

# SEACLIFF IMPROVEMENT ASSOCIATION AUTUMN 2007



Seacliff Improvement Association Mail: P.O. Box 533, Aptos. CA 95001

## Upcoming Events

- Oct. 10th 9am Planning Dept. hearing on Seacliff Hotel.
- Membership Dinner, Saturday, October 20th, 6pm to 9pm, Seascape Golf Course.
- Meeting planning new Seacliff County Park, Dec. 12th at 7pm, Aptos Fire Station.

## SIA Annual Membership Dinner, Oct 20th, 6pm



The Seacliff Improvement Association Annual Membership Dinner is coming this Oct 20th, 2007! The dinner will be held at the Seascape Golf Course Clubhouse at 6:00 p.m. There will be delicious appetizers and a no-host bar. Our County Supervisor, Ellen Pirie will be the guest speaker! Dinner will be served and Jeff Buenz will entertain us with Brazilian jazz guitar music. Following dinner there will be a short Awards Ceremony and to top it all off we'll have dessert and raffle ticket prizes! Please join us to celebrate our very successful year. The cost is only \$25.00 a person, make your reservations by Oct 10th by calling Terry at 685-3406.



## Articles Inside

- President's Letter... pg 2
- Co. Transportation. pg 2
- Ellen Pirie article on Seacliff Hotel..... pg 3
- Park Update..... pg 3
- Beautification Awards..... pg 4
- Treasurer's Report. pg 5
- Grey Bears..... pg 6
- Mini Park Update... pg 6
- Please support our Advertisers..... pg 7

## 13<sup>TH</sup> ANNUAL MONTE FOUNDATION EXTRAVAGANZA!!!

This is a HUGE event with a great cause! It is located at Seacliff State Beach Saturday, October 13th from 1pm—10pm with a \$15 admission. Children 5 and under are FREE! If you have not been, you MUST make it! Games, jumpers, food booths, music, dance, and the evening ends with a firework display from the famous Zamelli Family. More than \$2 million has been raised in the last 13 years. All proceeds benefit the school children of Santa Cruz County. For more information call Kim Gallick 831-685-3317, or check out

[www.monte-foundation.com/funzone.html](http://www.monte-foundation.com/funzone.html).

New for 2007 is the 1st annual Monte Foundation Volleyball Tournament. The first round is Oct 11th, the second round is Oct 12th, and the final round is Oct 13th. Four \$5000 scholarships will be awarded so come and watch the fun!



## SIA President's Letter

by Terry Winston

It has been one busy year for the Seacliff Improvement Association! There's the new website, a test plot of native plants at the Upper Bluff of Seacliff State Beach...ground prepared, new plants and seeds planted, signs made, an amazingly successful Flea Market, and our neighborhood site plan submitted to PG&E for a cost quote to underground the utilities. The Beautification Awards were given out, Mini Park Garden's path upgraded and maintained, State Park Garden maintained, and our first downtown clean-up! Four newsletters were published and we held three general meetings! All these accomplishments took a force of dedicated volunteers, your neighbors; on our board as committee chairs, committee volunteers, and those who donated to our flea market!



**Thank you to everyone who helped, everyone did a great job!**

There are also the public servants who contribute to the Seacliff Neighborhood. The State Park personnel, our sheriff and fire department, and our County Supervisor, Ellen Pirie.

Our dinner on October 20th, at Seascape Golf Course Clubhouse, is an excellent opportunity to celebrate our achievements, recognize our volunteers and public servants, and to just have fun visiting with our neighbors in a pleasant setting with delicious food and good music!



## TRANSPORTATION IN SANTA CRUZ COUNTY AND THE TRANSPORTATION FUNDING TASK FORCE GOALS

by Terry Winston

The Transportation Funding Task Force (TFTF) consists of over 70 representatives from community organizations, public agencies, environmental and neighborhood groups, and business associations which the Regional Transportation Commission (RTC) has identified as having a keen interest in transportation service, policy and funding.

The purpose of the TFTF is to explore transportation alternatives and funding alternatives and to finally produce a transportation funding plan to forward to the RTC if (and only if) a 2/3 majority (present and voting) of the TFTF membership agrees to the plan.

As your representative, I have attended most of these TFTF meetings (approximately 10 altogether), some which started at 6pm and didn't finish until 10:30pm!

Two different plans are emerging: One, to fund widening of Hwy 1 to six lanes with the third, center lane on either side being an HOV lane used by express buses from Santa Cruz to Watsonville, car pooling and high efficiency vehicles. This plan appears to have a majority support of approximately 60% of the TFTF. The other funding plan includes a passenger train and excludes widening Hwy 1. This plan has support from about 40% of the TFTF. Both plans call for funding county road repair, increasing bike lanes, and increased bus service.

