

Seacliff Improvement Association

Spring 2015



Join us for our 2nd Quarter Membership Meeting:

Pizza on the Roof

*With Jeff Gaffney, our new Director of Parks, Open Space
and Cultural Services*

Tuesday, June 9th, 2015 - 6:30 pm

Attend the association membership meeting up on the roof of the Community Foundation of Santa Cruz building at 7807 Soquel Drive, Aptos, across from the Rancho Del Mar Shopping Center.

Jeff will share the latest news and plans for Seacliff Village Park that is breaking ground this year.

Enjoy a slice of pizza and Martinelli's Sparkling Cider in the lovely rooftop setting. Meeting and sunset to follow. Please R.S.V.P. by June 7th so we know how much pizza to order: info@seacliffimprovement.org



Results from the 35th Annual Human Race

Deb Murray, SIA Fundraising Chair

Once again, the Seacliff Improvement Association successfully participated in Santa Cruz County's Annual Human Race Walkathon and Fun Run on May 9, 2015.

It was a beautiful day! In addition to my family, we send a special thanks to Margaret Kotsi and Will Roblin for joining us. While we didn't quite reach our goal of \$3,000, I'm happy to say that we raised \$2362.42! Thanks again for your generous donations! The money will be used for major refurbishment and maintenance of our very popular Seacliff Mini Park. The park is located above Seacliff State Beach along East Seacliff Drive just a few steps from the trail that descends to Aptos Creek. Stop by to see the progress and enjoy the view.

Many thanks to all those who made donations for this annual event!



New County Government Mobile App Launching Soon

Zach Friend
Second District Supervisor
County of Santa Cruz

There is no question that with the prevalence of mobile platforms for day-to-day life uses for everything from banking to dinner reservations, the expectation of what services should be provided over smartphones and tablets continues to grow. In response, a number of local governments have been building mobile platforms as a new way to interact with, and provide services for their communities. In fact, mobile access is arguably

becoming the most rapidly growing method of interaction with government services. However, it is still difficult to interact with Santa Cruz County government via mobile devices. As a result, I've been working with Information Services and other County departments over the last year on ways to improve service delivery through mobile platforms - including the creation of a mobile app and better mobile-friendly web access on the County website. In April I brought forward a proposal to the Board of Supervisors that was unanimously supported to build a free public app that allows the community to interact with County government in an entirely new way.

We expect the first rollout of the **Citizen Connect** app in June with a host of great features that will benefit us here in Seacliff including reporting road hazards such as potholes and culvert issues, accessing Parks information - hours, features, location of parks like the new Seacliff Village Park, reporting graffiti that will include a photo feature to graffiti abatement and abandoned vehicles to the Sheriff's Office. Soon we hope to include the ability to apply for Planning Department permits and even County jobs - all from the convenience of your mobile device.



Citizen Connect

All County departments have been asked to see how they can provide the community greater accessibility to their functions through this mobile app. Over time it is hoped the app can be expanded to allow for the payment of property taxes and much more.

Ultimately, the goal of **Citizen Connect** is to make Santa Cruz County government more accessible. It can often be difficult to come down to the County building during regular hours to obtain services. Many people have to take time off of work or use a lunch break or even find childcare to accommodate the time needed to visit the County building for services. Expansion of a mobile app like this will help provide a new platform for interaction with the county and improved methods of service delivery that hopefully make it more convenient for our community to receive services and report concerns. The app is designed to work on iOS and Android platforms. Have something you'd like to see in the app? Feel free to call me at 454-2200.

Seacliff Improvement Association Proposed Bylaw Amendments Voting Results:

Approval for electronic notification: 51 Yea. 1 Nay.
New \$1,500 Expense Limit: 50 Yea. 2 Nays.

A big thank you to all who voted!

To view the amended bylaws, visit: <http://www.seacliffimprovement.org/wp-content/uploads/2014/07/Seacliff-Improvement-Association-By-Laws.pdf>

Seacliff Village Park News

Kate Minott, Santa Cruz County Park Commissioner

The Seacliff Village Park at the corner of Searidge Road and McGregor Drive may look like a small, quiet field. But, during the month of May, significant construction timeline approvals initiated by Supervisor Zach Friend, working with Jeff Gaffney, the Director of Santa Cruz County's Department of Parks, Open Space and Cultural Services, mean that by late Summer, trucks, tractors and backhoes will begin grooming the corner lot for the neighborhood park it's meant to be.

