

Seacliff Improvement Association

Spring Newsletter 2010



Our Endangered Water Supply!

Attend a presentation by

Laura Brown, General Manager of Soquel Creek Water District

All of the water serving us comes from local wells. Coastal groundwater levels have been dangerously low for nearly two decades. They have not recovered despite the fact that customers use less water now than 20 years ago. Failure to address this issue will impact the quality of life, economy and even health and safety of our community. Soquel Creek Water District is pursuing a multi-faceted approach to assure a safe and reliable water supply for Mid-County.

Learn more about this critical local issue at the quarterly
Seacliff Improvement Association Membership Meeting

Tuesday, May 11th, 7:00 p.m.

Seacliff Highlands Community Room at 151 Canterbury Drive

Note to Vote: Members will vote at this meeting to change our bylaws, Article V, section 2, to raise the expenditure limit of the board from \$1000 to \$1500. Please attend!



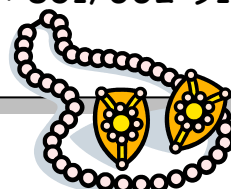
Coming Next Month... The 14th Annual Seacliff Flea Market!

It's time to dig out your castaways and turn them into treasure by donating them to our annual flea market. Start collecting your items today and mark your calendar to **drop off donations on Friday, June 18th, 9am-4pm** at the upper parking lot of Seacliff State Beach.

The sale is the next day, **June 19th, from 8am-2pm!**

This is our association's biggest fundraising event each year.

Monies raised support our public gardens and other efforts to help keep Seacliff beautiful! Volunteers needed for set-up, teardown, sorting, pricing, display and sales. Contact Deb Murray: 831/662-9164 or e-mail: dmurray@megamind.org.



Prominent Local Attorney States the Case

By Kate Minott

At the March SIA general meeting land use attorney Bill Parkin briefed attendees about the current status of the legal action relating to the Poor Clares site at 280 State Park Drive. Seacliff neighbors initiated the legal action after the County Board of Supervisors took action to permit 100 residential units on 4 acres of the easterly portion of the Poor Clares property. Currently the home of Coastlands Church, the property is owned by Dominican Hospital. The prospect of dramatically increased traffic on State Park at McGregor was alarming given that there currently can be gridlock along State Park Drive.

Mr. Parkin explained how the County had made some serious mistakes in their effort to rezone the land from visitor accommodation to high density housing. To begin with, the change in zoning from visitor to residential is considered a “lower use” and, therefore, not permitted within the Coastal Zone. There is also the critical issue of increased traffic. The Seacliff Community addressed this point by hiring a professional traffic engineer to assess the validity of the traffic study used by the County. This traffic study report, paid for by many Seacliff homeowners, highlighted the calculation errors, defective measurements and erroneous conclusions of the original traffic study.



A full house hears Bill Parkin speak at our March Meeting

In Mr. Parkin’s opinion there were other missteps made by the County. For instance, there was the change in the number of units from 80 to 100 at the last minute, even though the rezoning process had not contemplated more than 80 units. Likewise, there was the last minute change to designate the units for senior housing in an apparent attempt to appease the neighbors. Both of these last minute changes call into question the validity of the environmental studies that support the rezoning action.

The last minute changes, the disallowed re-zoning within the Coastal Zone and the defects in the traffic study form the basis for the legal action already filed. Parkin believes the case is very strong and is confident about it but did acknowledge that there is always an element of risk when disputes go to court. The hearing is currently scheduled for September 2010. Because this land is in the Coastal Zone, rezoning also requires Coastal Commission approval. So, there is more than one way for the Seacliff community to ultimately get what it needs to preserve unimpeded access to the neighborhood and its beaches.

Survey Says....

Rebecca Downing



The board of directors needs to know what you value so we can focus the association’s activities on what matters to you. Our recent survey shows that our efforts do indeed mirror what you care about most. Undergrounding utilities, maintaining our gardens, our beautification awards (see page 5 for details), land use planning, park development, the annual flea market, emergency response and fundraising for these efforts were the most significant priorities. The newsletter and website continue to be important communication tools for us.

