust personality!



## Message From The President

# Celebrating 100 Years

**Candace Bradfield**  
**SCCAR President 2011**  
[bradfield@cruzio.com](mailto:bradfield@cruzio.com)

Thank you to all who attended the Santa Cruz County Association of REALTORS® 100<sup>th</sup> Anniversary Luncheon. It was a delightful day! Our luncheon was at the Cocoanut Grove in the Sun Room with its retractable glass ceiling, providing sunshine and fresh ocean breezes during our lunch.

We opened up with the pledge of allegiance led by Mr. Wade Nittler, our 1961 and 1971 President. It was a proud moment.

Steve Allen, the 2010 President and Kathy Hartman, our Chief Executive Officer thanked our sponsor, MLS Listings Inc. As lunch was served, I was reminded of how important it is to spend time with friends and peers. I was able to connect and reconnect with fellow REALTORS® and affiliates.

After lunch...

Don Faught, our C.A.R. Treasurer/2012 President-Elect spoke about C.A.R., Strategic Planning, and a vision for the future. He is a great speaker, and we're fortunate to have had him share in a day of our history.

In another proud moment, we were acknowledged in a Joint Resolution from the California Legislature. Assembly Member Bill Monning, Senator Sam Blakeslee and Senator Joe Simitian commended the Association on the celebration of our 100<sup>th</sup> Anniversary. We also

received Proclamations congratulating SCCAR from the City Of Watsonville, the Scotts Valley City Council, City of Capitola and the Santa Cruz County Board of Supervisors. The City of Santa Cruz proclaimed July 11, 2011 as Santa Cruz County Association of REALTORS® day.

Finally, we were presented with the Congressional Record from Congressman, Sam Farr.

The highlight of the day was listening to the remarks of all the past Presidents. They each shared their own stories of their experiences during their tenure as Association President. Again, it was a proud moment for today's members as the past was brought to the present in stories that demonstrated excitement and allegiance to our association. See photos of the event on page 12.

I encourage all members to participate in upcoming events. Be a part of making history!

## Deal of the Month!

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## Meet Your 2012 Officers & Directors

### Barbara J Palmer President 2012



Barbara Palmer has been a resident of Aptos since 1978, with her husband Bob. They have 2 sons, Grant and Brad. She has been the Business Manager for Bailey Properties Inc. since 1979, at which time the company has grown from one small office to five offices with over 110 agents and supporting staff. Since 2002 Bailey Properties has been known as a top producing full service real estate Company in Santa Cruz County.

Barbara has numerous leadership and community recognitions to her name including:

Since 2006 Barbara has served as the Federal District Coordinator for the tri-county area that includes Santa Cruz, Monterey, and San Benito Counties, representing the California Association of REALTORS® and the National Association of REALTORS® with Congressman Sam Farr. In the past Barbara served as the key contact for the California Association of REALTORS® for Assemblyman Pro Tem Fred Keeley and California State Senator Bruce McPherson.

Barbara serves as Director and Corporate Secretary of the Aptos High School Sports Foundation and has since 1989, which through its annual golf tournament has contributed over \$5 Million to youth sports programs at Aptos High School.

2010: Chair, Federal Committee, California Association of REALTORS® (CAR)

2009: Vice Chair, Land Use & Environmental Committee, CAR

2009: Secretary/Treasurer of the Santa Cruz Association of REALTORS®

2008: Member, Executive Committee, CAR

2008: Received the REALTOR® of the Year award from the Santa Cruz Association of REALTORS®. (SCAOR)

2007: Awarded Community Service REALTOR® of the year, (SCAOR)

2005 -2007: Served as Chair of the Local Government Relations Committee (SCAOR).

2001- 2005: Chair, Bond Oversight Committee, North Zone, Pajaro Valley Unified School District

1999: Awarded Woman of the Millennium by the Aptos Chamber of Commerce. Recognized as being a major contributor in attempting to improve the quality of life in Aptos with particular attention to public education and, as a result, has been a catalyst in bringing the topic of public education to a higher level of awareness to people in our area, county, and state.

1999-2000: Served on the Pajaro Valley Unified School District Committee to promote the new high school site for the district.

1998 Co-Chair, Bond Committee for the Pajaro Valley Unified School District. An educational facilities bond for the entire Pajaro Valley Unified School District.

She has worked on community projects and fundraisers throughout the years for various organizations including the Monte Foundation, Valencia School, Aptos Little League, Aptos High School Baseball, Aptos High School Football, and the Aptos High School Beautification Projects, Aptos High School Renaissance Program, and creating, writing & publishing the AHS Mariner Football Newsletter 1991-1994.

