

Seacliff Improvement Association

Spring 2011



Grab a dog and join us for our *1st Annual Seacliff Pooch Parade*

Saturday June 25, 2011
Seacliff State Beach Upper Parking Lot
Registration begins at 11 am
Parade is at High Noon!
Refreshments and Trophies to Follow

Trophies will be awarded for:

- Top Dog Best In Show
- Top Dog Junior Division – Best In Show
- Best Dressed
- Best Performance
- Most Like Their Owner
- Most Original Costume
- Best Dog Group Entry



The Scoop:

- 🐾 Entry fee is \$5 per dog
- 🐾 All dogs need leash and/or harness.
- 🐾 Consider comfort and safety in your costume design.
- 🐾 Refreshments, Water and doggy clean-up bags provided
- 🐾 Socialized dogs only, please!



Mail this registration form by June 20th with your \$5.00 entry fee per dog to:
Seacliff Improvement Association P.O. Box 533, Aptos, CA 95001

Please print: _____

Name of Dog(s) _____ Breed _____ Age _____

Dog's favorite Toy _____ Dog's favorite Treat _____

Owner(s) Name _____

Tel# _____ Email _____

Address _____ City _____ Zip _____

For late entries and questions contact: info@seacliffimprovement.org or call: 688-4142

Come to the parade and cheer for your favorite canine!

Human Race is a Big \$ucce\$\$

Deb Murray

Thanks to all of you for your generous pledges we exceeded our GOAL! With 82 pledges we raised \$2,025!

It was a fabulous day and the weather could not have been better! We started the day with registration and a continental breakfast beginning 8am, followed by the nearly 5 mile race, with a live band and a Bar-B-Q lunch at the conclusion! It was a casual and festive race, with over 2,000 participants either walking or running...fun times to be had by all! All the attendees received a Human Race T-shirt too!

Special thanks to SIA team members: James Downing, Rebecca Downing Karen Grellas, Cheri Nilsson, Lila Steiner, Hillary McCrea, Margaret Kotsi & her poodle - Tag, along with my family - John & Ireland Murray. Each team member raised their own pledges. A special thanks to Steve Gibbs for collecting pledges at our post box. GO TEAM! The money will be used by the association for our activities and expenses including improving several Seacliff gardens, the bluff restoration project and land use issues. Thanks again and we hope you'll be able to join the SIA team next year!



Cheri Nilsson, Karen Grellas and SIA Human Race Team at the halfway point.

Margaret Kotsi With the tiniest SIA Team member -Tag!



Beautification Committee is on the Lookout!

Niki Derby

You notice a car cruising slowly down your street, the occupants looking at houses, making notes. Potential new neighbors? Perhaps, but mostly likely it will be members of our beautification committee hunting for houses to nominate for our annual awards.

Winners receive a \$25 gift certificate for Hidden Gardens, located right here in Aptos and get the beautification award sign posted in their yard. We have two rounds of awards with four winners each round. You may also nominate someone by sending an email to: info@seacliffimprovement.org

The late rains should keep our gardens blooming well into summer this year making it even more challenging for us to pick the winners this year. So head out to the front yard and check out your scene. Time to spruce up your porch? Deadhead those blooms? Maybe it's just a matter of adding some mulch to keep the weeds down. Whatever you do, we appreciate your efforts to keep Seacliff beautiful and who knows? You may get a visit from us soon!

A Fond Farewell to Seacliff Video

Rebecca Downing

We were sad to hear of the closing of Seacliff Video, a favorite spot for residents of Seacliff to find the latest movies and catch up on local news with owner Francine Badagliacca. Francine served on the association board of directors and supported this organization through her liaison work with Seacliff business owners, generous donations to the association annual dinner and hosting events like the very successful raffle for Seacliff Needs a Park. Thank you, Francine, and best wishes for the future!



Francine Badagliacca picks the winner in March, 2005 Fundraising Raffle for Seacliff Needs a Park

More than Tree Trimming For Poor Clares?

