

Seacliff Improvement Association

Summer Newsletter 2010

Sale\$ and Deal\$ Galore at the Flea Market

By Deb Murray

Everyone took home a treasure from our biggest fundraiser of the year. Our net sales were \$1,667.20! We couldn't have done it without our hardworking and dedicated volunteers (listed below). The Friday crew spent the day receiving, retrieving, sorting and pricing your generous donations. The Saturday crew showed up early and ready to help shoppers hunt for everything from clothes and collectibles to furniture, books, movies and toys. The cleanup crew finished the sales day by sweeping up, breaking down and returning the space to parking.

Thank you!

Dave Boggini
Sally Boggini
Madeline Britton
Paula Burklin
Patti Camarillo
Mona Daniels
Darryl Dill
Rebecca Downing
Bill Eaton
Steve Gibbs
Mary Gibbs
Becky Glikbarg
Ben Glikbarg
Teri Handzel
Scott Kimmel
Olivia Kimmel
Kristin Klaas
Margaret Kotsi



The price is right for early shoppers...



All this furniture... ready to find new homes!

Thank you!

Linda Langford
Lynda Langridge
Joey Lighthill
Jean Mariner
Dustin McKennan
Olivia McNary
Kate Minott
Ireland Murray
Cheri Nilsson
Patty Norton
Rachel Ramirez
Brian Serpa
Sandy Serpa
Lila Stiener
Nancy Thall
Judith Weigand
Ray Wolfe
Lou Wolfe

It's Your Turn to Shine!

There is no getting around it. Volunteers are what make this association succeed. Many of the folks listed above (and more) have spent years pulling weeds, picking up trash, organizing fundraisers and other events, and working as committee chairs and directors of our board. If we are to continue this important work, we need you. Seacliff residents have amazing talents and skills that can help our community shine. If you want to make things happen here, you can do two things:

- 1) Join our board of directors. Elections are in September for the next term (2012-2014).
- 2) Let us know you want to help. Our recent survey showed the members value this group's work. It only happens with your help.

Send us an email to tell us how you can help this organization thrive. We look forward to putting you to work!

info@seacliffimprovement.org

Beautification Committee

Welcomes Summer!

Niki Derby

In June, the Beautification Committee members awarded four homes a \$25 Hidden Gardens Nursery gift certificate, a sign for their yard, and many thanks for making our Seacliff community a little more beautiful. So many homeowners deserve to win . . . it's a hard choice to pick just four homes. But the committee is at it again! They are in the process of choosing four more of their favorites as this is written. Keep up the good work all you gardeners! We appreciate all your efforts.



Linda and John Richter at 201 El Camino del Mar recently retired to Seacliff from Redwood City. While most of the yard was previously landscaped, they continue to add mostly native and low maintenance plants to their corner lot. They've painted the outside block wall and are now starting to remodel the inside of their home.



Margaret Kotsi at 623 Cedar has lived in her beach home for 35 years and has witnessed a lot of changes to our community. Margaret is a painter and a very active volunteer for the association. Her garden is always lovely through her constant care. She also recently had the outside of her house painted a new color. Her new puppy, Tag (short for Tag-along) keeps her busy but is great company.



Esther and Terry Maxey at 329 Park are relatively new to Seacliff, having bought their home a year ago. The house is just three years old, but they have added and replaced plants and built gates. Esther is retired, but Terry consults for utility companies, both domestic and abroad. They really enjoy our community and have made many new friends. Esther joined the Beautification Committee this year and had fun nominating and voting for homes.



Mary and Scot Rysdale at 214 Poplar have lived in their home since 1995, continuing to improve it each year. Scot works for Jerry Allison Landscaping and Mary works for Big Creek Lumber. The fence they installed about 1-1/2 years ago highlights everything else they have done . . . including a bocce ball court, artificial turf where they play croquet, a Pin Oak tree that is being bent and fashioned into a bench and lots of perennials.

When Disaster Strikes...CERT is on the Job

Mary Edmund

In August, Seacliff residents participated in the “Dangers in Paradise” Civilian Emergency Response Team (CERT) refresher training. CERT members Mona Daniels, Don Gladstone, Steven Gibbs, Ron Joseph and I gained confidence in our role to help the Seacliff community in the event of a disaster.

Following a major disaster, people who provide fire and medical services may not be available. Factors as number of victims, communication failures, and road blockages will prevent people from accessing emergency services they have come to expect. CERT is designed to help neighborhoods prepare for effective disaster/emergency response through training and pre-planning.

