



***Announcing our 2021 Third Quarter Membership Gathering
Meet, Greet and Eat!***

Join us for a special 3rd Quarter membership meeting
with Supervisor Zach Friend to welcome



Kieran Kelly

Supervisor Zach Friend's new Analyst



When: Tuesday, September 14, 2021, 6:00 - 7:00 pm

Where: The Coastlands 280 State Park Drive

Park then follow signs pointing to the office and through to the lovely courtyard.
There will be plenty of room to safely distance in this spacious, outdoor setting.
We're serving pizza and drinks so RSVP with the number attending by September 10th so we may order enough pizza for everyone AND notify you if we need to move our meeting to a Zoom room.

RSVP via email by September 10th: info@seacliffimprovement.org

Save the Date: November 9, 2021!

For the Seacliff Improvement Association's Annual Membership Meeting

Time: 6 - 8 pm

Place: Cantine Winepub

Address: 8050 Soquel Drive, Aptos



Musical Guest: Guitarist, Ken Constable
International appetizers, bevies, and You!

Check your mailbox soon for your reservation and 2022 membership renewal form!



County Supervisor Districts and the Redistricting Process

Zach Friend
Second District Supervisor
County of Santa Cruz

Redistricting efforts are underway across the state and could potentially adjust the boundaries of various elective offices. Locally, the process to review and potentially redraw local supervisorial districts has also begun. The following will provide an overview of the state and local redistricting process and ways you can participate.

Redistricting is the once-a-decade process of redrawing boundaries for various elective offices. The process follows the completion and certification of the data from the United States Census. Because of the pandemic, the process was delayed, reducing the time available to review and potentially redraw districts. In California, a Citizens Redistricting Commission created by voter initiative redraws the boundaries of our Congressional, State Senate, State Assembly, and State Board of Equalization districts. Locally, counties undertake a process of redrawing the borders of the County Supervisorial districts. The goal is to create districts that, as required by the Voting Rights Act of 1965 and California Elections Code, are substantially equal in population and ensure contiguity, communities of interest, integrity of cities and more. Communities of interest are defined by the Elections Code as a population that share common social or economic interests that should be included within one supervisorial district to ensure effective and fair representation.

The Elections Code requires robust outreach and opportunity for public input. The County established a Redistricting Advisory Committee, consisting of one representative from each supervisorial district, to help guide the redistricting process.

The members of the Commission are:
Cheri O’Neil (1st District), Michael Watkins (2nd District), Kris Reyes (3rd District), Peter Radin (4th District) and James Mosher (5th District).



Current County District Map

Recently, the Board of Supervisors approved an outreach plan with a proposed schedule to meet the compressed timeline for submitting new districts. Per the Election Code, this outreach plan includes extensive outreach to underrepresented and non-English speaking communities. The County plans to work via social and traditional media, community-based organizations, and other groups to ensure that the community is aware of the process and has an opportunity to participate.

According to the census data, Santa Cruz County has a population of 270,861, so the goal for each district would be a population target of 54,172. Currently, for example, the population of the 2nd District that includes Aptos, Corralitos, La Selva and parts of Capitola and Watsonville, has a population of 54,637. Some districts, such as the 5th supervisorial district in the San Lorenzo Valley and other parts of the northern portion of the county currently have populations under this target.



How can you get involved?

You are encouraged to participate in-person or online. There will be community outreach meetings to provide multiple opportunities for your contributions to the redistricting process:

- September 22nd at the Sheriff's Office Community Room - 5200 Soquel Avenue in Live Oak
- September 29th at the Felton Branch Library - 6121 Gushee Street in Felton
- September 30th at Starlight Elementary - 225 Hammer Drive in Watsonville

After receiving community input, the County Board of Supervisors will conduct special redistricting public hearings. These will be held in the evening on October 26th, 2021, and during the day on November 9th and 16th. Location for the redistricting hearings will be available soon and can be found on the dedicated website: <https://www.santacruzcounty.us/Redistricting2021.aspx> with details of these meetings and ways to participate. You may also provide written public comments through the Public Comment Form: <https://www.santacruzcounty.us/Redistricting2021/MeetingsHearings.aspx>.

I appreciate any feedback you may have on this or any other County issue. I'm maintaining regular updates on social media at www.facebook.com/supervisorfriend and you can always call me at 454-2200.

Meet Kieran Kelly!



Kieran Kelly joined Second District County Supervisor Zach Friend's office, overseeing a portfolio that includes much of Aptos.

Prior to joining Supervisor Friend's office, Kieran worked for UC Santa Cruz, his alma mater, where he was the Associate Director of Government and Community Relations. Previously, he was a senior field representative for State Assemblymember Mark Stone after working as an aide to Santa Clara County Supervisor Ken Yeager and began his career as an intern for Congresswoman Zoe Lofgren. Kieran is a 2019 graduate of Leadership Santa Cruz County and a 2016 alumnus of New Leaders Council Silicon Valley.

Kieran has already met with SIA President, Emily Chorba and Treasurer, Rebecca Downing to learn about Seacliff, its history and issues, our association, and current goals and plans for our community. Please attend our meet and greet on September 14th to welcome him to Seacliff! Details on page one.

2021 Seacliff Beautification Awards

Brent Lay

The Beautification Committee is happy to announce the 2021 award winners. This was a year with many nominations and lots of people putting time into their homes and yards, so the decisions were not easy. A big thank you to all of our committee members and congratulations to our winners who each receive a \$50 gift certificate to Dig Gardens. They are all equal winners!

