

Seacliff Improvement Association



Spring
2014

Join us for our 2nd Quarter Membership Gathering:

Seacliff Neighborhood Picnic

Sunday, June 22, 2014 from Noon-4 pm
at the Ramada next to the Visitor Center, Seacliff State Beach



This event is open to all Seacliff residents and guests.

Bring the whole family, something to barbecue and a favorite dish to share.

Games with prizes for you, your kids, parents, grandparents, friendly dogs on leashes...everyone!

Ice Cream Sandwiches for Dessert - courtesy of Marianne's Ice Cream

We will provide:

Beverages, plates, utensils, games
and fun, fun, fun!

If you want to help with the picnic - we need it!
Volunteer and R.S.V.P. us by June 15th at:
info@seacliffimprovement.org



The Civilian Conservation Corps
built our first Ramada in 1935!

Results are in for the Human Race 2014:



We raised \$2,126!

Special thanks to our junior participants who walked through the
Seacliff neighborhood and collected donations:
Aidan Downing, Ireland Murray and Kai Winston!
Adult participants this year: Rebecca Downing, Deb Murray,
John Murray and our loyal doggy participants, Moxie and Tag.

Thank you for your support!





Streets, Sheriffs and Safeway

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

Over the last year I've heard from a number of Seacliff residents about the concerns over the condition of McGregor Drive and some of the growing potholes in Seacliff. Part of the deterioration of McGregor came after the large Sanitation District project a few years back. I serve on the Sanitation District and mentioned these concerns. Staff agreed that the area is heavily travelled and could use some work. We have adopted a

plan to resurface, adding a triple seal to the street from Searidge to Park in the coming year. This should greatly smooth the ride on the frontage road. In addition, thanks to your calls, we were able to have a large portion of State Park, the eastern side of Seacliff and Mar Vista Drives patched for potholes. Please keep sending us information about potholes so we can get them patched. You can also contact the Roads Division directly at 477-3999. Additional road work will occur in the village area after the undergrounding is completed including sidewalk improvements, streetscaping and road resurfacing. An exact timeline on that isn't set but if you have any questions you can always drop me a line.

Seacliff relies almost exclusively on the Sheriff's Office for law enforcement needs. However, there are times just a few deputies are available to patrol nearly all of Aptos. While we benefit from having the service center in Rancho Del Mar, which cuts down dispatch times to Seacliff, county funding difficulties have led the overall staffing level to be much lower than at the beginning of the Great Recession.

During last year's budget hearings I asked that the Sheriff's Office work with the County Administrative Officer (CAO) on a staffing plan that would bring the Sheriff's Office back to its previous staffing level. Throughout the year I met with the Sheriff's executive team and CAO to develop a plan to start refilling these positions. Many within the Seacliff Improvement Association also called our office or spoke to us at community meetings to lend your support to filling these positions.

I am pleased to report that the budget we are slated to adopt in June will include the refunding of four Deputy Sheriff positions and add three non-sworn criminalist positions to free up three additional Deputy Sheriff positions currently doing criminalist work. This means that seven additional Deputy Sheriff positions will be back on patrol in the coming year - which should provide some additional coverage to Aptos.