Rebecca Downing

The late spring storms blew through the trees at the Coastlands Church requiring both the emergency removal of several damaged and fallen trees and significant trimming to others. Residents of North and East Avenues have noticed this change in the view with State Park Stoplights now highly visible and increased noise from traffic.

Trees located in the Coastal Zone, as the Poor Clares property is, may have up to one third of their branches removed without a permit. Many of these trees have been trimmed the maximum amount without a permit. Any more requires a permit from the county.

Dominican Hospital, owner of the property submitted a permit application in February for removal of thirty-six trees and significant trimming and cabling of sixty-seven others. Although the arborist report recommends no tree replanting, current regulations require three trees be planted for each one removed. The county responded with a request for a replanting plan to be submitted by May 16th. Dominican did not submit a plan by this date, which means they may seek an extension or rescind their application until a replanting plan is created. If you wish to view the permit application, contact the county Planning Department or me at: info@seacliffimprovement.org

Utility Undergrounding On the Horizon

John Horvath



As the sewer upgrade “wet work” along State Park Drive comes to a close, attention turns to utility burial and repaving. AT&T received preliminary utility trenching plans from PG&E and Comcast

several months ago. AT&T is the agent responsible for collecting trench design packages from PG&E and Comcast and preparing a trenching path package that can be put out for bids. The revised schedule from Project Manager Hal Alvarez of AT&T has composite drawings being completed and returned to the other utilities by the first week of June. PG&E and Comcast will then mark up the drawings and return them to AT&T for final adjustments. By this schedule, the trenching bids will be in AT&T’s hands by late July with construction expected to begin in the Fall. The work will take 6-9 months to complete.

Seacliff Village utility undergrounding includes about twelve utility poles along State Park Drive from Highway 1 to the Seacliff State Beach ranger kiosk and the alley behind Center Avenue. The work is funded by utility ratepayers since beautification of the Seacliff State Beach entrance viewscape benefits the general public.

Village Streetscape Update

The County Department of Public Works plans to host a public meeting this Fall to finalize the landscape design for Seacliff Village. This will be our community’s final opportunity to influence the improvements for our downtown area.

This work is part of the Seacliff Village Plan that was adopted in 2003. Its goal is to enhance the aesthetic natural appearance of the Seacliff community, help buffer the transition between the Seacliff village area and adjacent neighborhood and preserve the visual integrity of the community, while enhancing the neighborhood’s commercial area. After the meeting, the plan will be sent out to bid in the Spring of 2012 and work will begin after the undergrounding of utilities (see article above) is complete.

If you wish to participate in the meeting, one way to prepare is to read the plan that the community drafted after many public meetings and revisions. The plan is available at: <http://www.sccoplanning.com/pdf/policy/svp.pdf>

New Vacation Rental Rules Sent to Coastal Commission For Approval

Rebecca Downing



The County Board of Supervisors approved a new ordinance regarding vacation rentals in unincorporated areas of Santa Cruz County. All new ordinances must first be approved by the California Coastal Commission who may rule on this as early as this summer.

Following are some highlights of the new rules for Seacliff vacation homes:

A vacation rental permit and Transient Occupancy Tax registration are required for each residential vacation rental. Each vacation rental permit shall run with the land in perpetuity.

For an existing vacation rental, an initial permit shall be obtained. No public hearing shall be required and no notice of an application for a permit for an existing vacation rental shall be given.

For a new vacation rental, in most cases, no public hearing is required and action on these applications may be by the Planning Director or a designee. Appeals of the proposed action on the application may be made and the Planning Director may refer the application to the Zoning Administrator or Planning Commission for a public hearing

The maximum number of guests allowed in an individual residential vacation rental shall not exceed two people per bedroom plus two additional people, except for celebrations and gatherings between 8:00 a.m. and 10:00 p.m., when the maximum number of people allowed is twice the maximum number of guests allowed. Children under 12 are not counted toward the maximums. The number of vehicles allowed may not exceed the number of existing on-site parking spaces, plus two more to be parked on the street.