### John Hickey President-Elect 2012



John Hickey was born and raised in Santa Cruz County, growing up in the wonderful communities of Corralitos and La Selva Beach. After graduating Aptos High he obtained  
*Continued on next Page*

## 2012 Officers & Directors

*Continued From Previous Page*

*John Hickey, continued*

a Bachelor of Science degree in Agricultural Business with a concentration in Marketing from the California Polytechnic State University in San Luis Obispo. Afterwards John worked in the financial industry in San Francisco, for both Franklin-Templeton Mutual Funds and Charles Schwab & Co, while attending night school to obtain a Master of Business Administration degree from San Francisco State University. John now resides in Rio Del Mar with his wife and three young sons. John is the broker/owner of Monterey Bay Properties which was founded by his father Walter Hickey in 1980.

spent 4 years working in commercial real estate in San Francisco. Beginning her career at Prudential Mortgage Capital Company, she worked as an Investment Analyst underwriting loans for the CMBS Market, Prudential's General Account, and Fannie Mae. In March 2008 she transferred to Prudential Real Estate Investors to join the West Coast Acquisitions team where she helped analyze and evaluate potential commercial investments and developments. She also spent 6 months working as an asset manager and assisted in the overseeing, leasing, and operations of 32 commercial properties on the West Coast. After moving back to Santa Cruz in 2010 to join her family's business, she has been working in sales and is part of the David Lyng management team. She is currently serving on SCCAR's Events and Planning Committee and looks forward to many years of participating in both the SCCAR and local community events and activities.

### *Betty Danner, Secretary/Treasurer 2012*



### *John Peterson New Director 2012*



### *Morgan Lyng New Director 2012*



### *Carol Van Ausdal New Director 2012*



Morgan Lyng is a sales associate at David Lyng Real Estate and is honored to join the Santa Cruz County Association of REALTORS® Board of Directors in 2012. Morgan grew up in Santa Cruz County and after graduating from UC Berkeley in 2006 with a BS in Business Administration from the Haas School of Business, she

Carol has been a REALTOR® for over 12 years and has been an Associate with Keller Williams Realty since 2004, having had the good fortune to be one of the Founding Members of the Santa Cruz Market Center. She came into real estate after spending 20 years in the flower industry which was the reason she moved to California in 1986.

*Continued on page 11*

# Welcome to the Neighborhood Pleasure Point

*Candie Noel,*  
*Bailey Properties, Inc.*  
[cnoel@baileyproperties.com](mailto:cnoel@baileyproperties.com)

**PLEASURE.** Webster's Dictionary defines pleasure as:

1. a pleased feeling, enjoyment, delight, satisfaction
2. a thing that gives delight or satisfaction
3. gratification of the senses, sensual satisfaction
4. amusement, fun

Through the years Pleasure Point has been one, or all of these to its residents and visitors.

In the 1700's a few hundred nomadic Ohlones stalked game in the grasslands and arroyos of Pleasure Point as they were passing through. In 2011 the game, grasslands, and arroyos have been replaced by 3,091 housing units, close together on small lots covering a mere 2 square miles. The population of Pleasure Point is 5,846 of which 45 or 0.008% are Native American.

Pleasure Point today is a friendly, laid back community of irregular lots, networked by narrow streets and alleyways. The neighbors know and greet each other, and kids ride their bikes in the streets. The homes are eclectic with the older, small surfer shacks and beach bungalows sitting beside new and large stucco steroid homes.

A year ago in August, the ocean front 18 Rockview Drive sold. This home has 5 bedroom and 5 baths, 4,421 square feet, on a 6,969 square foot lot. It sold for \$3,800,000. Fast forward, or backwards,

to 1921 when tourism was beginning at the Point. For \$5 down and \$5 a month you could buy a 75 – 90 foot lot at Breakers Bonanza Beach. The purchase included free golden Waukesha mineral water to the lot. A free 2,000 long beach, and free camping were thrown in. By the 1930's most of the lots had been developed as summer cottages. Except for the cottages, Pleasure Point remained a mostly agricultural area of small farms and orchards.

During the 1920's the isolation and rural ness of Pleasure Point made it an ideal spot for bootleggers from San Francisco. They came by boat at night and buried the liquor in the sands below the bluffs. The bounty was retrieved in broad daylight. The infamous Roadhouse was a center for the bootlegging.

The Roadhouse was built by John J. Henchy from San Francisco where he had a saloon and brothel. Construction started in 1902, and was intended for use as his primary residence. However, before construction was complete, he turned the ground floor into a saloon. The Roadhouse and the Point began to attract out-of-town visitors, mostly men. They pitched tents along the road or stayed at the Roadhouse. During the day they fished, dug for clams, or hunted pheasant. At night the bootleggers, off-duty policemen, locals, tourists all mixed delightfully at the Roadhouse. Flapper girls rented rooms upstairs. It was indeed, a Pleasure Point. The name was born.