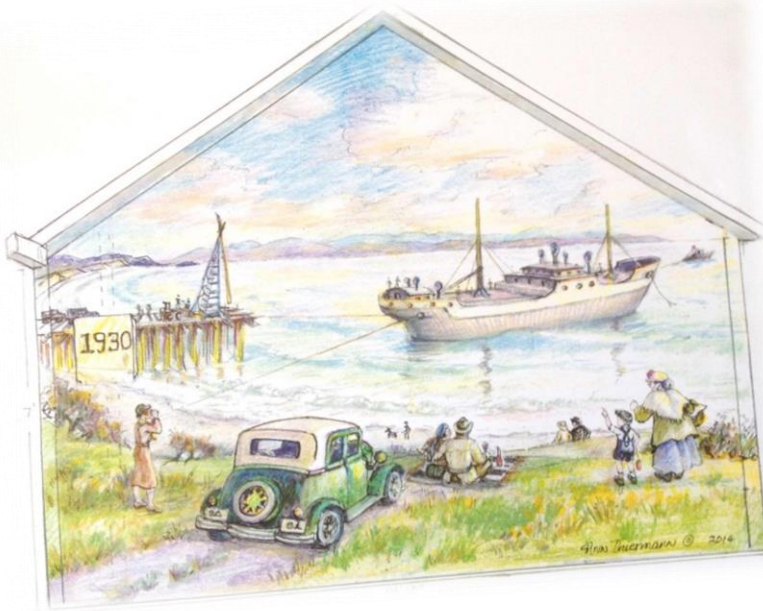
According to my most recent conversations with Safeway, plans to redevelop the Rancho Del Mar Center are still in the works, even though the store was sold to Albertson's parent company. Interestingly, the development arm is separate from the grocery store and wasn't a part of the overall sale which is why the plan is still in the works. They have hired a new architect, the same one that designed the Carmel Crossroads Center, stated they would shrink the footprint and continue to work with the community on feedback.

They haven't, however, submitted anything to the County for review. This means that we have no formal plans to evaluate and no timeline for the possible development. Given how long it takes to review development projects including community meetings, County staff review, Planning Commission, public review and Board of Supervisors public review, the project appears to be a little ways off.

As always, if you have questions or need help with anything give me a call at 454-2200.

Got Murals? How we Cement our Ship in History by bringing Art to Seacliff

Cole Strickland and Ann Thiermann



Have you ever wondered what Seacliff would be like without the SS Palo Alto? Our Cement Ship has a rich history beginning with the ship's arrival in 1930, stories of late night ballroom dancing at the Rainbow Room, carnival rides, the snack shack, and a time, not long ago, when we could walk and fish from the ship all the way to the stern.

The SS Palo Alto is unique and its presence in our community gives us a greater sense of belonging to this special place we share called Seacliff. One way we can "Cement" our ship in history is through art. I recently, had the opportunity to collaborate with one of the premier muralists in California, Ann Thiermann, to bring murals inspired by our local history to Seacliff. Drawing from her experience with bringing attention to historic and natural landscape details, Ann has created a design for a mural celebrating the arrival of our beloved boat.

The mural site, easily visible to both pedestrians and motorists at the corner of State Park Drive and Center Avenue, will draw attention to the first historical episode in the life of the cement ship - the dramatic moment of docking the boat at low tide, on a January afternoon in 1930. The visual reference materials came from the archives of the Seacliff Nature Center, the Aptos History Museum, and consultation with a local sea captain. Following is Ann's narration for the proposed mural:

"At low tide, the boat is being pulled in via cables and is settled to the bottom once she is directly in line with the new Seacliff pier that was also being constructed. Enjoying the scene are a couple sharing an early evening glass of wine, a naturalist with her binoculars, a grandmother with picnic basket on her arm along with her grandson, people on the beach with a dog, and the distant silhouettes of workers on both the new pier and the Palo Alto.

All of the clothing including shoes and hats are from the early 1930's. The time of day is late afternoon with the sun near setting around 4:30 pm. The colors of the scene reflect violets in the shadows and pinks and pale blues on the water and the sand is a blue-violet. The setting for the mural depicts in the foreground, the cliffs above Seacliff with plenty of grasses and early spring flowers after winter rains. The onlookers are facing southeast towards the Monterey Peninsula seen on the horizon. The new pilings and the masts of the Palo Alto are reflected in the calm low tide."

We hope to make this the first of several proposed historical murals throughout Seacliff leading up to the 100th anniversary of the Cement Ship in 2019. Future mural subjects could include local Seacliff history, shipboard entertainment, carnivals, long walks onto the ship, fishing in storms...endless possibilities!

