



*Announcing our 2021 First Quarter  
Membership Zoom Gathering*  
Tuesday, March 16th, 2021 at 6:00 pm



Our guest is Jeff Gaffney,  
Director Santa Cruz County Parks

With Zach Friend, our Santa Cruz County Second District Supervisor

Jeff will report on the status of our County parks and the next steps for the Seacliff Village Neighborhood Park. We will also learn about the associated non-profit, County Parks Friends, whose mission is to preserve, protect, improve, and promote the use of Santa Cruz County parks and open spaces for recreational activities, arts, and cultural activities throughout our diverse community.

Zach will update us on the latest Seacliff, Aptos, and County-wide news on issues important to our members.

And finally, we will ask members to approve recent proposed amendments as required by Article IX of the bylaws. Please review the amended by-laws, highlighted with the changes we propose. The six-page Bylaws of Seacliff Park, Inc. (AKA - Seacliff Improvement Association) containing the proposed amendments can be reviewed at: <http://seacliffimprovement.org/amending-our-bylaws/>



RSVP via email by March 14th for Zoom meeting  
details to: [info@seacliffimprovement.org](mailto:info@seacliffimprovement.org)



**As a community service, this edition of the Seacliff Improvement Association newsletter is sent to over 1,000 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
- 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!*



## Environmental Programs Update

**Zach Friend**  
Second District Supervisor  
County of Santa Cruz

We are fortunate to live in one of the most beautiful and biodiverse environments in the world. Within walking distance Seacliff residents can access the remarkable Monterey Bay and redwood forests. This locale plays an essential role in our economy and quality of life. But living in

this environment is also a reminder of the fragility of the entire system. While normally this column focuses specifically on Seacliff related issues, this one is dedicated to looking specifically at new and expanded local environmental programs and how each of us can reduce the amount of waste sent to our landfill.

### Contact Lens Recycling

Did you know that every year approximately 3 billion contact lenses end up in our local wastewater treatment plant? About 1 in 5 people flush used contact lenses down the sink or toilet, which contribute to harmful micro plastic pollution in the Monterey Bay. The Board of Supervisors approved an ordinance requiring all eye care practitioners and supply providers in unincorporated Santa Cruz County to offer a free contact lens recycling program. The purpose of this program is to provide an easy, and free, alternative to flushing contact lenses and packaging materials. You can contact your provider for more information, but all brands are recyclable as are the top foil and the opened plastic blister packs.



### Reducing Single Use Plastics and Disposable Cups

Beginning in January, a 25-cent surcharge was enacted for each disposable cup sold by coffeeshops, restaurants and other food vendors in unincorporated Santa Cruz County. There are ongoing discussions about allocating some or all the surcharge to local environmental programs and clean-up efforts. While enacting the surcharge took an action of the Board of Supervisors, dedicating it for a specific purpose would require Santa Cruz County voter approval. It is estimated that this surcharge could provide up to \$2 million each year for local environmental programs and coastal cleanups such as those occurring along Aptos Creek, Seacliff and Rio Del Mar. Like the single use bag fee at grocery stores, the fee is currently collected and retained at the point-of-sale location.



To reduce plastic waste in our landfills and beaches, the Board of Supervisors completed a multi-year phased ban on small, single-use plastic bottles of personal care products in hotels, vacation rentals and other visitor accommodations in the unincorporated county. While many hotels were already phasing them out, this ban creates a standard preventing single use, small plastic bottles from these types of accommodations. Millions of these bottles were being thrown away every year and the state is now modeling a statewide law after our local ordinance to phase them out statewide.

## Learn about Composting

Interested in learning more about composting? Composting enriches soil, reduces landfill waste and the need for chemical fertilizers in our gardens. County Public Works sponsors free, virtual classes for basic composting. The next class will be held Saturday, March 13th from 10 am-12:00 pm and you can call (831) 824-6484 to make a required reservation or do so online at: <https://docs.google.com/forms/d/e/1FAIpQLScrT1XWxNplcKZm2MWb8kYaX10ns4p85lq-XAgAalgdtjPrvQ/viewform>



As always, I appreciate any feedback you may have on this or any other County issue. I am maintaining regular updates on social media at [www.facebook.com/supervisorfriend](http://www.facebook.com/supervisorfriend) and you can always call me at 454-2200.



## It Takes a Village to Fill Potholes in Seacliff

Emily Chorba

Nobody likes potholes. As residents of Seacliff, letting our County Public Works Department know of a pothole to fix is in our hands, easily done, and helps maintain and improve our Seacliff infrastructure. We often find potholes sooner than Public Works, so our timely reporting contributes to their quick repair and saves all our vehicles and tires from damage.

When you notice a pothole, snap a photo of it with your phone - including surrounding landmarks, note its location and post a request on the “My Santa Cruz County” Public Works website: <https://cconnect.santacruzcounty.us/>

Complete the easy 5-step process to report a pothole:

1. Once at the page, select the “exclamation” icon: 
2. Select Report New Issue that opens a page with more icons.
3. Find and select the pothole icon to open a map: 
4. Find and choose the position of the pothole on the map to set the location.
5. Once you set the location, another screen opens to add your contact information so you can track your request. You can even submit a picture of the pothole.