These priorities require volunteers. We are so grateful to those of you who, through the survey, offered to help. We will contact you soon. If you did not get a chance to participate in the survey but would like to volunteer, we could really use your help. Our list of committees and our email address are on page 7. We have great volunteers who do amazing things by sharing their talents so please don’t be shy, we need you too.

From the survey we also learned that attending quarterly member meetings is more likely to happen if we have a compelling topic or activity. Look to our upcoming meetings for speakers addressing your priorities and issues that affect Seacliff.

Finally, thank you survey takers who signed up to receive the newsletter electronically. You save us postage, printing costs and trees!

Natives Springing Up on the Bluff

By Mary Gibbs



If you have been walking through the overflow parking field lately you may have noticed that the Yarrow, Blue Lupine, Poppies, Buckwheat, and

many of the grasses are blooming. The rains have increased the weed population as well as native plant growth. Our first plot was weeded in February with the help of SIA volunteers and the California Conservation Corp. Some additional weeding is planned soon which will help get Plot One in very good shape for summer.

State Parks has mowed the field recently as they usually do each year. Using a higher setting on the mower and removing the blue plant flags, Plot Two was also mowed. The plan is to wait about two months until the natives begin their growth again, re-set the flags, and mulch around all the natives for maximum growth while keeping the weed growth at bay. Hopefully, this plan will work and the natives will prosper and spread. Some weeding will be necessary soon and those that are on the volunteer list will be contacted for an all out weeding and mulch party.

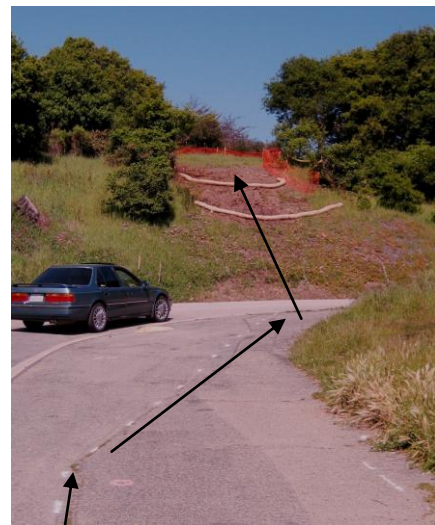
After discussions with State Park personnel, it has been decided that no new plots will be started this summer. In the future we will plant small “pods” using mesh weed blocker and mulch which, hopefully, will discourage the weed growth.

If you are interested in working on this project please contact me at 831/662-3495 or megibbs1@sbcglobal.net.



News Update from Seacliff State Beach...

- ⊗ Seacliff State Beach is under great budgetary constraints as are all the parks in the state. Due to reduction of staffing, the annual **Cement Ship Festival** has been canceled for this year.
- ⊗ In hopes of increasing revenues, the park is converting 15- 20 day use parking spaces in the west end of the park to **10-15 camping** sites. Current plans are to complete the restriping and signage by Memorial Day weekend.
- ⊗ In coordination with the County, new **sewer lines** are being installed. The line will run from the pump station behind the Sea Breeze Tavern in Rio Del Mar (under Aptos Creek) to Seacliff State Beach. The line will continue along the road to the Visitor Center and up the access road. At the hairpin turn, it will divert up the slope (see photo below) and follow State Park Drive onto McGregor Drive all the way to Park Avenue. Work on state park land will be completed by Memorial Day weekend. Road construction on County land will continue through the summer with intermittent road closures during weekdays on McGregor Drive.



Seacliff State Beach sewer line preparations at the hairpin turn. The arrows denote the sewer line's path to State Park Drive.

Happy Trails and Thank You, Terry!

By Mary Gibbs



Terry Winston, SIA President from 2006 to 2007 and member of the Board of Directors from 2005 to 2008, has left Seacliff. Terry and her husband Dan have moved to Laguna Beach, California. Dan accepted a new position in Southern California, and Terry, a practicing attorney, will either open a practice or explore small business opportunities.

