



Be Sure to Vote on Tuesday November 8th

Three tax measures will be before Watsonville voters on November 8: changes to existing Utility User and Transient Occupancy Taxes and a new Cannabis Tax.

The Utility Use Tax reduces the tax on telecommunications and video from 6% to 5.5%, adds wireless updating the current Utility User Tax so that all taxpayers are treated the same regardless of which technology they use. The current tax was adopted in 1989 (almost 30 years ago). A lot has changed since then. The tax on energy is unchanged except low income persons are exempt. The Utility User Tax helps pay for police, fire protection, youth programs, parks and recreation.

A second tax change measure is a one percent increase in the City's Transient Occupancy (Hotel) Tax. This measure will increase the Watsonville hotel room tax from ten percent to eleven percent to match the tax paid in the County and nearby cities. Again, this tax helps pay for police, fire protection, youth programs, parks and recreation

The third tax measure is a tax on cannabis cultivation businesses. The City Council



adopted an ordinance on June 19th to place this cannabis business tax before the voters. This measure will impose a tax on not more than 10% on gross receipts from cannabis sales, 2.5% tax on gross receipts from the sale of cannabis products, and \$20 per square foot tax on cannabis cultivation areas. The proposed tax will help offset the impact that cannabis business is expected to have on the community, and pay the cost to manage permits and enforce the medical cannabis ordinance.

Go to the City's website for information on all these three measures. Also check out the County Election Website www.votescount.com.

Managing Graffiti in Watsonville



Every summer, good weather and school vacation bring a rise to graffiti that overwhelms our City resources. The City of Watsonville's Graffiti Abatement Program is led by one very dedicated Public Works employee. Rex Rackley has been in charge of the daunting task of cleaning up graffiti all over town for the last 14 years.

Several City Departments are actively involved in efforts to remove graffiti in our City. Police, Public Works, Parks, and Neighborhood Services provide graffiti outreach. These departments work with businesses, neighborhood groups, youth groups, first time

offenders, high schools targeting at-risk youth to educate and clean areas of town that have been targeted with graffiti. Rex is continuously removing graffiti from public property such as parks, bridges, street signs and other structures. But often the graffiti is back overnight.

YOU can help with graffiti!

- Clean up graffiti on your property within 48 hours to deter repeat vandalism.
- Install motion-activated lights around your building.
- Report graffiti in your neighborhood by calling 768-3133.
- Teach your children that graffiti vandalism is illegal.
- Deter graffiti with murals.
- Call 911 to report graffiti vandalism in action.

The City would like to thank businesses and residents that have participated in the Graffiti Abatement Program. Together we can all do our part to keep Watsonville beautiful.

Keeping Up with Watsonville

WOW - Wings Over Watsonville Fly-in – Saturday, September 3, 2016 at Watsonville Municipal Airport from 8:00 a.m. to 6:00 p.m. The fun begins on Friday, September 2nd at 5:00 p.m. with aircraft arrivals and at 7:00 p.m. a kid's movie night featuring Disney's "Up". For more information call 768-3575.



Coastal Cleanup Day – September 17th. Keep Watsonville clean and beautiful by participating! Cleanup materials will be provided. For more information contact Neighborhood Services at 763-5678.

Monterey Bay Birding Festival - September 23-25, 2016 – Field trips, speakers and much more. Visit their website for additional details: www.montereybaybirding.org

Family Days/Birding Festival: September 24th & 25th – Enjoy the family bird watching and exploration walks. For more information call 768-1622.

2016 City Council Members

Mayor

Felipe Hernandez, District 1 -- 768-3001

Mayor Pro Tempore

Karina Cervantez, District 2 -- 768-3002

Council Members

Lowell Hurst, District 3 -- 768-3003

Jimmy Dutra, District 4 -- 768-3004

Rebecca J. Garcia, District 5 -- 768-3005

Trina Coffman-Gomez, District 6 -- 768-3006

Dr. Nancy A. Bilicich, District 7 -- 768-3007

Your City Directory

Police (Records)	768-3370
Mayor Felipe Hernandez	768-3001
City Council	768-3008
City Manager	768-3010
Library (Main Branch)	768-3400
Parks & Community Services	768-3240
Permits	768-3050
Utility Bill Payments	768-3455
Water/Garbage	768-3133