*Continued on next page*



## Welcome to the Neighborhood

### Pleasure Point

*Continued*



The historic Roadhouse and bootlegging days are gone. However, Pleasure Point continues to provide enjoyment and satisfaction and fun. At any time of the day and into the evening East Cliff Drive is filled with people walking, jogging, bicycling, mothers strolling with their babies, couples holding hands. They enjoy the outdoors, clean ocean air, and the natural beauty of Monterey Bay. The almost completed East Cliff Drive redevelopment project has revitalized the bluff area and provided enhanced opportunities for sightseeing, watching surfers and paddleboarders, or getting some exercise.

The project was all about protecting public access to the beach, and was centered around preserving the natural charm of Pleasure Point. The project driver was a new 1500 foot seawall to protect the eroding bluffs. The project also included separate bicycle and pedestrian pathways, improved landscaping and educational panels about the ocean. There are several bluff side benches to sit, relax, read, or enjoy the sights of the Bay. New stairwells have been built at 35<sup>th</sup> Avenue, 41<sup>st</sup> Avenue, and 33<sup>rd</sup> Avenue. They provide access to the water, sand and rocks for beach goers and surfers. Pleasure Point Park now has a real restroom, and an outdoor shower for rinsing boards and wetsuits.

38<sup>th</sup> Avenue, Breakers Beach, Dog Beach, The Hook, The Dirt Farm. All are familiar names to the surfing community who have made Pleasure Point a surfing destination and one of the most

famous surfing spots in California. At any time of year or any time of day, the groms, kooks, and skilled surfers are out on the water, on their boards, bobbing in the swells, waiting to catch a wave, and become harmonious with the ocean. More than a sport, surfing is a culture unto itself.

The quaint cafes and bistros of Pleasure Point are just as cool, laid back, and beachy. The Verve is always packed. People are lined up outside to get their daily coffee fix and chat with neighbors and friends. Dress any way you want, any time of day at the Pink Godzilla, Pleasure Point Pizza, Betty's Burgers, Taqueria Vallarta No.2.

There are many surf shops where you can find all the beach and surf gear you want or need. You can buy a board hand crafted by a local surfboard crafter. If you want to see what surfing is all about, you can rent a board for a day.

There are many colorful and unique boutique shops to enjoy. You will find vintage and modern apparel at Seek & Find Vintage Collection, and Ivy Company. Home décor and jewelry at Zen Island Trading and Modern Life Home & Garden. Down on your luck? Try Good Luck Tattoo. From H2O4U Pure Water to Frenchy's Books & Videos, shopping at Pleasure Point has something for everyone.

Experience casual, friendly, beautiful Pleasure Point and let your worries fade away.





## Disclosure Issues and Deadlines Relating to the Santa Cruz County Vacation Rental Ordinance

Terry Rein  
Bosso Williams, APC

*Real Estate  
Legal  
Matters*

Santa Cruz County's vacation rental ordinance was approved unanimously by the California Coastal Commission on July 12, 2011. The vacation rental ordinance applies to a single-family dwelling unit, duplex, or triplex (including condominium and townhouse units, but not including apartments or manufactured homes in a mobile home park), which are rented for the purpose of overnight lodging for a period of not more than thirty (30) days. The vacation rental ordinance affects the entire unincorporated area of the County (but not incorporated cities and not the Pajaro Dunes area). Some of the vacation rental ordinance regulations include:

- **Maximum Occupancy.** The maximum number of guests allowed in a vacation rental cannot exceed two people per bedroom plus two additional people, except for celebrations and gatherings between 8:00 a.m. and 10:00 p.m., when the maximum number of people allowed is twice the maximum number of guests allowed. Children under 12 are not counted toward the maximum numbers.
  - **Local Contact Person.** All vacation rentals are required to designate a contact person within a 30-mile radius of the vacation rental. The contact person shall be available 24 hours a day to respond to tenant and neighborhood questions or concerns. The name, address, and telephone number(s) of the local contact person must be submitted to the Planning Department, the local Sheriff Substation, the main county Sheriff's Office, the local fire agency, and supplied to the property owners of all properties located within a 300 foot radius of the boundaries of the parcel on which the vacation rental is located. The name, address and telephone number(s) of the local contact person must also be permanently posted in the rental unit in a prominent location(s). Any change in the local contact person's address or telephone number shall be promptly furnished to the agencies and neighboring property owners.
  - **Signs.** All vacation rentals are required to have a sign identifying the structure as a permitted vacation rental and listing a 24-hour local contact person responsible for responding to complaints and providing general information. This sign must be placed no more than 20 feet back from the nearest street. The sign may be of any shape, but cannot exceed 216 square inches. There is no minimum sign size so long as the information on the sign is legible from the nearest street.
  - **Posting of Rules.** Vacation rental rules must be posted inside the vacation rental in a location readily visible to all guests. The rules need to include, but not necessarily be limited to, the following: number of guests allowed (2/bedroom + 2, children under 12 not counted; for celebrations and gatherings between 8:00 a.m. and 10:00 p.m., the maximum number of people allowed is twice the maximum number of guests allowed), number of vehicles allowed (not to exceed the number of existing on-site parking spaces, plus two additional on-street spaces), noise, illegal behavior and disturbances, trash management (e.g., trash to be kept in covered containers only).
  - **Noise.** All residential vacation rentals are required to comply with the County's noise ordinance (Chapter 8.30 of the County Code) and a copy of that chapter must be posted inside the vacation rental in a location readily visible to all guests.
  - **Transient Occupancy Tax.** Each residential vacation rental owner is required to meet the regulations and standards set forth in Chapter 4.24 of the County Code, including any required payment of transient occupancy tax for each residential vacation rental unit. Owners of vacation rentals must obtain a permit and pay transient occupancy taxes.
- Existing vs. New Permits.** There are two types of vacation rental permits, existing and new. To be considered for an existing vacation rental permit **the owner shall provide a complete application to the Planning Department within 90 days after the certification of the ordinance by the California Coastal Commission**, including evidence of payment of the applicable Transient Occupancy Tax. The benefit of obtaining an existing vacation rental permit is that no public hearing or notice of application for a permit is required. **AN APPLICATION FOR AN EXISTING VACATION RENTAL PERMIT WILL NOT BE ACCEPTED BY THE COUNTY IF SUBMITTED AFTER THE 90 DAY DEADLINE.**
- Live Oak Designated Area.** In the Live Oak Designated Area ("LODA"), a new vacation rental permit cannot be approved if 20 percent or more of the total parcels on that block are existing vacation rentals. In addition, no more than 15 percent of all of the parcels that allow residential use in the LODA may contain vacation rentals. Notwithstanding these maximums, each block in the LODA that has parcels that allow residential use may have at least one vacation rental. Staff reports that they believe that around 10% of all parcels in the LODA are vacation rentals, but this information has not been confirmed. **If eligible, owners should move quickly to apply for an existing vacation rental permit in the LODA. The 90 day deadline is all the more important for vacation rentals in the LODA.**
- Life of a Permit.** Each vacation rental permit runs with the land in perpetuity, except a vacation rental permit issued for property located within the LODA expires five (5) years from the date of issuance of the original permit.
- Revocation of Permits.** Vacation rental permits are subject to revocation as provided for in County Code Section 18.10.136. A permit may be revoked upon a finding that any term or condition of the permit has not been, or is not being complied with or that the permit has been issued or exercised in violation of any statute, law or regulation, or in a manner which creates a nuisance, or is otherwise detrimental to the public health and safety.

*Continued on Page 11*

# Legislative Watch



## What Will They Be Closing Next?

Renee Mello, Local Government Relation Chair  
[renmello@aol.com](mailto:renmello@aol.com)

In case you hadn't heard, there are plans on the table to close over 70 State Parks and Beaches due to state budget cutbacks. Those they plan on closing in Santa Cruz County include Castle Rock State Park, Santa Cruz Mission State Historical Park and Twin Lakes State Beach. In Monterey County, the effected parks and beaches include Garrapata State Park, Limekiln State Park, Moss Landing State Beach and Zmudowski State Beach. The cuts are a result of a bill Governor Brown signed into law in March that trims \$11 million from the parks budget in the fiscal year that began July 1<sup>st</sup> and \$22 million the next fiscal year.

In response, Senator Sam Blakeslee recently presented SB 356 to the Assembly Committee on Water, Parks and Wildlife. This bill would require the department, if it proposes to fully close a unit of the state park system, with no planned public access, to notify the county or city in which the unit is located. Pursuant to procedures specified in the bill, a county or city would have the opportunity to take over operations and maintenance of the unit of the state park system. The bill would require the department to enter into negotiations with a county or city that notifies the department of its intention to take over the operation and maintenance of a unit of the state park system in response to the department's notice. The bill would require an agreement entered into to include certain provisions, including a provision that would require the length of the term of the agreement to be not less than one year and not longer than 5 years, with an option to renew upon the conclusion of the agreement.

So if the local governments are willing to underwrite the expense of operating and maintaining the facility, it can remain open. If not, it will be closed.

The state budget has also affected another jewel in our crown, the Santa Cruz County Fairgrounds. Forced to become totally self-funding, the Fairgrounds has reached out to the community and has been able to flourish during this economic downturn. They are now faced with a devastating lawsuit from a few disgruntle neighbors who feel the activities of the fairgrounds hosts are disrupting their peaceful enjoyment of their property. One can't help but feel that given their way, they would close down the fairgrounds and find another use for the land. They may get their way, this lawsuit could bankrupt the Fairgrounds.