There is a mural tour in our future for our village and certainly not any shortage of special memories and places to share through art. Please help us make the Seacliff Mural Project a reality and something we can be proud of as a community by contacting the Seacliff Improvement Association for ways you can support this groundbreaking effort. Thank you for your support!

Measure F to Replace County Park Funding Set to Expire

Kate Minott, "YES on Measure F for Safe, Clean County Parks," Campaign Committee Chair

On June 3rd, Seacliff voters go to the polls. On the countywide ballot, Measure F has a direct impact on the quality of life in Aptos. "YES on Measure F for Clean, Safe County Parks" is a proposed \$8.50 parcel tax on all improved parcels within the unincorporated areas of the county. If approved by 2/3 of the voters, Measure F will replace an expiring \$6.58 county service charge on each residential unit and will go into effect July 1st. Measure F's annual \$8.50 works out to about 70-cents a month per parcel and is expected to bring in \$355,000 a year for our County Parks. That \$355,000 is nearly 10% of the annual budget for the County's Division of Parks, Open Space and Cultural Services.

100% of the money from Measure F stays local. A built-in accountability factor legally requires the county to create a separate account just for the income generated by Measure F. The use of that money is strictly limited and County Parks has an excellent track-record of fiscal responsibility for using park funds as promised.

The SC County Division of Parks, Open Space and Cultural Services has jurisdiction over 59 county parks and beach access points sprinkled throughout our overall inventory of 1,400 acres of parkland. Some parks have historic structures like the Felton Covered Bridge, the Lane Family house at Quail Hollow Ranch and Valencia Hall in Aptos. Other parks have sewer and other kinds of infrastructure that is outdated enough to be on the side of historic. After years of deferred maintenance and funding declines, the proposed funding from YES on Measure F will bring much needed improvements to Aptos parks.

A Tree Grows in Oakland

Nancy Thall

My walls were cracking! My home seemed to be moving and the house doctor confirmed it was my Canary Island Date Palm roots that were not deep, but splayed out under the house in a giant spider web fashion uprooting my house. The idea of killing this beautiful tree sickened me. I also had no doubt the removal of such a mature tree would put a significant dent in the old savings account too!

Then fate stepped in and in my mailbox that very same week I received a flyer from a company looking for Canary Island Date Palms. They were out scouting the area for this very specimen! I immediately called and learned they were looking for trees to use to line the San Francisco-Oakland Bay Bridge along the eastern span renovation.

I love my Date Palm. It was on my property, barely roof height, when I purchased my home 22 years ago. I had a knot in my stomach at the thought of losing it, but knew it was the tree or the house. The tree would get a new life, a rebirth, and I get the removal done quickly, competently and FREE! I even received payment for the tree. The removal went so smoothly that my neighbors, Bruce and Emily, decided to let their Date Palm relocate too. We'd like to believe our trees are happier traveling to Riverside together where they will be tested to make sure they are healthy and hopefully be chosen as part of the bridge span project.

Someday I will drive across the bridge and admire all the beautiful palms and know they have come from everywhere. I just feel in my heart that our special Seacliff palm friends will be there waving their fronds as if to say hello!



Seacliff Traffic Calming Program

Kathi Forman

Summer in Seacliff almost here! The exceptionally warm and sunny days we're enjoying in our seaside community is a delightful reminder of why we love to call Seacliff home. If the weather hasn't driven home the seasonal change, Memorial Day traffic was certainly another clue. With the onset of our highest visitor season, the Seacliff Improvement Association (SIA) is ready to remind drivers that Seacliff, while a wonderful place to visit, is primarily a residential neighborhood filled with pedestrians, bicyclists, pets and children at play.

The SIA, in preparation for the summer season, has initiated a grass roots effort to provide interested residents with cautionary traffic signs (shown at right) to help promote Seacliff as a welcoming community to slow down and enjoy. While singular signs are often overlooked in the plethora of roadside signs, the idea is to provide a grouping of 1 to 3 signs placed on a small stretch of roadway to kindly remind drivers that slow is the safe way to go. Also realizing that, over time, signage becomes "part of the landscape", the program proposes to rotate this grouping of signs to different locations within Seacliff.

