

Seacliff Improvement Association



Grab your dog and join us for our
3rd Annual Seacliff Pooch Parade

Saturday June 15, 2013
Seacliff State Beach Upper Parking Lot
Registration begins at 11 am
Parade is at High Noon!
Refreshments and Trophies to Follow



Entry fee is \$10 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!

Trophies will be awarded for:

Top Dog - Best In Show

Top Dog Junior Division - Best In Show

Best Performance

Most Original Costume

Best Dog Group Entry

Mail this registration form by June 20th with your \$10.00 entry fee per dog to:

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

Please print:

Name of Dog(s) 1 _____ 2 _____

Category of Entry _____

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!

Lively Corridor Meeting Inspires Aptos Residents

Rebecca Downing

Attendees at the Transit Corridor workshop last week gave county planners a dose of reality about traffic issues in Aptos along with realistic and creative solutions to include in the corridor study. It was great to see so many Seacliff Association members attend and participate in the discussions.

After an overview of the progress of the study and a presentation of land use and circulation focus areas, project consultants and county planners, including Planning Director and Aptos resident, Kathleen Molloy Previsich, answered attendees' questions. These included Safeway's plans for Rancho Del Mar Center - no plans have yet been submitted and if decisions generated by the study will reflect the value residents place on retaining the unique character of communities - they will. Attendees then formed smaller focus groups to provide feedback on proposed circulation improvements. Using current realities and future improvement and enhancement maps, participants shared concerns and new ideas for consideration including bridges, new path routes, bike parking, pedestrian accessibility opportunities and much more.

If you were unable to attend, there will be more opportunities to participate in public meetings.

Review the plan so you can provide feedback to the county about what is important to you. The ideas from the focus groups and your comments help shape the future of traffic circulation in and around Aptos. To learn more and join the Open Town Hall visit: <http://transitcorridorsplan.org/>



Deb Murray

THE RESULTS ARE IN!

We received 75 pledges and raised \$1683.75!

It was a beautiful day with nearly 2000 participants walking or running the nearly 5 mile fun run. All attendees received a Human Race Tee-shirt, continental breakfast, and lunch too!

Funds raised from this year's walk will be used to replace our mini park benches that have been so well loved over the years.

Special thanks to the SIA team members: Rebecca Downing, Judy Campion, Margaret Kotsi & her poodle, Tag, along with my family - John & Ireland Murray, and our poodle, Moxie. Each team member raised their own pledges.

Thanks again for your donations and support! We hope you will be able to join the SIA team next year!

Act Regionally: Take the AMBAG Survey

Moving around the Monterey Bay can be a real challenge. And with more than 150,000 new people anticipated over the next 25 years, delays and disruptions to our daily schedules could get even worse.

The Association of Monterey Bay Area Governments (AMBAG) held a series of community workshops to envision the year 2035 with a sustainable pattern of regional growth that helps to decrease transportation-related greenhouse gas emissions and accommodates housing and employment growth.

A regional dialogue has been initiated to discuss what our quality of life in the greater Monterey Bay region might look like by 2035, and how we should prioritize future transportation improvements. If you missed the workshops you can still participate by taking the online survey:

<http://www.ambag.metroquest.com/>

It only takes a few minutes to tell regional governments what is important to you!



Time for Increased Broadband Access

Zach Friend, Second District Supervisor, County of Santa Cruz

One of the most important things I do as a County Supervisor is make land use decisions. These often impact everything from neighborhood quality-of-life to the economic base. There has been a lot of change in the Aptos area and a sense that the level of service provided (roads, public safety) isn't what most would desire. So how do we build a stable economic base to provide these services while still creating something within the values of our community?

One of the best ways to focus on what I see as the next stage of economic development is improvement of broadband infrastructure. High-capacity Internet is one of the most effective tools communities have to spur economic development - generally with limited neighborhood impacts. The economy of the 21st century is predicated upon data and information but our local data infrastructure lags behind other regions in our state.

For a region that rests in the shadow of Silicon Valley, and from which 30,000 people commute, many for technology-based jobs, it is important that we provide the necessary resources locally for our residents, businesses and schools to compete. Local connectivity could have positive impacts on traffic and highway usage, educational outcomes and the tax base. Imagine if thousands of residents were not commuting over the hill because they could work locally or even from home? What if we weren't only reliant on large box stores or development projects for our economic base? What if Seacliff residents could simply get true high-speed Internet access? This model isn't far-fetched; in fact, it is being done in many cities throughout the country.