Our parks, beaches and now fairgrounds are all facing potential closure. The question I have is, what's next?



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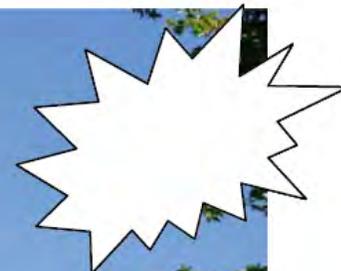
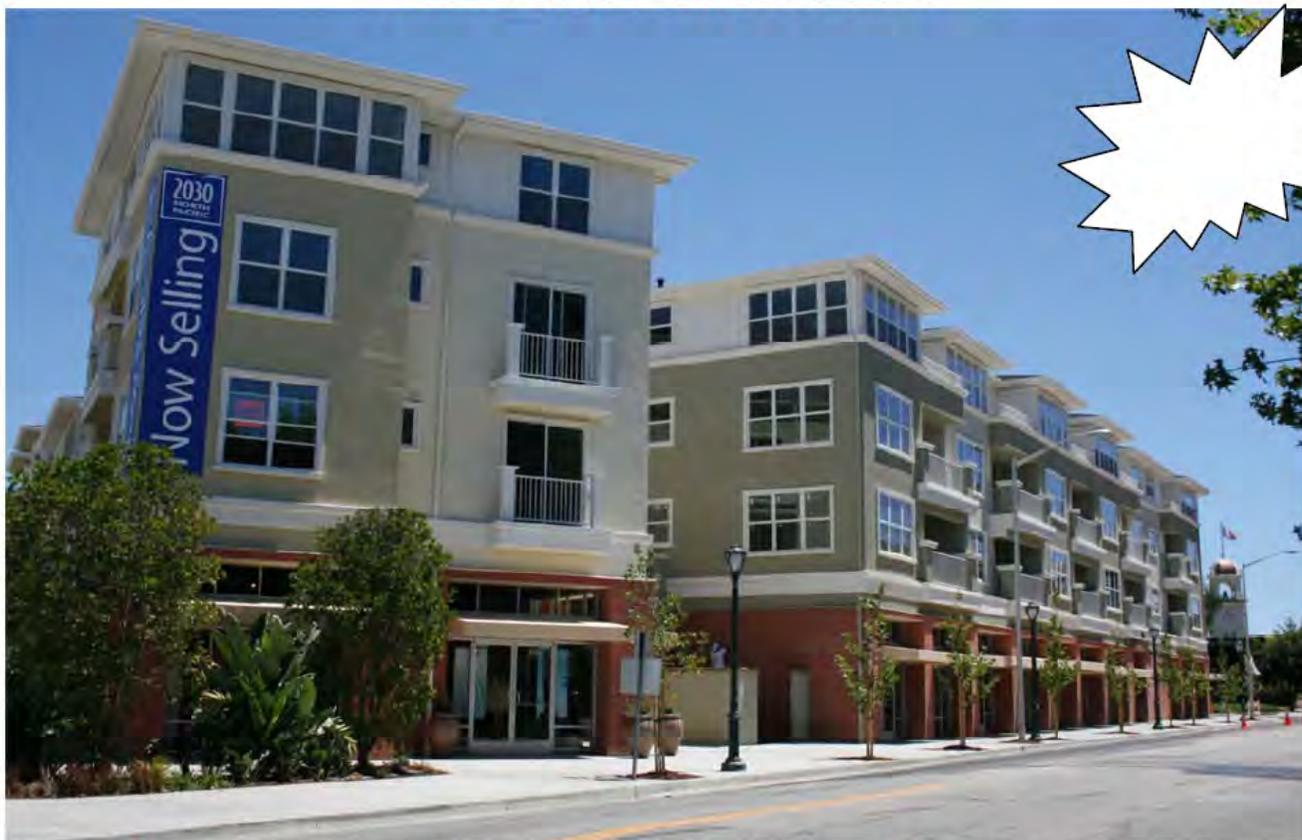
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## From the desk of Dale Gray

Government Affairs Director

### Coastal Commission Approves County Vacation Rental Ordinance

On July 13<sup>th</sup> I attended the California Coastal Commission meeting in San Rafael where the Santa Cruz County Vacation Rental Ordinance, and specific to the Live Oak District, was heard. The Coastal Commission staff gave their report supporting the ordinance. Supervisor Leopold spoke first on behalf of the County noting Capitola, Monterey and Carmel's Vacation Rental Ordinances. During the morning session five spoke in favor of the ordinance and nine spoke in opposition to the ordinance including two PowerPoint presentations in opposition. At that point the public comment period was closed. Planning Commissioner Kathleen Previsich gave the County clarification and rebuttal to some statements made by speakers.