If you have a mobile phone, there is an app you can download to submit the request on the spot. Follow this link: <https://sccappstore.co.santa-cruz.ca.us/> to download and start using the “My Santa Cruz County” app so we can all ride a bit more smoothly in Seacliff.



## Attend the Upcoming SIA Membership Meeting to learn What's Next for Seacliff Village Neighborhood Park

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

The Seacliff Improvement Association has invited County Parks Director Jeff Gaffney and County Supervisor Zach Friend to be the guest speakers at the quarterly members "zoom meeting" on Tuesday, March 16, 2021 at 6:00 pm. Details are on the front page of this newsletter.

We look forward to a status report on Phase II of the Seacliff Village Neighborhood Park that includes a corner amphitheater, shade structures, improved walkways, shade trees and landscaping. We will also receive an update on the County Parks Department commemorative bench installation near the Seacliff Mini Park.



### A Little Park History...

Over 20-years ago, the Seacliff community changed the course of its neighborhood for the better by successfully stopping a 3-acre strip mall proposed for the corner of Sea Ridge and McGregor Drives. During the community effort against the corner mall, residents formed the Seacliff Village Plan Committee [SVPC] to promote Seacliff Village as a beautiful and aesthetically designed commercial core.

"Seacliff Needs a Park" [SNAP] emerged as a neighborhood sub-committee, setting in motion the lengthy marathon from strip mall to park, buoyed by a series of residents passing the funding baton from one visionary to the next.

When a Seacliff property tax measure for the park lost, then Supervisor Ellen Pirie worked with the property owner, South County Housing, to split the corner lot, designating 1.75-acres for affordable housing and 1.25-acres for the park. Well-attended public workshops were held to design the park's Master Plan with the park to be constructed in two phases.

In late 2014, Phase I of the Seacliff Village Neighborhood Park opened with play structures, walking paths lined with community created glass mosaic bollards, a picnic area, benches, and bike racks. Launching of Phase II began in early 2020 with a community celebration and ribbon-cutting for the long-planned skate park with adjoining permanent bathroom. Thanks to generous financial support from local skateboard entrepreneur, Richard Novak and philanthropists Patricia and Rowland Rebele, this unique skate-able art design is based on the iconic "cement ship" at Seacliff Beach and allows year-round access to a safe and legal skate site for kids of all ages and physical abilities.

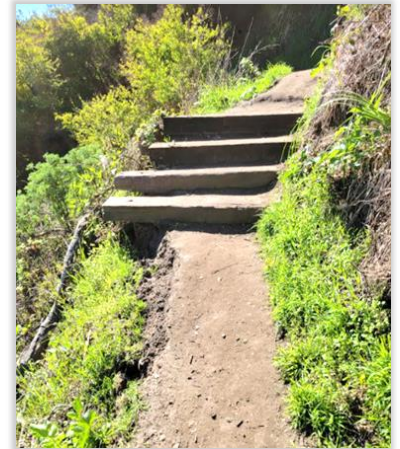
Through a donation from the Eberhart Family along with a fundraising campaign initiated by the Strock Family, Friends of County Park CEO, Mariah Roberts estimates the current funds raised

specifically for Phase II improvements are approximately \$32,000 with estimated costs to complete the park edging towards a million dollars. Roberts observes, “What any project like this needs is passionate local advocates to organize donors, share the story and hold fundraising events.” If you wish to help secure the remaining funds to complete the park, attend the meeting to learn more about community participation. You can also make an online, tax-deductible donation to the Seacliff Village Neighborhood Park Fund with 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

## Heads Up on Seacliff Trails

Dave Somerton

Our recent rains caused slumping along our cliffs and our neighborhood trails in Seacliff. The effect on the Beachgate Trail was minor; however, on the Moosehead Trail that runs between Aptos Creek and Seacliff near the Mini Park was more pronounced, especially in the center, flat section of the trail. During the last year, most of us tried to give others space to pass in this narrow center section of the trail by stepping off downslope. This started erosion on the outer edge of the trail that was worsened by the rain.

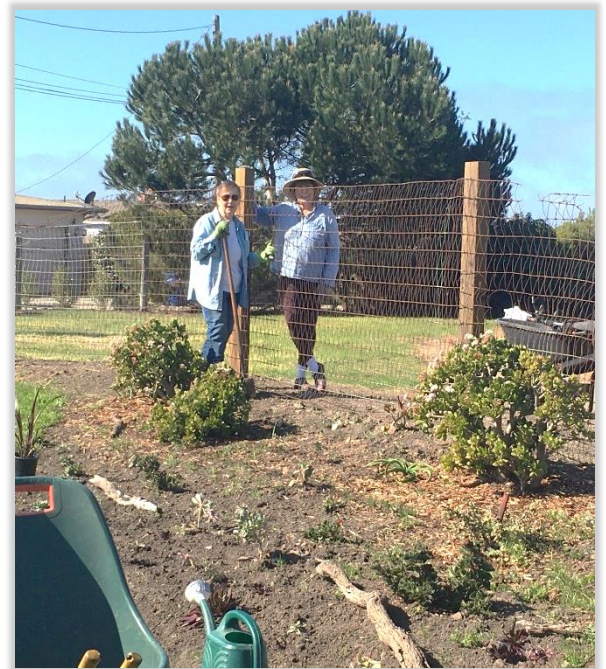


As you can see from this photo, the erosion further narrowed the trail and undercut the new staircase. Our approach to solving this issue is to engage the State Parks personnel to develop a repair strategy as we wait until the rainy season has ended. Stay tuned!