Concurrent to the steady progress with the Seacliff Village Park's construction and landscape bidding and permit process is the approval from the County Parks Department and the Santa Cruz County Arts Commission of artist Kathleen Crocetti's public art proposal for the park. Funding for the public art project comes from countywide construction fees specifically directed to the "Santa Cruz County 2% Percent for Public Art Program."

Ms. Crocetti's art project will involve neighborhood children designing and making mosaic imagery that relate to the Seacliff area. The mosaic rounds will be installed on the tops of 38 stained-concrete pylons that will be cast in place along a park pathway, varying in height from 18 -26 inches and from 12 -16 inches in diameter. Electronic notification about the first community public art meeting this summer will be posted on the County Parks website at <http://www.scparks.com/Home.aspx> and shared through association email. Tax deductible donations to specifically supplement the phased installation of Seacliff Village Park playground amenities may be made online through the non-profit Friends of Santa Cruz County Parks' [FSCCoP] PayPal account: <http://fscop.weebly.com>.



Kathleen Crocetti, artist for public art project at Seacliff Village Park

Time for the CERT Team Neighborhood Field Exercise

Mary Edmund



On Saturday, June 27th you may see your neighbors out in full CERT gear (green hard hats, vests, backpacks) for CERT Team Seacliff is sponsoring a field exercise with hands-on training so we will be better prepared in the event of disaster. The exercise will focus on activation, communication and search and rescue. Currently there are 30 Seacliff residents committed to this community by taking steps to be better prepared for an emergency.

The CERT program trains individuals as team members to help communities when the Fire Department is overwhelmed in a major disaster, whether earthquake, wild fire or other area emergency event. Trained CERT volunteers can fan out within their local areas, extinguishing small fires, turning off gas at damaged homes, performing light search and rescue, and rendering medical evaluation and aid. Basic training is provided at Aptos Main Fire Station. The next CERT training will begin on October 13th and continue for the next 5 consecutive Tuesdays. If interested please contact Mary Edmund at 475-2633 or email medmund4@gmail.com for more information or to register.

Santa Cruz County Passenger Rail Transit Study Draft Report Now Available Online

The Regional Transportation Commission (RTC) is studying the feasibility of passenger rail transit service along the Santa Cruz Branch Rail Line which roughly parallels Highway 1 and the coast in Santa Cruz County. The RTC is seeking input on the Draft Report through July 8th.

Broad community participation is encouraged to ensure an informed decision-making process. Now is the time to review the results of the feasibility analysis and provide your feedback. View the draft here:



<http://www.sccrtc.org/projects/rail/passenger-rail/>

- **Learn More - Attend the Board Meeting and/or Open House-Workshop:**
 - Open House - Workshop 6/4/15 at 6:30 pm - View findings, hear overview presentation, and ask questions, Community Room at Simpkins Family Swim Center located at 979 17th Ave. in Live Oak.
 - RTC Board Meeting 6/4/15 - The board will receive a presentation on the draft report from the consultant during its regular monthly meeting at the Watsonville City Council Chambers (275 Main St, Watsonville - 4th Floor in the Civic Plaza Building, 6th Floor of the Parking Structure on Rodriguez). The RTC meeting begins at 9:00 a.m. and will be rebroadcast on <http://www.communitytv.org/>
- **Submit Comments.** Act now because the comment period closes July 8, 2015:
 - Submit comments online: <http://www.sccrtc.org/rail-study-comments/>
 - Complete the Passenger Rail Study Online Survey - *Available June 4-July 8*

Your participation will help ensure that the Final Report reflects community input!

The RTC purchased the rail corridor in 2012 with voter-approved passenger rail funds in order to expand the passenger rail network and increase transportation options for the community now and into the future. Planning for the rail corridor also includes: connectivity to existing and planned bus service, regional and state rail service, and coordination with other uses of the rail corridor such as the [Monterey Bay Sanctuary Scenic Trail Network](#) - a planned bicycle and pedestrian "rail-trail" parallel to the tracks, freight, and recreational excursion rail service. For more information contact:



[Santa Cruz County Regional Transportation Commission](#)

831.460.3200 - Santa Cruz Office (main location)

831.768.8012 - Watsonville Office

1523 Pacific Avenue | Santa Cruz, CA 95060



Follow our social networks for the latest RTC news



Just as unique as our Seacliff Community, the SS Palo Alto “Cement Ship” represents generations of wonderful and treasured memories. Being unique brings communities together and ultimately how we feel, what we share, and the history that gives all of us a greater sense of belonging. And nothing in my mind belongs more in Seacliff than our beloved Cement Ship.

