



*Announcing our 2021 Second Quarter Meeting*

## **Seacliff Ice Cream Social**

**Saturday, June 26, 2021 - 2 pm**

**Seacliff Village Neighborhood Park**

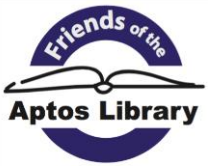
**At the corner of Sea Ridge, Canterbury and McGregor Drives**



Following the county guidelines for masking and distancing, join us at 2 pm for our 2nd Quarter Membership gathering at Seacliff Village Neighborhood Park, located at the corner of Canterbury and McGregor Drives.

Bring your kids and dogs (on leash), Share a scoop with your neighbors, meet representatives from local organizations, and the SIA board of directors. Learn about our association including the announcement of our 2021 Beautification Awards, SIA activities, and the progress of issues that are important to our members and Seacliff Village.

Ice Cream generously provided by Marianne's!



### **Exploring Alternatives to our 2021 Annual Dinner**

Due to the uncertainty of the COVID situation and the potential for future, albeit unwelcome restrictions, the board is opting out of our traditional annual dinner for 2021.

We still hope to gather together this Fall in a group setting that provides for more flexibility than the commitments required by our previous dinner venues.

We invite you to send us suggestions for a gathering that we may consider as the board plans our 4<sup>th</sup> quarter membership meeting. We hope to finalize an event this summer so write to us at:

[info@seacliffimprovement.org](mailto:info@seacliffimprovement.org)



## Addressing Fireworks in our Neighborhoods and at our Beaches

Zach Friend  
Second District Supervisor  
County of Santa Cruz

With Memorial Day and the unofficial start of summer, the number of complaints for fireworks and other explosives begin to increase. This year it seems the level and type of explosive firework has become even more sophisticated.

While this issue is not unique to our area, it nonetheless has a lot of impacts on Seacliff and our local beaches. The largest number of complaints are received around July 4th with the majority of calls from the coastal areas of our district including Rio Del Mar, Seacliff, and La Selva Beach. The exact location of the discharge is often difficult to pinpoint, as the sound reverberates throughout the coastal area, but there are some known hotspot locations on state and some county beaches in the unincorporated area.

Over the last few years, the Sheriff's Office, State Parks, and others have tried different enforcement approaches while the County has done significant educational and paid advertising outreach to address the issue. Some of this enforcement, specifically along the coast, has caused concerns about increased fireworks activity in the more rural areas. Others believed that when the enforcement is most directed there is a decline in activity along the coast. Some have contacted my office to express concern about the usage of law enforcement resources for fireworks in general, believing this is a low priority issue.

The County's position has been that because fireworks, even safe and sane fireworks, are illegal within the unincorporated area, there should be enforcement on this issue. Realistically, there are significant barriers to effective enforcement: the difficulty in pinpointing the exact location of the discharge, the delay between the report and arrival of law enforcement; people often leave the scene after discharging them, call prioritization; if there are other active calls that officers are on then they will not be able to respond immediately, and more. Nevertheless, the County is still committed to helping to reduce these incidents.

Fireworks and some of the noise-based explosives are sold legally in neighboring jurisdictions, often brought illegally into our community then fired off on the beaches, in the neighborhoods and even along the rail corridor and at local parks. Over the last few years, the County has increased the fines for fireworks. Fireworks violations are subject to triple fines on July 4th, which means a citation can cost well over \$1,000 after court costs are added. Additionally, working with local community groups and the Sheriff's Office the County adopted a set of policies and approaches a few years ago that are still in place today including: improved enforcement tools, local education, and outreach to neighboring jurisdictions that sell fireworks. County measures include:

- ◆ Making triple fines for fireworks permanent on July 4th and other holidays; possession of fireworks will cost you well over \$1000 in fines and court costs.
- ◆ Producing public service announcements and other media outreach to local and regional media outlets about enforcement plans and the danger of fireworks before the summer including paid media purchases on social media.

- ◆ Expanding digital signage about enforcement near hot spot neighborhoods.
- ◆ Working with 9-1-1 dispatchers regarding how these calls are handled and to educate callers about the best information to provide to ensure proper enforcement
- ◆ Educating vacation rental owners about illegal fireworks and the associated consequences including letters to all vacation rental owners to provide to renters informing them of the regulations. Vacation rental owners can lose their permit over violations.
- ◆ Increasing police patrols.
- ◆ Sending letters to neighboring jurisdictions that sell fireworks encouraging them to partner with us regarding the impacts in the unincorporated county areas.
- ◆ Coordinating between Central Fire, Sheriff's Office and State Parks for improved and increased education and enforcement during July 4th and other peak times.