The training covers basic skills that are important to know when emergency services may not be immediately available. Program material covers earthquakes, fires, floods, hazardous incidents and other general life-threatening situations. Training lasts about 20 hours, divided over six evenings. The training increases one’s ability to safely help themselves, family and neighbors.

Contact Mary Edmund at: 475-2633 or email: medmund4@yahoo.com to sign up for CERT classes. I will let you know when classes are scheduled this fall.



SIA President, Mona Daniels, tests her fire extinguishing skills at a recent CERT refresher day.

Townhomes on the Horizon; Park to Follow?

Rebecca Downing

Development of the Canterbury Park Town homes, at the corner of Searidge and Canterbury Drives, is moving forward with ground breaking planned for nineteen, 2, 3 and 4 bedroom units in mid-late October. According to Dick Kempke of South County Housing, building materials will meet newer, greener standards for construction including permeable parking and, with the county’s support, solar electric panels that will generate as much as 50% of required electricity. Expect to see the adjacent land, our future park, full of building materials for several months since it will be used for staging the construction. When construction is complete, the park land will have storm drains and a sanitary sewer line thanks to a partnership agreement between Santa Cruz County and South County Housing. This work is vital for the park which greatly contributes to the cost of its development.

Even greater is the cost of the land itself. Cristina James, who is the county park planner assigned to this project, stated that because of the incredible effort of Seacliff groups, the land has been forever

preserved for our community. This work was conducted by the following organizations: SNAP (Seacliff Needs A Park) who raised the neighborhood’s call for a community park and worked diligently for several years to bring the issue to special election, RFSP (Residents for Seacliff Park) who promoted the creation of a park for the election, and the Seacliff Improvement Association who supported both groups in their efforts. These groups caused the county to find creative ways, because of budget constraints, to pay for the park land.

The park’s design development documents are 75% complete so the department’s goal, according to James, is to submit to the Design Review Group plan this year. This is the first step to securing a development permit. The drawings will be routed to the agencies and departments that will need to review and approve any permit application. This includes organizations such as the Coastal Commission, and the Soquel Creek Water District. The review shapes the planning process, costs and length of time for park development. The review also shortens the entire process because the park department learns from these groups what they require before the application for permit is submitted. This all sounds rather complicated but proper advance planning will accelerate the creation of a park for Seacliff residents to enjoy.

Barbara McGee- Seacliff Board Member and Advocate Remembered

Adele Eberhart

In June, the Seacliff community said goodbye to a longtime SIA Board member and full time resident of 40 years, Barbara McGee. Barbara was known for her friendly smile, lively spirit and dedication to the neighborhood.



She loved to wave at neighbors and visitors as they passed by her roses near the bluff along E. Seacliff Dr. She felt so lucky to live here in the home built by the family in 1948.

Barbara became active on the SIA board in the early 1970s. She carefully built SIA membership by greeting homeowners as they arrived, briefing them on community issues, collecting their first membership and following up to assure annual renewals. Barbara helped build the treasury while stretching every dollar with pro-bono expertise, sweat equity and community action. In the early 1990s, Barbara served as President of SIA then Chair of Council of Improvement Associations for the Aptos regional group as well as a Soquel Creek Water District future vision planner.

Her contributions to our community helped shape Seacliff and we will always be grateful for her work on behalf of its residents.

Summer On the Bluff

Mary Gibbs



We have two areas of native restoration at the edge of the overflow parking area at Seacliff State Beach. Currently our first planted plot is in pretty good condition since the last weeding. Some weed whacking is being conducted this month to clear the remaining weeds and pathways. This plot is doing well and will probably not need work until late fall or early winter.

Our second plot was mowed in late May and will require another weeding or mowing before winter. This plot is much larger than our initial area and will require more mowing, weeding, raking and possibly some plant replacement next spring. Generally, the natives are establishing themselves and seem to be surviving with little care.