Commissioner Mark Stone (also Santa Cruz County Supervisor) made the motion "to revoke" the ordinance. Seven of the twelve voting Commissioners commented and/or had questions of Coastal Commission staff and the Santa Cruz County staff in attendance.

In the end, the Commissioners vote was "Without objection deemed UNANIMOUSLY approved" which meant that *motion was defeated; ordinance approved!*

The most interesting comments that I heard from the Coastal Commission staff were 1) that Coastal Act policy is NOT to support commercial activity in residential areas, and 2) that the Coastal Commission staff has had quarterly meetings with Santa

Cruz County to assist in crafting an ordinance acceptable to the Commissioners, among other things, on an ongoing basis.

As a brief history, please note that representatives of the Santa Cruz County Association of REALTORS® have been involved in the process and evolution of the proposed Vacation Rental Ordinance since its inception last summer. We have attended the Housing Advisory Committee meetings and the Planning Commission meetings and have heard the public comments, pro and con. Since an ordinance of this nature greatly affected real estate and the economic well-being of Santa Cruz County, we approached consideration of an ordinance with a fair and open mind. If an ordinance was to be adopted at all, we had originally supported the Housing Advisory Committee's "simplified" version.

The version put forward from the Planning Commission for consideration still had areas of concern which we outlined to the Supervisors and strongly recommended that the County address, to no avail.

Many communities along the California Coast, and other areas like Lake Tahoe and Big Bear, have vacation rental ordinances already in place. Some are excessively restrictive. Although NO ordinance was our goal, we recognized early on that some form of ordinance was going to pass, and the involvement of the REALTOR® community certainly aided in negotiating an ordinance that most can live with. ....at least for the time being. Stay tuned though. I'm sure this is not over yet!

### Real Estate Legal Matters

Continued From Page 8

Following the revocation of a permit, no application for a permit for the same or substantially the same use on the same parcel shall be filed within one year after the date of revocation, without the prior consent of the Board of Supervisors.

**Disclosure Issues.** When selling property in the unincorporated area of the County outside of Pajaro Dunes, REALTORS® should consider disclosure issues relating to the new vacation rental ordinance. Where appropriate, it is recommended that a copy of the vacation rental ordinance be given to prospective purchasers. If requested by the purchaser, a proposed sale could be conditioned upon the issuance of a vacation rental permit. If a client has questions, they should be referred to the County Planning Department, and the County Treasurer-Tax Collector for Transient Occupancy Tax issues, to obtain more information. Most importantly, clients need to be informed of the 90 day deadline to apply for an existing vacation rental permit, because failure to do so could result in a loss of a valuable property right.

### 2012 Officers & Directors

Continued From Page 5

Carol Van Ausdal,  
Continued

Carol is excited to be a new Board Member of SCCAR and understands the importance of being involved. She loves being a part of this great community and believes it is a wonderful place to live and work. She looks forward to participating in the Association activities in order to help it grow and prosper as well as the chance to network with all the members. Carol is extremely learning based while striving to be a better trainer, mentor and real estate professional. For those of you familiar with *Surviving the Serengeti*, she is a Cheetah which 'Searches for efficiency without wasting energy'. She is a technology junkie and social media newbie, baseball enthusiast, and Baby Boomer.

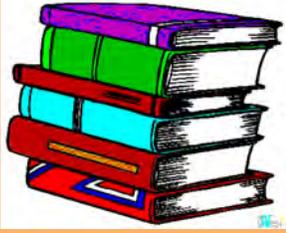
Please congratulate your new Officers and Directors for 2012 on their appointment and feel free to discuss with them any suggestions for improving the Santa Cruz County Association of REALTORS®

# SCCAR Centenary Celebration

1911

2011





## Education & Professional Development



Register Online by visiting our [Education Calendar](#) or our [Online Registration Center](#)

### [Matrix Essentials](#)

Friday, Aug. 19, 10:30 - 12 pm  
Cost: Free to SCCAR members who RSVP  
Instructor(s): MLS Listings, Inc.

This 90 minute course will provide you with the basic skill requirements for the Matrix search application. Upon completion you will have learned: Application Navigation, Inputting Search Queries, Map Search, Reporting & Results Options, Driving Directions, Adding Search Fields, Saving Searches, Emailing & Printing.

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Instructor(s): MLSSListings, Inc.

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# Kitchens That Sizzle Heat Up Buyer Interest

by Phoebe Chongchua

Most people know that location is, of course, vital in influencing a buyer's decision to make an offer. Sellers also understand that kitchens and bathrooms are high on the list of areas to check out first. But what exactly makes a kitchen sizzle?