Illegal fireworks activity will continue but the goal is that this approach have a positive impact on its causes. As always, I would love to hear your thoughts. Feel free to call me at 454-2200 with your questions and comments.

## A Seacliff Farewell

Patrick Mulhearn  
 Second District Analyst, County of Santa Cruz



It's been a wonderful eight years, but all good things eventually come to an end.

I'm Patrick Mulhearn and you may remember me from SIA meetings at the Mediterranean. It is with some sadness that I announce my departure from Zach's office and indeed California entirely; my wife and I are moving our family to North Carolina where we are looking forward to being closer to our families and also finally living in a house that we own.

Working with you and with the Seacliff Improvement Association will always be a highlight of my time in California, and I can't thank you enough for the kind welcome you always showed me. While Seacliff is Zach's home, it always felt like home to me. And while I wasn't able to deliver the Seacliff Village streetscaping project during my tenure, I really feel as though we were able to tee up some good projects for the future. I know your love for your 'town' will help carry to fruition projects like the streetscaping, resolving parking issues in the Village, and the on-going improvements in the vicinity of the Mini Park.

My next role is as a consultant for public broadband projects working for a firm in Washington, DC. I'm very excited to build on my experience working to develop broadband infrastructure in rural Aptos, but also relying on the skills I developed working with the Seacliff community to develop consensus and make sure the projects we build match community need. Thank you so much for treating me like one of your own and for making me a part of the Seacliff Community.

I will miss you!



# An Active Year for CERT in Santa Cruz County

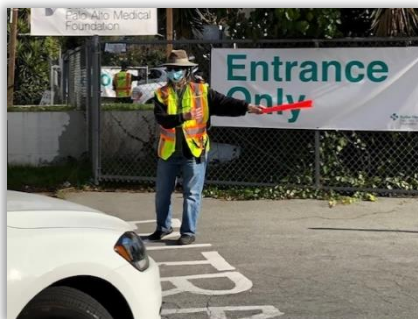
Mary Edmund



Community Emergency Response Teams (CERT) are cohesive teams of volunteers with the skills, knowledge, and confidence to serve safely as immediate responders in disasters affecting neighborhoods and communities. Teams receive disaster preparedness and response education focusing on critical thinking, situation awareness, and flexible behavior in the face of changing conditions. Team Seacliff is a part of the Aptos/La Selva Branch of the 15 Branches that serve Santa Cruz County and closely align with county Fire Protection Districts.



County CERT volunteers have been busy the past 8 months!



### **Flow Canvassing :**

CERT volunteers donated their time and talents in distributing educational materials and making personal contacts with 3500 addresses comprising 475 hours with 37 CERTs activated in the debris flow areas of the CZU Fires.



**Mass Vaccination Clinic:** 31 CERTs provided 152 hours of traffic control at the Sutter vaccination drive through clinic.



**Temporary Evacuation Point Site staffing** -- 36 CERTS helped staff three Temporary Evacuation Points during the debris flow evacuation event. When 5,000 residents were evacuated, and CERT provided 217 hours of site support in the way of traffic management, check in, COVID screening and providing general information.

This is an ongoing testament to the value of CERT throughout our County and we want to voice our appreciation and gratitude for all CERTs responding from our Seacliff community.