The Clock is Running for Poor Clares

Bill Eaton

One year ago, our community was in the midst of an enthusiastic battle to keep the entrance to Seacliff from becoming permanently gridlocked by high density development at our doorstep. Now, a year later, we are still waiting for the slowly turning wheels of justice. Although no date has been set by the Coastal Commission to rule on the rezoning of the Poor Clares property, current home of The Coastlands Church, there are only two meetings left for the commission to make a decision. Because Coastal Commission staff was granted a one-year extension last fall to prepare a report for the commissioners prior to ruling, the new deadline for it is October 21, 2010. Our court case will likely be heard even later than October so we continue to raise funds for the growing legal costs. Meanwhile we monitor both the court schedule and the Coastal Commission calendar. The Seacliff neighbors only need to prevail at one of these hearings for the land to retain the zoning that is part of the Seacliff Village Plan. Our legal case is strong and needs your financial support so please contact us to contribute at:

info@seacliffimprovement.org

To read more about the rezoning of the Poor Clare property in our Summer 2009 newsletter visit: <http://www.seacliffimprovement.org/wp-content/uploads/2009/09/SIA-09-summer-web1.pdf>

For more information about the Seacliff Village Plan visit:

<http://www.sccoplanning.com/pdf/policy/svp.pdf>

Graffiti Be Gone!

Sergeant Robin Mitchell

The Sheriff's Office Community Policing team from the Aptos Service Center has teamed up with the Graffiti Removal Project (GRP) to address the estimated \$1,000,000+ in damage caused every year by graffiti. This amount includes

damage to government agencies and city/County property and not the damage to private businesses or citizens. Because of very successful efforts in combating graffiti in the last 18 months, we have obtained numerous convictions in court. The suspects are ordered to complete community service specific to graffiti cleanup. Due to the high number of convictions, GRP is unable to supervise all of the vandals so the Aptos Service Center has started to assist with the monitoring.

Graffiti is a significant problem in Aptos so the abatement efforts in this area help track new graffiti. Working with the convicted vandals has provided mentoring opportunities and the vandals get a better understanding of the hardships their crimes cause the community. As a result, we have seen a significant decrease in graffiti in the entire county, particularly in Aptos. The railroad tracks corridor is regularly abated and taggers are not returning as often since they know their graffiti will be covered quickly. We are also regularly abating the various tunnels and bridges in the Aptos area which have historically been target of vandals. If there is a particular area the Seacliff Community is still concerned with in regards to graffiti, please let me know. You can reach me at the Aptos Service Center at 662-0690.



Make Your Voice Heard

Put your talents and experience to work for our community! Santa Cruz County has openings on two different county commissions:

- ✚ The Art Commission advises and makes recommendations to the board of supervisors and the parks, open space and cultural services staff on all matters relating to the encouragement and coordination of artistic and cultural affairs within the county for the benefit of county residents. This includes development of procedures to identify areas of greatest need and preparation of annual recommendations regarding specific courses of action and priorities for county involvement in the arts. Additionally, the commission solicits public, community and private financial and non-financial resources for support of artistic and cultural programs and reviews, evaluates and selects art programs and proposals.
- ✚ The recently established Artificial Turf Task Force will assess the general health and environmental impacts of artificial turf. The task force will not be looking at issues specific to installing turf at any particular park but will conduct public meetings to discuss issues related to artificial turf including: a review of recent research and evidence on the environmental, health, and social impacts of play fields.

A complete description of the two commissions can be found at:
<http://sccounty04.co.santa-cruz.ca.us/bds/comms/vacancies.htm>

If you are interested in serving on one of these commissions, you may apply online at http://sccounty04.co.santa-cruz.ca.us/bds/comms/appt_instructions.html

The Ramada Rises Again!

Kirk Lingenfelter, California State Parks

Sector Superintendent

Seacliff State Beach is very excited about the Ramada re-construction project. We were fearful that it would be lost forever after it burned down several years ago. We were able to purchase the raw materials some time ago but were not successful in finding a contractor that could rebuild it with our available funding. State Parks was finally able to contract with a local builder and hopefully the Ramada will be finished and ready for events in the next several weeks.



The new Ramada rises near the Visitor Center.

Welcome New Members!

Cliff and Terry Bowen

Carl and Victoria Cull

Gary Evans

Bernard Gregoris and

Martha Johnson

Scott and Colleen Kimmel

Michael and Cynthia Kurtz

Sam and Kathryn Nicolino

Cathy Patton

Ione Victoria of Paradise Interior

Design

*We thank all 301 members
for your continued support!*

Community Contacts

Sheriff's Sub-Station Rancho Del Mar Center	Sergeant Robin Mitchell	662-0690
Abandoned Vehicle Abatement Desk	(need location, color, make, model & license plate)	454-3139
Aptos/LaSelva Fire District	Fire Chief, Tom Crosser	685-6690
Santa Cruz County Offices 701 Ocean St., Santa Cruz, 95060	2nd District Supervisor, Ellen Pirie	454-2200
	Sector Superintendent, Pajaro Coast Sector - Kirk Lingenfelter	429-2881
California State Parks	Seacliff Supervising Ranger - Kevin Best (dogs off-leash, dead animals, etc.)	685-6442
	Seacliff Park Maintenance Supervisor - Jeffrey Long	475-0164
Aptos Chamber of Commerce	Executive Director, John Hibble Executive Director, Karen Hibble	688-1467
Graffiti Abatement Project	Sara Winterburn	427-0462