Designer, Susan Serra who specializes in kitchens, told Realtor Mag, that kitchens are being used for more purposes these days. They're no longer enclosed by walls. In fact, the more open the kitchen is to other parts of the house, the greater chances it's liked. Kitchen walls started coming down a few decades ago. The lack of separation in the rooms in the home leads to great rooms and an easier ability to connect with family members in common spaces.

Growing trends in kitchen architecture include softer lighting, larger windows, and—here's a surprise—fewer cabinets. That doesn't mean that you can get away with very little storage space, instead it means you have to be creative.

If you're selling your home and these popular trends aren't part of your home's blueprint, not to worry... you can make your kitchen sizzle with a few simple changes.

Create a gathering space. If you have a large kitchen, consider installing or placing a portable island in it. These are very popular for a number of reasons. They're handy, useful for extra storage space, and they often become a central gathering spot at parties, especially when there's food on them. Add a few bar stools and you've got a comfy and welcoming place for guests to relax while dinner is being prepared.

Turn down the lights. Not literally, rather use lighting that's less harsh. Overhead lighting is excellent but, to create a mood, you can place accent lights in tucked-away areas that will still allow the light to shine in the kitchen. Maybe an adjoining hallway, for instance, could have a small lamp on a table or sconces on the walls. Make room. Even though some architects are taking away the cabinets, buyers still are attracted to plenty of storage space. That means sellers who don't have it, must creatively devise it. By staging your home with stand-alone cabinet furniture and displaying some kitchen items in them, you give buyers an idea of how to use the space.

You'd be surprised at how many buyers enter a home and may not have any idea about how to use a particular area/space in a house. Taking the time to show them how you've used it can help them understand how it will suit their needs, or, at the very least, spark their own ideas about using the space.

Make it comfy. Think about what makes you want to stay and visit at a friend's home. Good food and company, of course! But also, comfortable seating. Even though your furniture likely won't be sold with the house, the convenient chairs you have in your kitchen will influence the buyer's overall reaction to your kitchen and house. If the chairs are too large, don't match the design and decor, and are uncomfortable looking, they'll give the buyer a feeling of something being "just not quite right".

Comfortable chairs—even a love seat, upholstered bench or wing chair—can be very inviting. They sort of beckon buyers to take a seat, stay for a while... and if there's a plate of cookies and a cup of fresh brewed coffee, well now, the buyer just might have time to really begin to feel at home. And that, after all, is precisely what every seller wants every buyer to feel in their listed home.

*Published: January 14, 2011 in **Realty Times**. Reproduced with Permission*

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Visit her magazine website: [www.LiveFitMagazine.com](http://www.LiveFitMagazine.com).

*Phoebe's articles, feature stories, and columns appear in various publications including The Coast News, Del Mar Village Voice, Rancho Santa Fe Review, and Today's Local News in San Diego, as well as numerous Internet sites. She holds a California real estate license. Phoebe worked for KGTV/10News in San Diego as a Newscaster, Reporter and Community Affairs Specialist for more than a decade. Phoebe's writing is also featured in Donald Trump's book: The Best Real Estate Advice I Ever Received and The Complete Idiot's Guide to Buying Foreclosures.*

*She is the author of If the Trash Stinks, TAKE IT OUT! 14 Worryless Principles for Your Success.*

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## Affiliate News

*Dennis Spencer*  
**WIN Home Inspection Santa Cruz**  
[dspencer@wini.com](mailto:dspencer@wini.com)



## Affiliate Spotlight

### It's Official! It's Summer!

Do you know how I know? Well, the traffic from all those people coming to enjoy the sights and sounds of Santa Cruz is one clue, the swarms of beachgoers is another. The Aptos 4<sup>th</sup> of July Parade certainly makes it official, but, there is one more summer event that truly signals that we're in the middle of my favorite time of year. And that is the Santa Cruz County Association of REALTORS® Housing Foundation's Sip of Summer event to be held at Bargetto Winery on Tuesday, August 2nd from 5 to 7pm.

Every year some selfless volunteers organize this wonderful event for the benefit of the Housing Foundation. The money raised is used to help first time homebuyers cover some of the closing cost expenses involved when purchasing a home. It's a win/win for the home buyers, REALTORS®, escrow companies, home inspectors, insurance providers, home improvement centers, tax collectors..... You get the idea! The sale of a house puts a lot of money into our local economy and makes for a better community.

This years event will have live music by **Mabie, Maybe Not**, great wine tasting from Bargetto's, tasty appetizers and desserts provided by SCCAR Affiliates, and a host of fun people to hang with. Tickets are \$15.00 in advance when purchased online at [www.scaorhf.org/sipofsummer](http://www.scaorhf.org/sipofsummer), and \$20 at the door. Admission includes one full pour of Bargetto's finest, appetizers, and live music. Bargetto's is a beautiful setting located at 3535 North Main Street, Soquel.