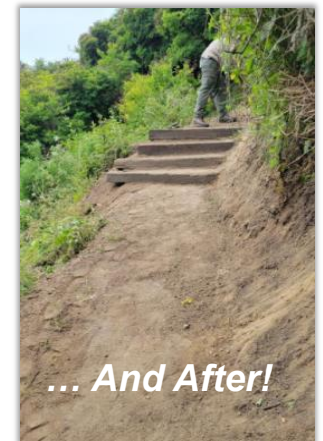
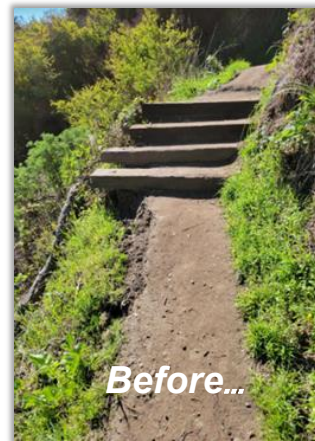
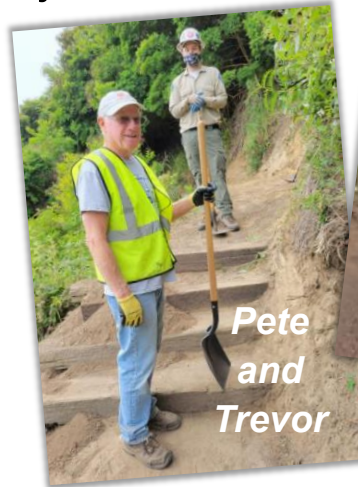


# Moosehead Trail Repaired and Ready

Dave Somerton

Over the course of the winter, the Moosehead Trail became progressively narrower, especially in the flat portion between stairs, due to soil slumping both above and below the trail. This narrowness made it difficult for walkers to pass while keeping a safe COVID recommended separation distance. SIA again partnered with State Park staff to fix the trail. The work party included Will Roblin, Peter Smithey, and Dave Somerton from the association as well as Augie Ceballos, Park Maintenance Chief and Trevor Hesselbein, Forestry Aid from State Parks.

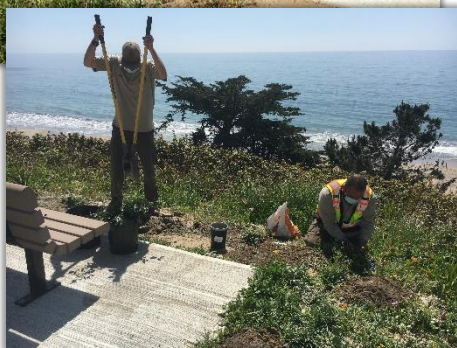
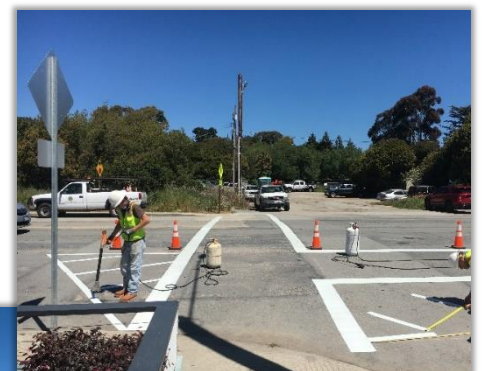
This repair work was then followed by several more sessions of grass and brush removal, again involving both our association and State Parks staff. The before and after pictures in the problem section of the trail shows that walkers can now pass each other comfortably.



## County Spring Spruce Up

Around Seacliff this Spring you may have seen personnel from County Parks and Public Works installing some small but welcome improvements.

The commemorative bench on Seacliff Drive near the Mini Park now includes California Poppies, drought tolerant natives and other wildflowers, and the downtown corner of Center Avenue at Broadway now has crosswalks!



Crossing Center Avenue at Broadway has been challenging for residents waiting years for the Seacliff Village downtown improvement project that is still waiting for funding and final neighbor input. Previous funding for the project was reassigned to complete the Aptos Village Project.

## Follow the Sun

Katharine P. Minott Santa Cruz County Parks & Recreation Commissioner, 2nd Supervisor's District

Seacliff Village Neighborhood County Park, at the corner of Sea Ridge, Canterbury, and McGregor Drives, offers more than a spectacular view of Monterey Bay and front-row entertainment at the ADA-accessible skate-site.



The park's Phase II recently welcomed a newly installed and securely tethered shade canopy arching over picnic tables. Dubbed "Follow the Sun," the three colorful kite shaped sails borrow the name and influence from the colorful sea-theme murals adorning the exterior of the nearby restroom. Made of an acrylic fabric the shade kites may allow rain and drippy fog to drizzle



through, but the fabric will thwart either the fog's or the sun's ultraviolet radiation. Seven live oak saplings were planted alongside the main walkway. Earlier this year, Seacliff neighbor and County Park Friends Vice Chair, Kate Pavao, spoke with Mike Pine who stated that the landscaping plan is underway. At the top of the list: mulching, irrigation, and gopher abatement.

