

Seacliff Improvement Association

Winter
2019



Announcing our First Quarter Membership Gathering:

Meet and Greet at the Med

Tuesday, March 12thth, 2019 at 6:00 pm

Join the Seacliff Improvement Association at The Mediterranean, 265 Center Street.

Meet our new Deputy CAO and Director of Public Works, Matt Machado

Zach Friend, our Santa Cruz County Second District Supervisor, and his analyst, Patrick Mulhearn, will give us an update of all things Seacliff, Aptos and beyond.

Meet the SIA Officers and Board of Directors for 2019 and learn what the association has planned for our community this year.

Soft Drinks and food graciously provided by
The Mediterranean
Pizza 1

and Marianne's Ice Cream

Marianne's
ICE CREAM

Parking is very limited so plan to carpool or stroll on over for the evening.

(Must be 21 to attend)

We hope to see you there!

RSVP: info@seacliffimprovement.org

As part of our community service, this edition of the Seacliff Improvement Association newsletter is sent to over 1,300 Seacliff Households!

The Association acts on behalf of our neighborhood by:

- Working with local governmental agencies to improve Seacliff
- Publishing informative quarterly newsletters and hosting membership meetings about important Seacliff issues; sending email alerts informing you of local government developments that impact Seacliff
- Improving our Seacliff neighborhood, ultimately helping to increase your property values and making Seacliff an even *greater* place to live

Membership is open to all Seacliff residents, businesses and property owners. We hope you enjoy this issue and consider joining today. See page 8 for our membership application. Thank you!



Collection of Recent Board Actions

Zach Friend
Second District Supervisor
County of Santa Cruz

Every few weeks the Board of Supervisors votes on issues related to public safety, housing, health and human services, public works-related issues and more. Interested in a small sample some the recent actions? Here are some votes that occurred within the last month:

Habitat for Humanity Affordable Housing Project

Recently the Board approved a new 11-unit affordable housing project in Live Oak. The project will be built by Habitat for Humanity and will provide a new affordable housing option in mid-county.

Measure G Funded Focused Intervention Team

The Focused Intervention Team (FIT) aims to enhance community safety and move into treatment high-frequency criminal offenders who are often resistant to services and treatment but also consume a significant amount of health and law enforcement resources. The FIT was created with funds from the recently passed Measure G, and is a partnership between the County Sheriff's Office and the Division of Behavioral Health.

Entry into the FIT program occurs through law enforcement referrals. Its creation has included input from the local courts, public defender and the National Alliance on Mental Illness Santa Cruz County, among others. According to Behavioral Health, for those who are resistant to such services, custody can be stabilizing, particularly when paired with 24/7 medical and pharmacological oversight. The goal is not to simply arrest people, but to use custody as an intervention to deliver services to this population, potentially for the first time in their lives.

Those in the program will be connected to a range of wraparound services, including medical and food benefits, housing navigation, and more. The anticipated success of the program is built on leveraging the resources of existing community partners, including local Substance Use Disorder treatment programs. The program uses an intensive community-based contact approach from both the law enforcement and behavioral health teams until a client completes the treatment period.

SB 1 - Storm Damage Repair Funding

The Board has allocated SB 1 (state gas tax funds) toward the significant storm-related damage that occurred a few years ago. Local match amounts are required for these repairs even though disaster funding was approved. The Board approved a recent update that shows some projects in our district including La Selva (San Andreas) and the Aptos hills area including upper Trout Gulch, Eureka Canyon, upper Valencia, and Cox. Many more are in various stages of design, environmental, geotechnical or are even further along in the repair process. The major failure on Valencia and the large washout on Soquel near the trestle have already been completed. The storms caused more than \$100 million in damage to public roads and facilities in the unincorporated area of the county.

You can always view Board agendas on the County's website at www.santacruzcounty.us and you can leave a comment for an item directly from the online agenda. If you have any questions, feel free to call me at 454-2200 or stop by office hours.

Beachgate Trail Repair and Fundraising News

Rebecca Downing



The association is pleased to announce that collaboration with Friends of Santa Cruz State Parks (Friends) has begun!

Through our Memorandum of Understanding, a specific account with Friends has been established that can hold grant money and donations as we work together to pursue tax-deductible funds from agencies, foundations and corporations for the section of the repair work that will be performed on State Park land. Seacliff State Beach staff are reviewing two bids from Earthworks to determine the best way to proceed with replacing the underground drainage pipe, installed in 1925, that no longer functions properly. Once the best design is selected, State Parks will apply for a Coastal Development permit from the Coastal Commission.