Broadband Internet connections can help sustain and expand the region's businesses so that they can reach global markets, achieve cost savings by government agencies, allow home businesses and satellite businesses to exist, offer workforce development and prepare local youth with essential technical skills. Many governmental models for expanded broadband connectivity exist and many have succeeded with limited investment of public sector dollars and administrative overhead.

Despite all these public benefits, the nation's telecommunications networks are, for the most part, the property of private concerns. As such, they are built and deployed where the market demands it or where policies are favorable. Given the relative lack of urban density throughout our county, and the absence of policies that encourage such partnership, Santa Cruz County is at an economic disadvantage in terms of broadband connectivity and expansion. Arguably, it also makes our region more reliant on traditional box stores or large developments to provide a tax base.

I presented a proposal that was approved by to the Board of Supervisors on May 14th for staff to develop a plan for improving broadband infrastructure in our county. We will explore standards and practices for the placement of broadband infrastructure in the public right of way, evaluate online tools for communication and coordination between private sector applicants for access to the public right of way, change administrative procedures to require submission of street opening and encroachment permits in electronic formats, and explore the development of a "dig once policy," which encourages the placement of conduit or fiber when a road is being repaired as opposed to ripping it back up to place these items in the road.

Overall, the goal is to increase the region's access to broadband by lowering the administrative barriers and increasing coordination between private and public sectors. My hope is that the policies will create a framework for a more modern and more stable economy moving forward with minimal neighborhood impacts. As always, I'd love to hear your thoughts. Feel free to call at 454-2200 to share your ideas.

Mary Chikis Bids Au Revoir To Seacliff

Rebecca Downing



We celebrate our beloved long-time Seacliff resident Mary Chikis who, after 63 years, is moving all the way to Aptos Heights.

That's right; Mary has lived in Seacliff since 1950! She moved here with her first husband and family at the suggestion of friends who told them the area was booming and work in construction was plentiful. They built their house on Cedar Street, only the fourth one on her block, and moved in with their children in 1953.

When Mary relocated to Seacliff our downtown had a grocery store and coffee shop. Coming from Oakdale, you can imagine Mary's first impressions of our lovely coast and her delight at being able to walk along the ocean and spend time with her little ones at the beach. She said it is her favorite part of living here along with having neighbors who have become close and dear friends.

Don't think just because she is moving to the other side of town that her Seacliff buddies won't be scooping her up for regular visits. Give her a big hello if you see her around town or enjoying the beach.

Thank you, Mary for helping make Seacliff so special!

Park Plan Coming Soon

Kate Minott, Santa Cruz County Parks Commissioner

An application for a Development Permit to build the first phase of Seacliff's long-anticipated neighborhood park is likely to be submitted to the SC County Planning Department this Summer, reports Sheryl Bailey, the Park's Project Manager with the SC County Department of Public Works, Parks Division.

Plans to build the park at the corner of Searidge Road and McGregor Road have been on the drawing board since 2007 when the County purchased the 1.25-acre site from South County Housing Corporation, the nonprofit developer who has nearly completed building the Canterbury Park housing project adjacent to the park.

Phase I of the Park's construction will include installation of a playground for young children; a picnic table area; a permanent turf lawn; a portion of the park's walkway; drought-tolerant landscaping; and a temporary restroom.

A new sidewalk will connect the corner of Searidge Road to the Canterbury Lane-McGregor Road intersection. To complete the park's Phase II installation of the permanent restroom, skate-able art piece and corner amphitheater, private donations will be needed to augment public financing.



Mark your Calendar - Senseless Acts of Beauty June 22nd, 9-10 am

Get to know your neighbors at our next Senseless Act of Beauty. Fostering a "tidier" Seacliff Village and its immediate surroundings, we endeavor to keep our downtown free from trash and unkempt foliage, thereby improving the esthetic beauty of our village.

We will email you an invitation prior to our next clean-up. Bring your pickers, pruners, shears, weed whackers and garden gloves - we will provide bags, water and good cheer. Best thing - it only takes an hour, so grab your cuppa and head downtown!

Team Depot Pitches in at Seacliff State Beach

Kathy Crocker

The Home Depot believes in giving back. Team Depot is our associate volunteer program that is dedicated to helping others build better communities. There are Team Depot representatives and captains in each store, who listen to the needs of the communities and the interests of associates. These representatives and captains determine what types of volunteer opportunities Team Depot pursues, whether it is a national, statewide, or local effort.