We will all miss Terry and Dan greatly. Their contributions to the Seacliff Improvement Association have been many. Terry was responsible for the Upper Bluff Native Plant Restoration Project. She laid out the plans for the logistics of the planting in the field and the types of native plants that would

survive there. Terry worked with State Parks personnel, Friends of State Parks, The California Conservation Corps, The Aptos Chamber of Commerce and many other agencies to bring this project to its existing state, which are currently two plots fully planted and thriving.

Terry applied for and received a grant from the Monterey Bay Aquarium, which enabled the SIA to purchase hundreds of native plants and seeds. With assistance from the California Conservation Corp, State Park personnel and SIA members, the ground was prepared for the planting of the first plot. Aptos school children assisted in the first plot planting as well. This field has become a protected native habitat and is a testimonial to a person who truly cares about the environment as well as improving and protecting our beautiful Seacliff. Terry will long be remembered for her valuable contributions to this lovely area. Good luck to both Dan and Terry in their new life adventure. They will be greatly missed.



Seacliff Needs You!

If you are tired of jockeying for a good view of the 4th of July Parade in Aptos then it's time you were IN it!

Show your Seacliff pride! Grab your dog, your kids, your bike and your red, white and blue to join your neighbors as we parade with our banner in the world's shortest parade!

For more details, contact Dianne Pereira at: 831-818-5939 or: dianne@lifesabeach.com

Green Thumb Alert!

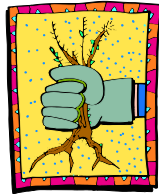
Niki Derby

It's time once again to think about the twice yearly "beautification awards." A committee of 12 scours all of Seacliff and votes for four homes that exemplify the beauty of the area in which we live. The first set of awards is given out around the first of June and the second set the first part of August.

So, get those green thumbs busy and maybe you'll receive a \$25 gift certificate to Hidden Gardens Nursery and a "beautification sign" in your front yard. ❖

Mini Park Party!

Johanna Lighthill



It's BYOC (bring your own clippers) time at the mini park! We will weed, prune, rake and spruce up everyone's favorite overlook on **Saturday, MAY 22nd at 9 am**, earlier if you want to catch worms. We have a few dedicated volunteers but could use your hands too. So, grab your gloves and join the fun. We hope to see you there!

Seacliff Village Plan: Streetscape Update

Supervisor Ellen Pirie reports that village undergrounding is planned for late this year or early 2011. The Streetscape project will follow the undergrounding. The final public meeting to fine tune the landscaping and plants for the streetscape is planned for the spring of 2011. The request for bids should go out in June, with construction to begin in September 2011. To see the details of the streetscape, visit the Seacliff Village Plan at: <http://www.sccoplanning.com/pdf/policy/svp.pdf>.

Welcome New Members!

Rashel and Lori Adragna
Jon and Paula Ball
Maggie Barr
Edythe Benko and Hillary McCrea
Rebecca Byron
Mary Connolly
Jacky Dana
William L. and Edith M. Darwin
Jivan Dhaliwal and Gary Tardiff
Chris Erskine
Scott Flake
Paul and Jean Flanagan
Cathy Gamble
Carol Gates and Robert LaVerdi
Don and Suzanne Gladstone
Mrs. Lewis E. (Gwynn) Hanchet
Marcia and Owen Hand
Geraldine (Jeri) Harris
Randy and Diane Harrison
Bill and Alycia Kennedy
Carol Francavilla Kirk Huddleston
Naomi Kirschenbaum
David and Patt Larkin
Judy Leadley

Patti Lindsay
Pat Lordan Tom Turrentine
Paul McClintock
Mary Mocas
Jean Morrison
Horacio and Nelda Neves
Arline Norsworthy
Thomas and Jacqueline O'Connor
Anne Olson
Judith Paulson/Judith M. Paulson Trust
Thomas Rettenwender
Adrienne Reynolds and Paula Hamilton
John and Linda Richter
Mary Rockwell and John Tindel
John and Carole Rodems
Greig Rose
Philip and Kristin Scofield
Jeff and Andrea Setera
Don Shea
Bryan Speights and Dee Ferguson
Mark and Mary Stevens
Marc Thomas
Joe and Mary Ann Watson
Jeffery and Vivian Widman
Samuel L. and Terese M. Wright

We thank all 327 members for your continued support!