All vacation rentals shall designate a contact person within a 30-mile radius of the vacation rental. The contact person shall be available 24 hours a day to respond to tenant and neighborhood questions or concerns. A property owner who lives within a 30-mile radius of the vacation rental may designate himself or herself as the local contact person.

All vacation rentals shall have a sign identifying the structure as a permitted vacation rental and list the 24-hour local contact responsible for responding to complaints and providing general information. Vacation rental rules shall be posted inside the vacation rental in a location readily visible to all guests. Vacation rentals shall comply with the standards of the county code regarding noise and a copy of the relevant chapter of the code shall be posted inside the vacation rental in a location readily visible to all guests.

It is unlawful for any person to use or allow the use of property in violation of the provisions of this ordinance. If more than two documented, significant violations occur within any 12-month period a permit may be reviewed for possible amendment or revocation. It is unlawful to make a false report to the Sheriff's Office regarding activities associated with vacation rentals.

For a complete description of the ordinance, visit the Santa Cruz County Planning Department website at: <http://www.sccoplanning.com/>

Watch our Mini Park Grow!

Mona Daniels

If you visit the Mini Park along Seacliff Drive you will see we are in the midst of refurbishing! Thanks to the late Spring rains, the newly planted natives are growing faster than expected and many are in full bloom. Please stop by and see the beautiful variety of drought tolerant perennials. You may want one just like it for your garden.

Our next step is to improve the paths, fill in areas with more plants, weed and mulch these areas to give the new natives room to grow and spread. Once these perennials with their deeper roots mature they will replace the ice plant and other annuals to help keep the cliff edges from eroding.



Come see the new plants thriving and enjoy the view too!



Ceanothus takes root at the cliff edge.

Your annual membership helps make this possible and we are very grateful. We are always looking for folks with a green thumb, so please consider joining our volunteers as we transform this little slice of paradise. There is nothing so rewarding as helping a garden grow so call me to learn about our next Mini Park planting party at: 688-1060.

The association is looking into replacing the four park benches with new and more durable commemorative ones. We are still researching costs and suitable materials. If you are interested in participating in this program, please send your inquiry to: info@seacliffimprovement.org and once we have the information we will contact you.



Canterbury Park Townhomes Now Accepting Applications

Rebecca Downing

This three-acre site for 19 new 2, 3 and 4 bedroom townhomes is located less than 1/2 a mile from Seacliff State Beach next to the future site of our county park. Construction is expected to start on these homes in the summer of 2011 and should be completed within one year. The townhomes are priced to be affordable to moderate income families and qualifying families may be awarded down payment assistance up to \$50,000. If you are interested in applying to purchase one of these townhomes, please call 408-778-0276, and ask to speak with Gloria (or email at gloria@scounty.com) or Robyn (or email at robyn@scounty.com)

Two Volunteers Needed Yesterday!

Bluff Restoration Chair

After several years of fabulous work restoring the overflow parking area with native plants, Mary Gibbs is passing her baton. If you have gardening experience and love working with native plants, this job may be for you. Work includes quarterly maintenance of our test plot. Weed whacking and people skills a must!

Website Designer

Our wonderful website designer, Ken Dawes, is moving out of state so if you have Wordpress experience, we need you! Work includes updating the site, designing new pages and coordinating with our webhosting company.

Please contact us today at:
info@seacliffimprovement.org

Park Development in Peril?

Due to extreme budget constraints, the county Parks and Recreation department is now part of Public Works and will be losing many of its employees as a result. This includes the planners who have worked so hard on the development of our park located on Macgregor Drive. Public hearings for the budget begin June 20th and we encourage you to support the retention of planners whose knowledge and experience would be lost.