Last month I met with Jo Kenny, Friends Philanthropy Director, to learn how they can help us raise funds to cover the repair. Jo and I discussed our organization and the Seacliff community to give her a better understanding of how we work and what we can do together. She said it would be helpful to know how much it will cost to repair the part of the trail NOT covered by the Earthworks bid. This then needs to be rolled into a total estimate for the entire repair when we seek funding.

Our next steps are to determine the repair costs for the section not covered by the Earthworks bid. We also need to research trail usage so potential donors and grantors understand the importance of a safe, functional trail. Our association will also develop some fundraising campaign ideas and a timeline Friends can use to show potential donors how willing our community is to contribute time and resources toward the repair.

We have already raised over \$7,300 in donations from visitors, association members and other residents. Thank you! Some of this money will be used for the section of the trail located on county land at the trail head because funds raised through Friends can only be used on State Park projects. These funds will also be used to pursue matching fund grants and as a demonstration to potential donors of our community's commitment.

We are working with the county on a commemorative brick program to be established through the Santa Cruz County Department of Parks and Recreation. Once guidelines are created, we can begin a commemorative brick campaign to replace the bricks that will need to be demolished at the entrance to the trail when the pipe is installed. We may also use some of our funds to help shore up the trail with wattle, wood chips and other materials.

If you have experience writing grant proposals, working on fundraisers and fundraising events, we could use your help. Please contact us at: info@seacliffimprovement.org



Use caution when navigating through trail damage!

The Seven Murals of Seacliff: Mural Three

Ben Strock



As longtime residents and business merchants in the area, Cole Strickland of Forget Me Not Apparel and LPL Financial, and Ben Strock have been working together for the last few years on multiple murals to bring some street art to our neighborhood. The first mural of the Cement Ship being brought to its current resting spot was painted by the famed muralist Ann Thiermann in 2015. The second mural of a beach scene with young children playing on the sand with a modern twist located above Pizza 1, was painted by another local artist and resident of the Santa Cruz Tannery, Sarah Bianco in 2018.

We are very excited to announce the third mural scheduled to start in April 2019, along the retaining wall on State Park Drive below the parking lot for Sno-White Drive-In. This mural will be painted by local artist and resident, Amadeo Bachar who is well known for his marine life oil paintings and illustrations. Amadeo works locally in the 800 Estates Drive artist's building in Seacliff, and he couldn't be more excited to be painting in his own neighborhood. This mural will be educational, beautiful and transform the look of this corner.



The proposed artwork's goal is to portray the marine ecosystem found specifically in the surf line off Seacliff Beach and along the ribbon of shoreline of Monterey Bay. Amadeo will be showcasing many species of fish including perch, smelt, striped bass, sharks and rays as well as invertebrates such as crabs, octopus, mussels, and other local marine fauna. He will be tying this together with a subtle hint of the Cement Ship and pier leading out to it with the pilings supporting and providing home for a diverse animal community. This background is the supporting element for the signage welcoming people to the local businesses and our great neighborhood of Seacliff.

St. John's Helpful Shop Opens in Seacliff

Rebecca Downing

If you have taken a walk through downtown Seacliff lately you may have ventured into the business at 246A Center Avenue. We are now the new home for the Saint John's Helpful Shop. Formerly located in Capitola Village, this little gem of a store offers gently used and often new items including jewelry, clothing, household goods, art, accessories, collectables, DVDs, shoes, stuffed animals and more. They also have a dressing room so you can try before you buy.

The shop is a vital part of the outreach program of The Episcopal Church of St. John the Baptist, located on Canterbury Drive. Each year's proceeds from net sales are given back to the community in the form of grants to local non-profits who submit applications each October. Grants are awarded each December.

Diane Scofield manages the shop that is staffed and lovingly tended by many volunteers who work three hours shifts receiving and pricing items, creating displays and helping shoppers. Volunteers are needed so the shop is properly staffed throughout the day. Retail experience is helpful but not necessary. You can contact Diane at 831-708-4238. Shop hours are Monday - Saturday from 10 a.m. - 4 p.m. Items may be donated during store hours. Learn more at: <http://www.st-john-aptos.org/helpful-shop.html>



Shop manager Diane Scofield and volunteer Jackie Leash welcome two new donations.