Treasurer's Report

Bill Eaton

SEACLIFF IMPROVEMENT
ASSOCIATION
TREASURER'S REPORT FOR
January 1, 2010 thru March 31, 2010

by Bill Eaton

Opening Checking Account Balance \$6,621.21

INCOME:

Interest earned	1.00
Donations	105.00
Membership	1,245.00
Advertising	200.00
Other Income	0.00
TOTAL INCOME	1,551.00

EXPENSES:

Web Host and Domain	107.40
Newsletter Printing	230.99
Newsletter Publishing	200.00
Postage	22.00
Upper Bluff Maintenance	77.18
Mini-Park Maintenance	153.58
Park Strip Maintenance	250.00
Other Expenses	152.00
TOTAL EXPENSES	1,193.15

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SARAH HAWKLYN, DVM
GEORGE R. HALL, DVM **MARY F. SIRI, DVM**



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2010 SIA Officers, Directors and Committee Chairs

President: Mona Daniels	Annual Dinner Co-Chairs: Mona Daniels, Dave Boggini, Patty Norton
Vice President: Rebecca Downing	Aptos Chamber of Commerce and Community Enhancement Committee Liaisons: Mona Daniels, Kate Minott
Secretary: Kate Minott	Beautification Awards: Niki Derby
Treasurer: Bill Eaton	CERT Committee: Mary Edmund
Director: Ken Dawes	Flea Market: Deb Murray
Director: Dustin Mc Kennan	Land Use: Bill Eaton
Director: Deb Murray	Membership: Steve Gibbs
Director: Patty Norton	Mini Park Garden: Johanna Lighthill
Director: Lou Wolfe	Newsletter: Rebecca Downing
Visit our website: http://www.seacliffimprovement.org/ To reach any of us, just send an email to: info@seacliffimprovement.org	Seacliff County Park: Kate Minott
	Upper Bluff Restoration and State Park Drive Garden: Mary Gibbs
	Utility Undergrounding: John Horvath
	Website: Ken Dawes

Community Contacts

Sheriff's Sub-Station Rancho Del Mar Center	Sergeant Robin Mitchell	662-0690
Abandoned Vehicle Abatement Desk	(need location, color, make, model & license plate)	454-3139
Aptos/LaSelva Fire District	Fire Chief, Tom Crosser	685-6690
Santa Cruz County Offices 701 Ocean St., Santa Cruz, 95060	2nd District Supervisor, Ellen Pirie	454-2200
California State Parks	Sector Superintendent, Pajaro Coast Sector - Kirk Lingenfelter	429-2881
	Seacliff Supervising Ranger - Kevin Best (dogs off-leash, dead animals, etc.)	685-6442
	Seacliff Park Maintenance Supervisor - Jeffrey Long	475-0164
Aptos Chamber of Commerce	Executive Director, John Hibble Executive Director, Karen Hibble	688-1467
Graffiti Abatement Project	Sara Winterburn	427-0462

Seacliff Improvement Association
Membership Application/Renewal
Annual Dues are \$15.00 (January—December)



Name(s): _____

Seacliff Address: _____ State: _____ Zip: _____

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

Telephone Number: (_____) _____

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

Please send my Quarterly Newsletter by E-mail: (check here)

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

Consult me before giving out my address or phone number to any SIA member

Do not give out my address or phone number to any SIA member

Please sign me up to volunteer for:

- Annual Flea Market Donations/Setup/Sales
- Community Emergency Response Team
- Seacliff Beach Upper Bluff Restoration

- Maintaining Gardens
- Beautification Awards Committee
- Utilities Undergrounding Committee

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

Seacliff Improvement Association
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Save the Date: May 11th!
SIA Membership Meeting
Details on Page One...