On May 16th Home Depot in Soquel hosted the annual kick off for our district's Team Depot at Seacliff State Beach. It was a wonderfully successful and truly rewarding event for all involved. Park officials and beachgoers alike were very impressed with the devotion to the park. It was an experience our associates will not forget and we look forward to another partnership with the Seacliff State Beach in the future.



Setting posts for new BBQs

Painting 800 feet of guardrail in need of a facelift.



Building picnic tables



Welcome New Members!

Michel Amaral
Aptos Property Management
John and Maryellen Basanese
Susan Bertrand
Jean and Brad Saunders
David Carlson and Jane Nyberg
Leslie Chow and Ed Rodden
Ted Cocheu and Susan B. Lester
David H. Jones
Amine Khechfe
Linda Klepac

Joan Lotz
Amy D. Love
Sharon McGuire
Steve and Dar Miller
Simon and Andrea Morris
Mike Murray and Jennifer Squires
Leonardo and Patricia Santana
Barbara Secola and Linda Sizelove
Fred and Tricia Thompson
Earl and Willa Dean Wyckoff

We thank all of our members for your continued support!

Seacliff Improvement Association
Treasurer's Report

January 1, 2013 thru April 30, 2013

BEGINNING CASH BALANCE	\$24,026.62
INCOME:	
Donations	160.00
Membership	3,308.13
Human Race - Net	-5.00
Other Income (Dog Parade)	
TOTAL INCOME	3,463.13
EXPENSES:	
Web Host and Design	877.88
Newsletter Publishing	1,107.27
Postage	457.60
Upper Bluff Maintenance	21.59
Mini-Park Maintenance	
Park Strip Maintenance	
Insurance Expense	563.00
Annual Dinner (Net)	25.20
Legal Expense	
Dog Parade (above)	
Beautification Awards	
Other Expenses	300.42
TOTAL EXPENSES	3,352.96
ENDING CASH BALANCE	\$24,136.79

How Does Your Garden Grow?

Niki Derby



Right now, thirteen members of the Beautification Committee are scouring all of Seacliff to find homes they think deserve a Beautification Award. After all the nominations are in, they will then pick their four favorite homes.

The four residents with the most votes will receive a \$25 gift certificate to Hidden Garden Nursery and a sign posted in their front yard. So be on the lookout . . . maybe you or a neighbor will be a lucky winner!



Our website has a new look, check it out:
<http://www.seacliffimprovement.org/>

Write to us at: info@seacliffimprovement.org

Seacliff Needs You to get CERT-ified

We need your help! To make a difference in an emergency, we need an additional 40 individuals to support our community by becoming CERT qualified. Following a major disaster, people who provide fire and medical services may not be available and destruction may prevent people from accessing emergency services they have come to expect. We will have to rely on one another for help. CERT is designed to help neighborhoods prepare for effective disaster/emergency response through training and pre-planning.

The training covers basic skills that are important to know when emergency services may not be immediately available. Program material covers earthquakes, fires, floods, hazardous incidents and other general life-threatening situations. Training lasts about 20 hours, divided over 6 evenings. The training increases one ability to safely help their self, family and neighbors.

Now is the time to prepare and get ready! The next training is planned for in the Fall. Please, contact Mary Edmund at phone: 475-2633 or email: medmund4@gmail.com for more info and to be notified of class dates.

Local Reference Page

Have a Concern?	Contact	Contact Information
Noise	Santa Cruz County Sheriff	24 hour non-emergency: 471-1121
Abandoned Vehicle Please provide: <ul style="list-style-type: none"> • Location • Color • Make and model • License plate number • How long it has been since it was last moved, if known 	Santa Cruz County Sheriff	http://www.scsheriff.com/Home/AbandonedVehicle.aspx 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	Graffiti Hotline	427-0462
Seacliff Community Contacts		
Santa Cruz County Offices	2nd District Supervisor, Zach Friend	454-2200
Aptos/LaSelva Fire District	Fire Chief, Jeff Terpstra	685-6690
Sheriff's Sub-Station Rancho Del Mar Center	Sergeant Ian Patrick	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
PO Box 533
Aptos, CA 95001-0533

Seacliff Improvement Association

Membership Application/Renewal
Annual Dues are \$20.00 (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 one of the two choices following:

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

or

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

Please sign me up to volunteer for:

Annual Fundraiser

Maintaining Gardens

Community Emergency Response Team

Beautification Committee

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