Residents who expressed an interest earlier will soon be posting signs on a street near you. Hopefully, you will soon see our welcoming and neighbor-friendly solution to a long bemoaned speeding problem. If you would like to be one of our residents to post signs on their property (either staked in the yard or attached to a private fence), please respond by email to: info@seacliffimprovement.org
Enjoy a safe summer in Seacliff!



Owners Charlie Wilcox and Kelly Dillon had a busy opening weekend!

Ice Cream You Scream *Marianne's!*

Stacy Patyk

Lucky day for Seacliff residents and visitors! With great anticipation, Marianne's Ice Cream finally opened its doors for business the first day of the Memorial Day holiday weekend at 218 State Park Drive (the Bob's Market building) across from the Sno-White Drive-In. What was formerly known as Bob's Market has transformed into a mirror image of the Marianne's in Santa Cruz with identical brick-red paint and white window borders.

Everything ice cream-oriented is being served now, with plans for coffee to be offered soon. Future plans involve a deli that will include boutique wines and beer for purchase - everything to make the perfect picnic at the beach!

Charlie Wilcox and Kelly Dillon bought the iconic ice cream business from longtime owners Sam and Dorothy Lieberman at the end of 2012. We are delighted they chose to locate their second store here in Seacliff!

Seacliff Undergrounding and Streetscaping Update

Will Roblin

While the return of fair weather raised hopes for a beginning to the utility undergrounding project in the village, more delays plague the groundbreaking. According to Tom Lee, Senior Contract/Sourcing Specialist with AT&T (the lead agency for the project), disagreements between Iowa Pacific Railroad and AT&T over infrastructure design issues need resolution prior to the submittal of application to the Regional Transportation Commission (RTC) for right-of-way at the State Park Drive railroad tracks. Jack Sohriakoff, Senior Engineer at Santa Cruz County Public Works confirms that AT&T has now provided appropriate exhibits and files to them in advance of submittal to the RTC. The urgency of the village's desire to move the utility project forward, so that downtown beautification improvements, which must await completion of the undergrounding can be finally realized, does not incline AT&T to begin any portion of the work without all necessary permits. Hence, we can only await

the next RTC meeting on June 5th to see if resolution of utility and railroad issues will finally allow the RTC to unleash at least a month's worth of underground work. All parties acknowledge that the construction will go forward whenever permission is achieved, seasonal issues notwithstanding. Stay tuned...

Neighborhood Park News

Kate Minott, County Parks & Recreation Commissioner

Over the last year, Supervisor Zach Friend's office has worked with our County Parks department with significant progress toward groundbreaking on the long-awaited neighborhood park in Seacliff. It is expected that a groundbreaking ceremony could take place in late summer.

Members of the SIA and area residents have been working with SC County Parks Staff and the SC County Parks and Recreation Commission on names for the park. The name "Seacliff Neighborhood County Park" is a possible park name recommended by the membership of the Seacliff Improvement Association and other members of the public.

Seacliff CERT hosts Open House

Scott Bagley

On the evening of May 21st, your friendly neighborhood Community Emergency Response Team (CERT) volunteers hosted the first of a series of neighborhood open houses to familiarize Seacliff residents with disaster preparedness. Neighbors who dropped by the open house on the 500 block of Middlefield Drive were treated to refreshments and friendly conversation with CERT volunteers, Coni Hendry, Ken Knobler,

Diana Hayden, Jack Cheney, and Scott Bagley.