The 1998 Transportation Investment Study shows that passenger rail service would attract less than 5,300 boardings per day (significantly less than today's 8,000 bus boardings per day) at a capital cost that would exceed the cost of widening Hwy 1. In addition, there would be operation and maintenance costs amounting to approximately \$15 million per year.

Currently, 145,000 people drive or are passengers on Hwy 1 daily. The addition of an HOV lane would improve the flow of traffic, discourage the use of surface streets, and encourage car pooling and the purchase of fuel efficient/low emission vehicles.

*Continued on page 5*

## COUNTY UPDATE FOR SEACLIFF

### Boutique Hotel Proposed For Seacliff

By Ellen Pirie



Doron Fishbin, a former resident of Seacliff and a developer, is proposing to build a 12 room hotel on the property at the north end of Broadway, between the rail line and

North Ave. The hotel would include a small restaurant on the third floor, which would have a view of the ocean. The hotel rooms would occupy the second floor. The ground floor would house the hotel reception, an exercise area and indoor swimming pool. The developer envisions opening the restaurant and exercise area to local residents as well as to hotel guests.

The Seacliff Village Plan specifically requires that a building on that property be two stories, not three. So while the proposed third story



is smaller than the first and second and set back from the front of the building, it still would require the amendment of the Village Plan in order to be approved. Rather than simply recommend denial of the project, the Planning Department is asking the Planning Commission to make a determination about whether the project meets the intent of the Village Plan. The Commission would like to hear from the people of Seacliff.

The Planning Commission meeting will be on **October 10th at 9 a.m. in** the Board of Supervisors chambers on the 5th floor of the County building in Santa Cruz. If the Planning Commission decides that the project is compatible with the Plan, the

project will then be sent back to the Planning Department for environmental review and fine tuning. One of the remaining issues will be the amount of parking that will be required.

### SEACLIFF PARK UPDATE

Escrow is set to close on November 7th, 2007 for the transfer of the acre and a quarter on the corner of Searidge and McGreggor from South County Housing to the Santa Cruz County Parks. The new park will be named Seacliff County Park. Be sure and attend the first planning meeting for the new park, open to the public on **December 12, 2007 at 7 pm**, upstairs at the Aptos Fire Station, 6934 Soquel Drive.

The new County Parks Director, Joe Schultz, replaced Maria Hurtado (who moved to Tracy for a promotion) September 17. Maria had just replaced Barry Samuel four months earlier. Joe is a Seascape resident who was most recently deputy director of operations and maintenance for Santa Clara County. He will ask for ideas from the Seacliff community regarding our wish list for the new park. The county will search for grant funds, but will need our help to reach funding goals. So start dreaming now, dream of the park you want and of creative ways to fund it...





## BEAUTIFICATION AWARDS

by Niki Derby, Mary Gibbs, Joey Lighthill, Rebecca Downing

The second and last of the 2007 Beautification Awards were given in August. The owners of these lovely homes were recognized with a \$25 gift certificate from Hidden Gardens Nursery and an award sign displayed in their front yard.

A big thank you to our committee members: Margaret Kotsi, Deb Murray, Mary Gibbs, Carol Peterson, Sharon Vaughn, Joey Lighthill, Doris Lara, Jennifer Davis, Rebecca Downing, and Niki Derby.

In May 2008, the committee will again start the daunting task of selecting winners from all the lovely Seacliff homes.



**111 El Camino Del Mar** - Lois and Ray Voss have lived in their Seacliff home for 51 years! Cucumbers, tomatoes and squash grow amongst an assortment of Cosmos, Dahlias and Gladiolas. Their garden is colorful all year round. Lois has shared many of her plant slips with neighbors, which have added color throughout the neighborhood.



**158 Seacliff** - When Jim Allen purchased his home 2 1/2 years ago, this home enjoyed a complete transformation, inside and out. Designed professionally, his yard is clean and stylish; it features a crushed gravel path set

into the lawn, assorted tropicals and several new palms have been added to the single existing palm in front. Subtle, but colorful plants compliment the perimeter of his home. Jim hopes to complete the look with a new driveway in the near future.



**725 Seacliff Drive** - Jackie Johnston has lived in Seacliff off and on since 1981 and moved into the family home here five years ago. To assist with the design of her yard, she hired Michelle Ouse of Greenhouse Landscaping who worked around the plants Jackie already had. Jackie repainted her exteriors adding awnings, and put in her own gravel and cedar mulch. She treasures her perennials and loves the wispy nature of many of her plants. Jackie also enjoys the colors since something is always blooming.