Supervisor Pirie is continuing to source funds to build the park and a grant application has been submitted to the Urban Greening for Sustainable Communities Program. Stay tuned!

Welcome Ione to the Board!

We welcome Ione Victoria who joined our Board of Directors this March. She is already grabbing the dog by the leash to chair our upcoming pooch parade.

Ione moved to Seacliff from Sonoma County 15 years ago after visiting on holiday with her daughter. One look at Seacliff and it was clear this was where she wanted to call home. Ione quickly set up shop for her business 'Paradise Interior Design' and now has a studio in the heart of Seacliff at 249 Center Ave., just down the street from Manuel's. She offers design services ranging from basic consulting to complete remodeling. You can learn more by visiting her website:

www.paradiseinteriordesign.com.

Ione loves the coastal environment and the design opportunities it presents. Her long time love of photography, art and gardening find great inspiration here. According to Ione, "What's not to like about living in Seacliff and being so close to the ocean? It's the most wonderful place I've ever lived!"

Welcome New Members!

Nino and Annie Bachar
Richard and Susan Barnes
Asher and Janet Bogin
David Harbison and James Crook
Rhonda Howard-Vachon and Craig Vachon
Jeff Johnson
Mark Mauceri and Dennis Bailey

Julie McDaniel
David and Mary McKulle
Ralph Millar
Helene Milner and Boyd Brown
Strock Real Estate
Steve Taylor
Walt Eller Company ETAL
Rick and Stephanie Whitcomb

We thank all 293 members for your continued support!

TREASURER'S REPORT FOR 2011

January 1, 2011 thru April 30, 2011

BEGINNING CASH BALANCE	\$7,838.76
INCOME:	
Donations	100.00
Membership	1,251.08
Advertising	0.00
Other Income	0.00
TOTAL INCOME	1,351.08
EXPENSES:	
Web Host and Domain	107.40
Newsletter Publishing	492.61
Postage	258.60
Upper Bluff Maintenance	0.00
Mini-Park Maintenance	744.13
Park Strip Maintenance	0.00
Insurance Expense	0.00
Annual Dinner (Net)	0.00
Legal Exp	0.00
Other Expenses	164.72
TOTAL EXPENSES	1,767.46
ENDING CASH BALANCE	\$7,422.38

To learn more about the association and how your membership helps the community, visit our website today:

<http://www.seacliffimprovement.org>

We welcome your questions, comments, suggestions and more.

Write to us at:

info@seacliffimprovement.org

or

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

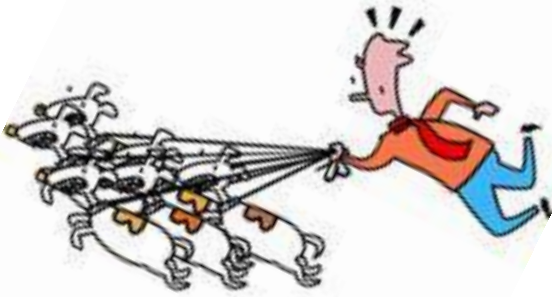
Community Contacts

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
California Highway Patrol	24 Hour Non-emergency - for cars blocking the road	796-2160
Aptos/LaSelva Fire District	Fire Chief, Tom Crosser	685-6690
Santa Cruz County Offices 701 Ocean Street Santa Cruz, CA 95060	2nd District Supervisor, Ellen Pirie	454-2200
	Sector Superintendent, Pajaro Coast Sector: Kirk Lingenfelter	429-2881
California State Parks	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

PO Box 533

APTOS, CA 95001-0533



*Mark your calendar now
to come cheer for your favorite
Seacliff Dog in our Pooch Parade
June 25th!*

See page one for details...

Seacliff Improvement Association

Membership Application/Renewal

Annual Dues are \$20.00

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

I wish to volunteer for:

Annual Fundraiser

Community Emergency Response Team

Maintaining Gardens

Seacliff Beach Bluff Restoration

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