



## New Leaders Join the City of Watsonville

The City of Watsonville recently filled two of its critical management positions. Matt Huffaker was named Assistant City Manager and David Honda was sworn in as the new Police Chief. These two new City officials have joined our City in an unprecedented period of investment and growth.

Huffaker brings a passion for finding new and innovative ways that local governments can better serve their communities. He has a decade of experience in council, intergovernmental relations, economic development, budget, capital project planning, policy development, strategic planning, workforce development, safety and risk management. Before joining the City of Watsonville, Huffaker served as the Deputy City Manager for the City of Walnut Creek. "Watsonville is such a dynamic community with a rich history and a big heart," Huffaker said. "I'm thrilled to join a city that sets such a high bar."

Police Chief David Honda comes to Watsonville after working 25 years in law enforcement. His experience spans across virtually every aspect of policing including: administration, patrol, special operations, robbery unit, training

division, police academy, SWAT team, among other roles. Most recently he served as Police Captain for the City of San Jose. "I love this city," Honda said. "It's rich in its diversity and its resilience is beyond comparison. To be effective, we need to lean on our greatest asset — and that asset is the community in which we serve. I promise to always continue to strengthen that relationship."



Left to right: David Honda and Matt Huffaker

Both Huffaker and Honda have already spent a tremendous amount of time and energy working to make Watsonville a better place to live, work and play. They are truly committed to building a stronger community.

## Police Department Receives New Grant



The Department of Alcoholic Beverage Control (ABC) has awarded a \$54,301 grant to the Watsonville Police Department for a period of one year. The funds will be used for the reduction of alcohol-related issues in the City and will target those licensed outlets that cause alcohol-related crimes. The Watsonville Police Department in partnership with ABC will use strategic approaches to eliminate crime and public nuisance problems associated with alcoholic beverage outlets, conduct minor decoy and shoulder tap operations and provide trainings on alcohol related issues.

The Police Department is planning the following activities in order to meet the goals set by the grant:

- Target problematic ABC licensed establishments
- Provide Licensee Education on Alcohol and Drugs (LEAD) trainings
- Conduct minor decoy and shoulder tap operations
- Provide trainings on alcohol related issues
- Coordinate "Informed Merchants Preventing Alcohol-Related Crimes and Tendencies" (IMPACT) operations

The Watsonville Police Department will encourage community participation in the IMPACT and LEAD trainings which are preventative and educational programs that are essential for the success of the grant. To learn more about the ABC Grant, please contact Sgt. David Rodriguez at (831) 768-3385.

## Keeping Up with Watsonville

**Report Abandoned Shopping Carts & Graffiti** - If you see abandoned shopping carts and graffiti, please report it by emailing a picture to Customer Service at [customerservice@cityofwatsonville.org](mailto:customerservice@cityofwatsonville.org) or call them at 768-3133 and provide a location and description.

**Help Keep Watsonville Clean & Beautiful** - Beautification starts with all of us and we need your assistance. It is the responsibility of each resident to remove weeds in the sidewalks, gutters and streets in front of their properties. Together we can keep Watsonville clean and beautiful. Small things do matter and you can and do make a difference!



**Watsonville Art Walk Celebration:** This art exhibit opened on Friday, September 16, 2016. Enjoy an art tour strolling through downtown Watsonville. Several downtown businesses are exhibiting 26 banners of contemporary Latino Art with narratives created by high school students. Don't miss it!



**Be S.A.F.E. on Halloween** - Swords, knives, and similar costume accessories should be short, soft,

and flexible. Avoid trick-or-treating alone. Walk in groups or with a trusted adult. Fasten reflective tape to costumes and bags to help drivers see you.

Examine all treats for choking hazards and tampering before eating them.

## 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