*Seacliff gardeners are always busy, even between rainy winter days...*



SIA board members, Rebecca Downing, Emily Chorba, and Dave Somerton made short work of 10 bags of mulch spread throughout the Seacliff Mini Park to reduce weeds and erosion.



Mary Gibbs and Cheri Nilsson are always outstanding in their fields.



## Keep this handy reference list for neighborhood issues

Have a Concern?	Contact	Contact Information
Noise	Santa Cruz County Sheriff	24-hour non-emergency: 471-1121
Abandoned Vehicle Please provide:	Santa Cruz County Sheriff	<a href="https://www.scssheriff.com/Home/SelfHelp/AbandonedVehicles.aspx">https://www.scssheriff.com/Home/SelfHelp/AbandonedVehicles.aspx</a>  (831) 454-7602
<ul style="list-style-type: none"> <li>• Location and Color</li> <li>• Make and model</li> <li>• License plate number</li> <li>• How long it has been since it was last moved, if known</li> </ul>		
<ul style="list-style-type: none"> <li>• Car Blocking the street</li> <li>• Parking in a no-parking zone</li> <li>• Non-injury accidents</li> </ul>	California Highway Patrol	796-2160 or visit: <a href="https://www.chp.ca.gov/notify-chp">https://www.chp.ca.gov/notify-chp</a>
Animal Control/Barking	Santa Cruz Animal Shelter	<a href="https://www.scanimalshelter.org/filing-a-complaint/">https://www.scanimalshelter.org/filing-a-complaint/</a>
Code Compliance	Santa Cruz County Planning Department	<a href="http://www.sccoplanning.com/PlanningHome/CodeCompliance.aspx">http://www.sccoplanning.com/PlanningHome/CodeCompliance.aspx</a>
Graffiti Removal	Graffiti Hotline	(800) 526-1185 Call anytime!



To report some of the above and other neighborhood concerns, including: potholes, bicycle and pedestrian hazards, encampments, or illegal dumping use the My County App: <https://sccappstore.co.santa-cruz.ca.us/>



### Seacliff Community Contacts

Santa Cruz County Representative	2nd District Supervisor, Zach Friend	454-2200
Aptos/La Selva Fire District	Don Jarvis Interim Fire Chief	685-6690
The Aptos Village Safety Center	Sergeant Jordan Brownlee	662-0690
Seacliff State Beach	Park Office	685-6442 or 685-6500

## Seacliff Improvement Association 2020 Treasurer's Report

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Ending Balance from Dec 2019      \$27,373.28

**INCOME:**

General Donations      \$1,174.20

Membership Dues      \$3,238.24

Street Fair Booth Fee      \$350.00

Beachgate Trail Donations      \$1,372.45

Moosehead Trail Donations      \$72.52

**TOTAL INCOME:      \$6,207.41**

**EXPENSES:**

Website Hosting and Admin      \$1,498.56

Newsletter      \$3,677.11

Ken Constable      \$250.00

Post Box Annual Rental      \$118.00

SIA Volunteer Vests      \$258.64

Insurance      \$540.00

Checks from Wells Fargo      \$36.91

Fair Booth Reimbursement      \$250.00

Beautification Gift Certificates      \$200.00

Nonprofit registration fees      \$20.00

Membership Supplies      \$46.22

Beachgate Trail Expenses      \$2,035.24

Moosehead Trail Expenses      \$874.20

Gardening      \$1,005.00

**TOTAL EXPENSES:      \$10,809.88**

**ENDING CASH BALANCE:      \$22,770.81**

Beachgate Trail Fund on  
January 1, 2021:      \$5,585.62

### Welcome New Members!

Ryan and Tina Knauss

Hillen Lee

Yvonne Van Leeuwen

Manny and Velma DeOliveira

Alex and Natalie Shturm

Kate Pavao

**We thank all 359 member**

**households and friends for**

**your continued support.**

### Seacliff Improvement Association 2021 Officers and Board of Directors

President:      Emily Chorba

Vice President:      Will Roblin

Secretary:      Gregory Peinado

Treasurer:      Rebecca Downing

Director:      Kelly Dillon

Director:      Brent Lay

Director      Dave Somerton

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!

### *Have you renewed your association membership?*

If you received an email recently reminding you to  
pay your 2021 dues, you can use the form on page 8  
of this newsletter and mail it to our post box or renew  
on our website using PayPal:

<http://www.seacliffimprovement.org>

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

Attend and vote on  
our SIA Bylaw  
amendments...



Details 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