*(continued on page 5)*

**BEAUTIFICATION AWARDS**



Continued from page 4

**779 Seacliff Drive** - When John and Leslie Hayes moved to Seacliff a year and a half ago, they were looking for a home with a smaller yard than the one they left on their three acres in Glen Canyon. Leslie, a recently retired adaptive physical education instructor, dug up and brought her favorites, including daylilies from her previous garden and added them to the existing plantings. To give their yard more of a naturalized look, she held on to her pruning shears and let many of the plants grow to display their full beauty.

**TRANSPORTATION FUNDING TASK FORCE**

Continued from page 2

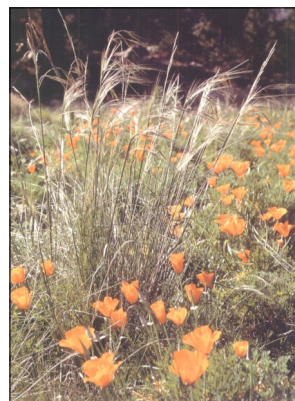
The HOV lane in each direction would run express buses. With express buses, commuters could travel from Watsonville to Santa Cruz in a half hour or less. On the other hand, the fastest service that could be expected from a passenger train would be a little under one hour. A passenger train would cover less territory than a bus system, serve fewer people, at a much greater cost, with slower service to fewer destinations. Responsible spending suggests forgoing the romance of a passenger train in favor of improving Hwy 1 with additional HOV lanes for car poolers, fuel efficient/low emission vehicles, and express buses.

(Facts and figures from data at [www.tftaskforce.org](http://www.tftaskforce.org))

**Treasurer's Report 4th Quarter 2007**

by Lou Wolfe

Opening Checking Account Balance	\$	3,610.66
<b>INCOME:</b>		
Checking Account Interest	\$	2.07
Membership Renewals	\$	75.00
New Members	\$	135.00
Flea Market Additional Sales	\$	215.00
Sweatshirt Jacket & Sticker Sales	\$	935.00
<b>EXPENSES:</b>		
Additional Flea Market Expenses	<\$	11.06>
Additional Sweatshirt Jackets	<\$	429.11>
Postage	<\$	8.95>
Seacliff Gravel Path	<\$	578.34>
Beautification Awards	<\$	100.00>
Mini Park Maintenance	<\$	200.21>
Signs for Upper Bluff	<\$	35.07>
Newsletter Printing	<\$	345.05>
<b>ASSETS (as of 9/30/07):</b>		
CD Savings Account Balance	\$	13,818.52
Closing Checking Account Balance	\$	3,264.94
<b>BALANCE:</b>	\$	<b>17,083.46</b>



**Monterey Bay Aquarium  
Foundation Grant Funds Account**

7/30/07	Existing Balance	\$ 362.29
9/14/07	Deposit	\$3,000.00
	Maintenance	<\$ 31.19>
<b>Balance M.B.A. Grant Funds</b>		<b>\$3331.10</b>





## Mini Park Update

by Rebecca Downing

Maybe it was the beautiful summer evening or perhaps it was the tasty pizza that brought over 12 volunteers to the August Mini Park weeding party! With so many trimming, weeding, and mulching, our work was completed well before sunset. We really appreciate all your efforts and the garden looks great!



Helpful young volunteers! Note the concentration!

Fortunately, not all the work at the mini park involves pruning and pulling out weeds. **We hope to host a planting party later this year** and can really use your muscles and shovels! We will send out an email reminder to those of you who signed up for volunteer gardening shortly before we plant. If you want to participate but have yet to add your name to

the list please call Rebecca Downing at 688-4142 or send an email to [seacliffimprovement@yahoo.com](mailto:seacliffimprovement@yahoo.com) and we'll make sure you are notified as the date approaches. We hope to see you there!

## Grey Bears Is a Great Organization

by Tony Loiacono



The Grey Bears, founded in 1973, is a grass-roots, non-profit organization of seniors over 55. Grey Bears is best known for its development and implementation of a program called Operation Brown Bag which distributes donated food, via a network of sites, throughout the county. Last year, Grey Bears distributed \$1.2 million of fresh produce thanks to the generosity of the Ag Community. Operation Brown Bag serves over 2,100 members a week throughout Santa Cruz County, distributing fresh and packaged food items. Any person, 55 years and older, is eligible for general membership which costs \$20 per year. There are no income requirements to join. Their Board of Directors has made a commitment that **no senior will go hungry in Santa Cruz County.**

The newest Grey Bears project is the Computer Refurbishing group. This group converts donated equipment into working units and provides seniors with technical support to use these computers.

The Grey Bears runs a recycling facility and thrift store where donations of food, money, recycling, volunteer time, clean clothing, small household items, and any recyclables can be dropped off. Bring your items to the blue building on their lot at 2710 Chanticleer Avenue, off Soquel Drive. If you're interested in joining or donating, phone 479-1055.