Seacliff neighbors have expressed the willingness to form an on-going volunteer group. Several of these can-do Seacliffians are ardent gardeners and neighborhood volunteers who are interested

in organizing for on-going park projects such as weeding and planting. Each park volunteer shall receive project coordination, safety orientation, and materials needed for the specific project from the Santa Cruz County Parks Department prior to the start of their service.

Responsibilities may include:

- 🌱 Park beautification, reporting park needs, installing and monitoring bird nesting boxes, and other enhancements.
- 🌱 Adopt sections of paved or natural trails, report trail needs, and complete other small pathway projects.
- 🌱 Assist with Special Events, a project you are passionate about, or a new park!

For more information, contact Margaret Ingraham, the County Parks' Volunteer Coordinator: [Margaret.Ingraham@santacruzcounty.us](mailto:Margaret.Ingraham@santacruzcounty.us);

You can make an on-line tax-deductible donation to the: Seacliff Village Neighborhood Park Fund in care of the non-profit, Friends of County Parks: <https://www.countyparkfriends.org/2020-in-review.html> Donations may also be sent by mail to: Friends of Santa Cruz County Parks; 870 17th Ave., Suite 2; Santa Cruz, CA 95062



**Seacliff Improvement Association  
2021 Treasurer's Report**

	YTD
Ending Balance from Dec 2020	\$22,770.81
<b>INCOME:</b>	
Membership Dues	\$5,907.77
General Donations	\$2,402.55
<b>TOTAL INCOME:</b>	<b>\$8,310.32</b>
<b>EXPENSES:</b>	
Website Hosting, Security and Administration	\$597.76
Newsletter	\$1,501.10
Membership Supplies	\$125.00
Gardening	\$553.38
<b>TOTAL EXPENSES:</b>	<b>\$2,777.24</b>
<b>ENDING CASH BALANCE:</b>	<b>\$28,303.89</b>
<b>Beachgate Trail Fund Total:</b>	<b>\$5,585.62</b>

To report neighborhood concerns, including: potholes, graffiti, illegal parking, bicycle and pedestrian hazards, illegal dumping and more, use the My County App:



<https://sccappstore.co.santa-cruz.ca.us/>

To learn more about the association or join us, visit:

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

If you have a suggestion or a Seacliff question, write to us at:

[info@seacliffimprovement.org](mailto:info@seacliffimprovement.org)

Our board of directors meets on the second Tuesday of the month. We currently have two board seats open and waiting for neighbor participation. Contact us if you are interested or wish to attend our meeting. All are welcome!

## Welcome New Members!

Richard and Lucy Amico  
David Baldwin and Susan Speciale  
Brian and Mary Lou Bowyer  
Donald and Priyani Carley  
Kelly and Mark Cole  
Geri Crossland  
Matt and Kaiann Drance  
Leslie Evans  
Sandra Fields  
Randy and Diane Harrison  
Lawrence Hartge  
Cynthia Isberg  
Seth and Jeanette Larkin  
Tim Lavelle  
Joan Lotz  
Leigh and Jesse Malone  
David and Linda Matthews  
Paul McClintock  
Mike and Tristan Medina  
Melanie and Troy Miller  
Joel and Elizabeth Millwee  
Craig New  
Eual Pennington  
Janet Perry  
Suzanne Prince and Ian Carvell  
David and Elizabeth Ryan  
Jim and Hally Schaffer  
Janet Schmetz and Mary Akin  
Michael Thornton and Julie Robinson  
Julie and John Zafran

**We thank all 343  
member households and friends  
for your continued support.**

**Seacliff Improvement Association**  
**PO Box 533**  
**Aptos, CA 95001-0533**

*The Ice  
Cream  
Social  
Returns!  
Detail on  
Page One...*



***Share your newsletter with a neighbor and invite them to join!***

Membership Application/Renewal-Newsletter

Annual Dues are \$20.00 (January– December)



Name(s): \_\_\_\_\_

Seacliff Street Address: \_\_\_\_\_

Mailing Address if different: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Telephone Number: (\_\_\_\_\_) \_\_\_\_\_

E-mail Address (for newsletters and bulletins):

Email: \_\_\_\_\_ Email 2: \_\_\_\_\_

Amount enclosed: \$ \_\_\_\_\_ Annual Dues \$ \_\_\_\_\_ Additional Donation Total: \$ \_\_\_\_\_

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