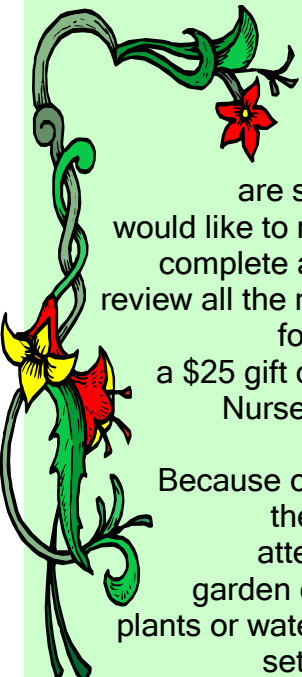
Are you prepared for the next disaster?

On display were samples of home disaster kits, various fire extinguishers, and a demonstration gas meter and electrical box provided by the Aptos Fire Department. Everyone was able to operate a fire extinguisher to put out a simulated small fire. Brochures providing information on disaster preparedness, fire and earthquake safety, and emergency services were provided by the Red Cross, FEMA, and the Aptos Fire Department.

At least two more CERT open houses are planned for Seacliff this year to teach when and how to shut off gas and electricity, how to use a fire extinguisher and how to create a family disaster plan and kit. CERT volunteers are trained by the Aptos La Selva Fire Department to organize themselves and their neighbors to be effective in handling emergencies during a major disaster in Seacliff for up to three days (or longer) until professional first responders can arrive. To learn more about CERT and disaster preparedness, contact Mary Edmund at medmund4@gmail.com or come to the next CERT Open House.

Seacliff Improvement Association
Treasurers' Report 2014

| | YTD |
|-----------------------------------|--------------------|
| Beginning Balance: | \$27,081.97 |
| Income: | |
| Donations | \$160.00 |
| Membership | \$2,360.00 |
| Human Race (total in next report) | -\$230.00 |
| TOTAL INCOME | \$29,371.97 |
| Expenses: | |
| Web Host and Design | \$329.88 |
| Newsletter Publishing | \$1,898.11 |
| Postage | \$474.01 |
| Mini-Park Maintenance | \$28.12 |
| Other Expenses | \$308.93 |
| Total Expenses | \$3,039.05 |
| Ending Cash Balance | \$26,332.92 |



***Time for the Spring
Beautification Awards!***

Members of our committee are scouring Seacliff for homes they would like to nominate. As soon as that list is complete and compiled, they will return to review all the nominees and pick their favorite four homes. Winners will receive a \$25 gift certificate from Hidden Gardens Nursery and a sign in their front yard.

Because of our upcoming water rationing, the committee is paying particular attention to homes that adjust their garden design to more drought-tolerant plants or water-saving solutions. Our second set of awards will be given in early September.

See You in the Garden!

Welcome New Members!

Mark Abrahamson and Jayme Nunn
Michael Albaugh
Kelly Anderson and Doug Britt
Doug Batty
Dale Bridenbaugh
Tom Burke
Raymon Cancino
Andrew and Charlotte Conway
Celeste Demera
George Dies and Meredith Mills
Frank and Loreen Easterly
Pamela Easton
Toni Filice
Teresa Hillyard
Tim and Helene Lavelle
Brent Lay and Katherine Hsueh
Nathan and Michelle Luedtke
Jody McKellal
Steve Mills
Graham and Joyce Orndorff
Janet Perry
Peter and Diane Rizio
Charles and Kathryn Sampson
Pat See
Carol Silvera
Jan and Todd Thomas
George and Kara Veater
Richard and Susan Zare

We thank all 310 member households and friends for your continued support!

*To learn more or join the
Seacliff Improvement Association visit:*
<http://www.seacliffimprovement.org/>

Check out our Newsletter Archive:
<http://www.seacliffimprovement.org/sample-page/newsletters/newsletter-archive/>

Write to us at: info@seacliffimprovement.org

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: _____

Mailing Address if different:

_____ State: _____ Zip: _____

Telephone Number: (_____) _____

E-mail Address (for newsletters and bulletins):

Please send my Quarterly Newsletter via US 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

Community Emergency Response Team

Maintaining Gardens

Beautification Committee