# Welcome New Members!

We extend a warm welcome to: Dennis and Caryl Brewer, Paul and Susan Froyd, Dr. Harry and Diane Greenberg, Dan and Alice Harper, Suzanne Koebler, Stacy Patyk, Ellen Richardson, Don and Adrienne Sabin, Jonathan and Zelda Tallman, and Betty Waite!!!!!!

## A Special Thanks to Our Advertisers




**Dianne Pereira**  
 REALTOR®, GRI    
 Bailey Properties, Inc.  
 1602 Ocean Street  
 Santa Cruz, CA 95060  
 831.426.4100  
 831.426.7830 fax  
 831.818.5939 cell  
 dianne@lifesabeach.com  
 www.lifesabeach.com





**Stephen J. Pereira**  
 REALTOR®  
 WWW.LIFESABEACH.COM  
 Bailey Properties, Inc.  
 1602 Ocean Street  
 Santa Cruz, CA 95060  
 831.426.4100  
 Fax 831.426.7830  
 Cell 831.818.7064  
 Res. 831.425.SAND (7263)  
*Beach, Golf & Resort Property Specialist Since 1978*

**Seacliff Florist & Gifts**  
*"Unique floral designs for your special occasion"*  
 Alfred Silva, Owner/Floral Designer  
 251B Center Avenue  
 Aptos, California 95003  
 831.685.3085  
 www.seacliffFloristandgifts.com  
*"above Seacliff State Beach"*



**MANUEL'S**  
 A MEXICAN RESTAURANT



261 Center Street • Aptos, CA 95003  
 (831) 688-4848

*"Specializing in Indies, Foreign and those hard-to-find titles."*

**SEEN ANY GOOD MOVIES LATELY?**  
**FREE MOVIE SPECIAL JULY ONLY**

CALL to reserve your favorite film

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

*"Seacliff Video is the best Video Store ever! The employees really get to know you and help you in any way possible. You feel welcome here and in a place where you have friends."  
 - Anonymous*

**PIZZA 1**

253 Center Ave. Aptos, CA 95003 831.684.1110  
 www.pizza-1.com

**CHECK OUT SOME OF OUR MOST POPULAR PIZZA COMBINATIONS**

**CORRALITOS MARKET**  
 garlic-infused extra virgin olive oil, corralito's market bavarian sausage, slow-cooked apples, real bacon, gorgonzola & mozzarella cheeses

**GARLIC CHICKEN**  
 creamy ranch & garlic sauce, mozzarella cheese, grilled chicken breast, cilantro & candied red onions

**CASTROVILLE**  
 fresh pesto sauce, mozzarella & feta cheeses, marinated castroville artichoke hearts, spinach & fresh tomatoes

**HAWAIIAN**  
 rich tomato sauce, smoked ham & Dole® pineapple

**COMBINATION**  
 rich tomato sauce, pepperoni, red onions, green peppers, mushrooms, italian sausage & fresh tomatoes

**\$ 4.00 off any EXTRA Large Pizza**  
**\$ 3.00 off any LARGE Pizza**  
**\$ 2.00 off any MEDIUM Pizza**  
**\$ 1.00 off any SMALL Pizza**

1 coupon per person/per visit/per order. not valid with any other promotion. expires 11/30/06

**MONDAY - THURSDAY SPECIAL**  
**LARGE PIZZA + ANY TWO ITEMS only \$14.99**

1 coupon per person/per visit/per order. not valid with any other promotion. expires 11/30/06

**WE OFFER YOU SO MANY CHOICES!**

STANDARD TOPPINGS  
 -or-  
 GOURMET DELIGHTS

CALIFORNIA THICK  
 -or-  
 NEW YORK THIN

CASUAL DINE IN  
 -or-  
 FAST TAKE OUT

**SEE BACK FOR SPECIAL OFFERS & SAMPLE MENU SELECTIONS**

# Seacliff Improvement Association



## SEACLIFF IMPROVEMENT ASSOCIATION MEMBERSHIP/RENEWAL APPLICATION

Annual Dues are \$15.00 (January—December)

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

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

Mailing Address if different: \_\_\_\_\_

Telephone Number: \_\_\_\_\_

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

Please send my Quarterly Newsletter by E-mail

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

- Do not give out my address or phone number to any SIA member*
- Consult me before giving 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
- Event Planning & Setup
- SIA Communications Committee
- Seacliff Beach Upper Bluff Restoration
- Utilities Undergrounding Committee

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

---

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

**PRESRT STD**  
**US Postage**  
**PAID**  
**Permit No. 179**  
**Aptos, CA**