Treasurer's Report

Bill Eaton

January 1, 2010 – June 30, 2010

BEGINNING CASH BALANCE	\$6,621.21
INCOME:	
Interest earned	1.00
Donations	108.28
Membership	1,925.00
Advertising	295.00
Flea Market	2,316.79
Other Income	20.00
TOTAL INCOME	4,666.07

EXPENSES:

Web Host and Domain	107.40
Newsletter Printing	484.44
Newsletter Publishing	200.00
Postage	22.00
Upper Bluff Maintenance	77.18
Mini-Park Maintenance	153.58
Park Strip Maintenance	250.00
Flea Market Expenses	623.69
Other Expenses	352.74
TOTAL EXPENSES	2,271.03

ENDING CASH BALANCE \$9,016.25

APTOS-CREEKSIDE PET HOSPITAL



NAOMI KIRSCHENBAUM, DVM
SARAH HAWKLYN, DVM
GEORGE R. HALL, DVM **MARY F. SIRI, DVM**

- ◆ FULL MEDICAL, SURGICAL AND DENTAL CARE FOR DOGS, CATS, RABBITS AND OTHER SPECIES
- ◆ PUPPY AND KITTEN PACKAGES
- ◆ PRESCRIPTION DIETS

831-688-4242
 10404 SOQUEL DRIVE
 APTOS, CA 95003
 LOCATED OFF FREEDOM BLVD, NEAR THE CHP OFFICE
<http://aptos-creeksidepets.com/>

MON – FRI	SATURDAYS
8:00 – 6:00	8:00 – 2:00

SEEN ANY GOOD MOVIES LATELY? FREE MOVIE SPECIAL

Rent one new release (1 day), get two 5-day rentals **FREE** with this ad. **OR.** . .rent five 5-day rentals for just \$5.

Local ownership: Not a chain store - just your main video store for old fashioned, friendly customer service. **DVD** and **VHS** available. We'll gladly reserve your favorite film. Just call!

Seacliff Video

Corner of Center & State Park Dr. in Aptos
(831) 688-3437

A local tradition for over 45 Years



(831) 688-4848
Reservations appreciated

MANUEL'S

A MEXICAN RESTAURANT

Family owned and operated since 1965
Eat in or Take Out

CLASSIC MEXICAN CUISINE

Open every day 11:30 am - Midnight (Sunday 11 PM)
261 Center Avenue, Aptos
At the Seacliff Beach entrance

Delicious, Affordable Lunch. Cozy Dinner, Full Bar

The Wholesale House

Since 1971 in Seacliff Beach

Tues - Fri 10:00-5:00
Sat 10:00-3:00
Closed Sun - Mon

232 Santa Cruz Avenue
Aptos, California 95003

Tel **831.688.6485**
Fax 831.688.6474

Visit our website today:

<http://www.seacliffimprovement.org/>

Questions? Comments?

Write to us at:

info@seacliffimprovement.org

Seacliff Improvement Association
Membership Application/Renewal
Annual Dues are \$15.00 (January—December)



Name(s): _____

Seacliff Address: _____ State: _____ Zip: _____

Mailing Address if different: _____ State: _____ Zip: _____

Telephone Number: (_____) _____

E-mail Address (for SIA alerts & notification): _____

Please send my Quarterly Newsletter by E-mail: (check here)

The SIA does not give out membership lists or phone numbers except to a fellow member for valid membership purposes. If this policy does not provide sufficient privacy, please check either of the two choices following:

Consult me before giving out my address or phone number to any SIA member

Do not give out my address or phone number to any SIA member

Please sign me up to volunteer for:

Annual Flea Market Donations/Setup/Sales

Maintaining Gardens

Community Emergency Response Team

Seacliff Beach Upper Bluff Restoration

===== ✂ ===== ✂ ===== ✂ ===== ✂ =====

Please include your check and mail to: Seacliff Improvement Association, P.O. Box 533, Aptos, CA 95001

Save the Date: October 23rd!
SIA Membership Annual Dinner
Invitations will be mailed soon...