So for all of you REALTORS® that enjoy great company, fine wine, beautiful scenery, and tasty appetizers come join us. And remember supporting the Housing Foundation supports the real estate industry and our local community. And, for those of us that are Affiliates of the Association, this is a great opportunity to spend some quality time with agents and get to know them on a different level. And finally, for those who are not part of the real estate industry, come join us in supporting our community while enjoying some great wine.



*Sarah Malone, CES*  
**Certified 1031**  
**Exchange Specialist**  
**Senior Account**  
**Manager**



Sarah Malone now represents Investment Property Exchange Services and Fidelity National Home Warranty. As a 25 year veteran of the real estate industry, she has developed client relationships that can benefit from the products and services both companies provide. Sarah combines her previous 12 years' experience as Vice President, Regional Manager for a national 1031 exchange company with her current role representing Fidelity National Home Warranty to the real estate community".

"I am thrilled I can continue to provide 1031 exchange expertise while introducing and growing the brand for Fidelity National Home Warranty. Both companies took a very creative approach to this concept which will allow me to utilize all my skills and experience. IPX 1031 Exchange and Fidelity National Home Warranty have demonstrated the ability to identify a unique opportunity and allow me to add even more value to better serve the real estate community, and for that I am especially grateful." says Sarah.

*IPX 1031 Exchange, Fidelity National Home Warranty, Chicago Title Company and Fidelity National Title Company are subsidiaries of Fidelity National Financial, Inc. Company,(FNF).*

### Convert Websites to PDFs

Web pages are often a vehicle for text. But Web page layout and graphics can enhance the text. What do you do if you want to preserve such a Web page?

You could print it, but that uses paper. Plus, it can get ruined or lost. Most browsers have an option to save the page. But that doesn't always get everything on the page.

Instead, turn the Web page into a PDF using PDFCrowd. It will capture the page exactly as it appears. Of course, PDF files are easy to view and store.

Just enter the Web page link into the blank. Then click Convert to PDF. The site instantly creates a downloadable PDF. It is a great alternative to printing. You can also save Web pages for reading when the Internet isn't available.

Creating a basic PDF doesn't require an account. You can create a free account, however, to get more options. That includes modifying page size, what is captured and adding security.

[CLICK HERE TO VISIT: pdfcrowd.com](http://pdfcrowd.com)

# SCCAR - August 2011

SUN	MON	TUE	WED	THU	FRI	SAT
	1 Events Committee 11 am	2 <a href="#">Sip of Summer</a> <b>Bargetto Winery</b> 5-7 pm 	3 Budget & Finance Meeting 8:30 am	4 <a href="#">Tour Marketing Mtg.</a> 8:30 - 9 am	5 LGR Committee 8:30 am	6
7	8 Affiliate Meeting 8:30 am	9 SCAORHF BOD Mtg. 2:30 pm	10 Broker Meeting 1-2:30  HF Fundraising 1:15 pm	11 <a href="#">Tour Marketing Mtg.</a> 8:30 - 9 am	12	13
14	15 Education Meeting 9:30 am	16 ATOSC Meeting 2:30 pm	17 <a href="#">Blood Drive</a>  Church of Latter Day Saints.	18 <a href="#">Tour Marketing Mtg.</a> 8:30 - 9 am	19 <a href="#">Matrix Essentials</a> 10:30 am—12pm  <a href="#">Mastering Matrix</a> 1—2:30 pm	20
21	22	23	24	25 <a href="#">Tour Marketing Mtg.</a> 8:30 - 9 am	26	27
28	29	30	31 Budget & Finance Meeting 8:30 am			



## NEW MEMBERS JULY 2011

<p><b>REALTOR® MEMBERS</b></p> <p><b>Bailey Properties, Inc</b> Debbie Foster Doug Heisinger</p> <p><b>California Dreaming RE</b> Patti Tate</p> <p><b>Century 21 Lad Realty</b> Kelly Raye Knobbe Holland MacLaurie Jessica Trousdale Mark Wise</p>	<p><b>Century 21 Showcase REALTORS®</b> Roxanne Quilici</p> <p><b>Coldwell Banker Residential Brokerage</b> Elizabeth “Libby” Greer Donna Zigmund</p> <p><b>David Lyng RE</b> Tom Clarke</p> <p><b>Lighthouse Realty</b> Samuel Bird-Robinson</p>	<p><b>Pacific Union International</b> Michael Reardon</p> <p><b>REsale</b> Nathan Miller</p> <p><b>AFFILIATE MEMBERS</b></p> <p><b>Wells Fargo</b> Samia Sadedeem</p> <p><b>Old Republic Title Co.</b> Brigid Heath Matt Jacobs</p>
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