306 Coates

Beth and Paul Russell feel doubly fortunate. After a lengthy search, they closed on their home in early March of 2020, just days before the Shutdown. Then, as relatively new homeowners, they have won the Beautification Award.

Paul, recently retired from the tech industry, and Beth, a 5th grade teacher, made good use of the downtime, painting the house inside and out and installing new flooring.

Then they turned their attention to the front yard, removing a problematic tree, replacing it with a maple tree and new landscaping of their own design. The finishing touch was a handsome new fence. They love their time in Seacliff. Beth continues to teach, and Paul creates stone sculptures. You can explore his creations at <https://www.russellartworks.com/>.



113 El Camino Del Mar

Longtime area resident Cindy Isberg was happy to win this year. A retired nurse from Watsonville Hospital, she purchased the property as a retirement home, moving from Rio Del Mar in 2018. The home was built in the 50's and had been a long term rental for ten years.

After a complete renovation of her home's electrical system, Cindy focused on her large corner front yard which faces both El Camino Del Mar and Valencia Avenue. An arborist helped her prune and shape the native oak trees and she installed new concrete pathways throughout the garden. With selections from Dig Gardens, Sierra Azul and Aladdin Nurseries, Cindy planted her wraparound landscape with water wise varieties. Cindy says she has received lots of wonderful feedback from the neighbors.



608 Seacliff

The vibrant display of flowers at 608 Seacliff is familiar to anyone who walks in the area. Janet is modest about her English Cottage Style garden. When she moved to the home in 1998, the previous owner had begun landscaping and, over the years, Janet has transformed the garden to her own style using plants from Annie's Annuals in Richmond, Sweet Pea Garden Seeds, and locally San Lorenzo Garden Center and Dig Gardens.

Janet says she has had more time to work in her garden during Covid and it has been a source of optimism and hope, counterbalancing current events. It certainly has been a bright spot for neighbors who pass by, often stopping to admire the display of flowers and fun miniature figures peeking out from them.

810 Seacliff

Kathy and Jeff Wesolowsky relandscaped their home after the huge multi-trunked Cedar tree in their front yard split during a storm and needed to be removed. They made good use of the large newly open area, installing an interesting variety of plants with an eye towards water conservation.

Jeff is a general contractor and they have renovated several homes so, using their previous experience and a love of gardening Kathy got from gardening with her mother, they focused on low water plantings, from Dig Gardens and Garden Haven.

We hope these winners provide inspiration and ideas for your yard. Thank you to committee members who will keep an eye out for nominations for next year!



A Seacliff Village Farewell

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



It is with great sadness that we mourn the July 2021 passing of former Seacliff neighbor and community activist, Pepper Golesh. Beginning in 1997, Pepper rallied a core group of Seacliff neighbors to form the Seacliff Needs A Park committee to fight alongside the Seacliff Village Plan Committee and the Seacliff Improvement Association to defeat the building of a strip mall at the corner of Sea Ridge Drive and McGregor Road. This effort led to the opportunity to create a local park for residents.

By 2005 the possibility for funding a public park seemed to be at an impasse when a special election to fund the park was defeated. The successful purchase of 1.25-acres for the park then was created through a financing agreement by former County Supervisors Ellen Pirie and Jan Beautz working with Julie Conway, the County Housing Coordinator. When Supervisor Zach Friend was elected in 2012, he was deeply impressed by the number of Seacliff neighbors who had not given up on building a park, so he and his fellow Board of Supervisors made park funding a priority in the county's budget and buoyed by grants and state financing, Seacliff Village County Park became a reality on December 10, 2014. We have neighbors such as Pepper to thank for their vision and perseverance.

Seacliff Ice Cream Social a Screamin' Success

This year's gathering at Seacliff Village Park brought more members than ever out for fun in the sun! Many thanks to CERT, Friends of Aptos Library, and the Soquel Creek Water District for sharing their organizations with us. And thank you, Marianne's, for the scoops!



Seacliff Improvement Association 2021 Treasurer's Report

	YTD
Ending Balance from Dec 2020	\$22,770.81
INCOME:	
Membership Dues	\$6,032.99
General Donations	\$2,402.73
TOTAL INCOME:	\$8,435.72
EXPENSES:	
Website Hosting, Security and Admin	\$667.76
Newsletter	\$2,132.70
Insurance	\$284.00
Membership Supplies	\$125.00
Gardening	\$997.44
TOTAL EXPENSES:	\$4,206.90
ENDING CASH BALANCE:	\$26,999.63
Beachgate Trail Fund :	\$5,585.62

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



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

To learn more about the association, visit:

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

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

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!

David and Jeanne Connolly
Luke and Shana Farley
Brian and Megan Gates
Jeromy Hewitt Kamille Richards
GLG Nextgen, Inc.
Carlene Gundersgaard
Michael and Megan Lampkin
Mary and Dillon Okner
Joar Opheim



**We thank all 353
member households and friends
for your continued support.**

SIA Volunteer Opportunity

How did you join the association? Did you receive a letter from us when you moved here? Did you see our posts on Nextdoor or hear about us from a neighbor?

New members find us in many ways, and we are seeking a membership volunteer to welcome new neighbors with an invitation to join us.

We provide all the information, training, procedures, and materials to a Seacliff volunteer who wants to help our membership grow. It only requires a few hours each month and you can do it from the comfort of your own home!

If you want to learn more about this opportunity or volunteer, write to:

info@seacliffimprovement.org

Thank you!

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

*3rd Quarter
Membership
Meeting
Announcement
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: \$ _____



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