The Seacliff State Beach Solar Powered Comfort Station with new showers is now open!

Many thanks to Coates Drive SIA volunteers Jody McKellar and Dianne and Steve Pereira who dug in deep on a recent morning to spread mulch near the comfort station so state park staff could plant native seedlings to beautify the area. New picnic tables and bar-b-ques have also been installed nearby. Check it out!



Have a Concern?	Contact	Contact Information
Noise	Santa Cruz County Sheriff	24 hour non-emergency: 471-1121
Abandoned Vehicle Please provide:		http://www.scssheriff.com/Home/AbandonedVehicles.aspx
<ul style="list-style-type: none"> • Location and Color • Make and model • License plate number • How long it has been since it was last moved, if known 	Santa Cruz County Sheriff	454-3139
<ul style="list-style-type: none"> • Car Blocking the street • Parking in a no-parking zone • Non-injury accidents 	California Highway Patrol	796-2160
Animal Control/Barking	Santa Cruz Animal Shelter	http://www.scanimalshelter.org/complaint_process
Code Compliance	Santa Cruz County Planning Department	http://www.sccoplanning.com/PlanningHome/CodeCompliance.aspx
Graffiti Removal	Graffiti Hotline	(800) 526-1185



To report some of the above and other neighborhood concerns, use the Citizen Connect App: <https://sccappstore.co.santa-cruz.ca.us/>



Seacliff Community Contacts

Santa Cruz County Offices	2nd District Supervisor, Zach Friend	454-2200
Aptos/La Selva Fire District	Fire Chief, Aaron Lowe	685-6690
The Aptos Sheriff's Center will be relocating to Aptos Village in Spring 2019	Sergeant Jordan Brownlee	662-0690
Seacliff State Beach	Park Office	685-6442 or 685-6500
Aptos Chamber of Commerce	Executive Directors: John and Karen Hibble	688-1467

Seacliff Improvement Association Treasurer's Report

	January	YTD
Ending Balance from December 2018	\$30,987.89	\$30,987.89
INCOME:		
General Donations	\$30.00	\$30.00
Membership Dues	\$402.61	\$402.61
Beachgate Trail Donations	\$200.00	\$200.00
TOTAL INCOME:	\$632.61	\$632.61
EXPENSES:		
Postage, shipping, etc.	\$90.99	\$90.99
Gardening	\$240.00	\$240.00
TOTAL EXPENSES:	\$330.99	\$330.99
ENDING CASH BALANCE:		
	\$31,289.51	\$31,289.51
Designated monies for Beachgate Trail	\$7,359.59	\$7,359.59

If you wish to donate money to help repair the Beachgate Trail you can send a check to our post box (see page 8) or use our PayPal link at:
<http://www.seacliffimprovement.org/>

Are you a **web designer**? If so, we need your help. The association is looking for a volunteer with experience in web architecture and maintenance. WordPress knowledge is helpful too. If you are interested, contact us at:
info@seacliffimprovement.org

Our board of directors meets on the second Tuesday of the month at the Aptos/ La Selva Fire station at 6:30 pm. All are welcome.

To learn more or join the Seacliff Improvement Association visit:
<http://www.seacliffimprovement.org/>

If you have a suggestion for an improvement or a Seacliff Question write to us at:
info@seacliffimprovement.org

Welcome New Members!
 Keli Forsman and Charlie Hill
 Matt Machado and
 Anna Bornstein
 Ken Moore and Patricia Cooney
 Peter G. Page and
 Nicole V. Malcolm
 Jim and Susan Penprase
 Steve and Phyllis Phillips
 Greg and Barbara Richmond

We thank all 356 member households and friends for your continued support.

Seacliff Improvement Association 2019 Officers and Board of Directors

President:	Rebecca Downing
Vice President:	Dennis Doo
Secretary:	Gregory Peinado
Treasurer:	Emily Chorba
Director:	Kelly Dillon
Director:	Brent Lay
Director:	Will Roblin

Two positions are currently open so contact us if you wish to join the board!

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

Mark Your Calendar for the
Palo Alto 100th
Anniversary and
Centennial Street Fair
coming June 1, 2019!

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 Address: _____

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

Telephone Number: (_____) _____

E-mail Address (for newsletters and bulletins):

Email: _____ Email 2: _____



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

To learn more or join the Seacliff Improvement Association visit: <http://www.seacliffimprovement.org/>