One way to “Cement” our ship in history is through Mural Art. The process of bringing an historical mural to our community has taken many shapes over the last few years, but I am happy to report that, with your continued help and the support of our local Seacliff merchants, it is alive and well. The mural has a new wall location at the corner of Broadway and Center Avenue next to Strock Real Estate which will give our community and visitors a “ground level” view. The day that our Cement ship came to Seacliff will still be the main theme sharing the history of our community with everyone.

We are working with artist Ann Thiermann, one of the premier muralists in our community, to bring history-inspired murals to Seacliff. A Cabrillo College Studio Arts Instructor, Ann is also an experienced muralist with over 70 projects just in California! With her extensive background in landscape and figurative painting, Ann also includes many historic and natural history details in her work.

Through this collaborative effort of the Aptos History Museum, local Seacliff merchants, the Seacliff Improvement Association, local historians and sea captains, creation of the mural is now on the horizon. With the age of the boat approaching 100 years, celebrating the arrival of the SS Palo Alto in Seacliff seemed like a great place to start. Because the wall has increased in size from 150ft to 210ft, the mural cost has also increased. The pledge total is currently \$10,000 with only \$2,000 more required so donate today to be a part of this groundbreaking and historic moment giving Seacliff its first art mural with many more to come.

Visit: www.seacliffimprovement.org and select the Donate button to use PayPal. In the “Do you have a comment for the SIA?” section, just write MURAL so we know to add it to the fund.

Thank you for your support!

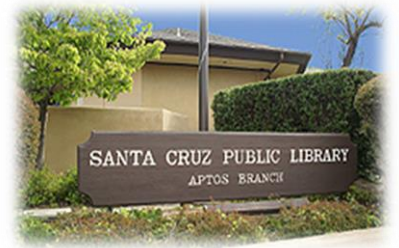


Friends of the Aptos Library Want You!

Teri Hanzel

Aptos residents love our local library. It is so convenient to visit and find the latest best sellers, staff recommendations or spend the afternoon in the stacks and settling in for a good read. Now you have a golden opportunity to help make it an even better community resource. Friends of the Aptos Library are looking for volunteers, members and donors. The Friends advocate for the Aptos branch that is so vital to our community. We support children's literacy programs, book and media purchases, concerts, author talks, technical and facilities upgrades and more.

If you are interested in joining the Friends of the Aptos Library, please contact us via email at friendsoftheaptoslibrary@gmail.com. The group meets the first Thursday of every month at 7:00 PM in the community room at the Aptos Public Library. The next meeting is Thursday, June 4th from 7 to 8:15 PM. We will be discussing fund raising and program ideas and would encourage you to be part of the conversation.



Seacliff Gardens Thank You!

Mary Gibbs and Rebecca Downing

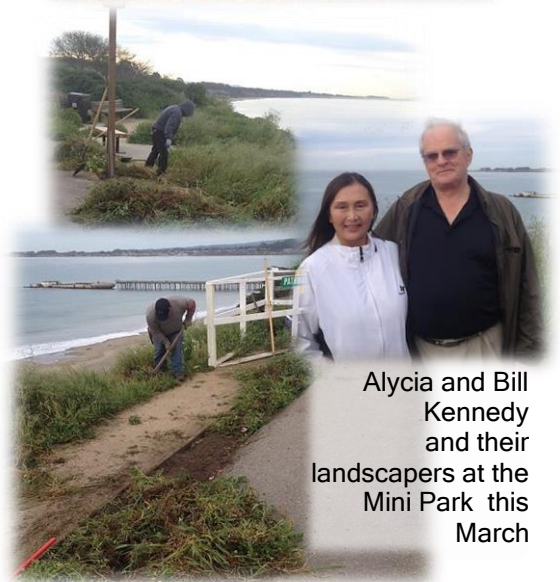
We wish to thank all the Seacliff neighbors for their generous donations and support of our Seacliff gardens. Many friends have dropped off plant cuttings, bulbs and plants for the Seacliff Garden border that runs along the fence next to the Seacliff State Beach bluff. It looks wonderful!

Around the corner from the bluff, at the east end of the Mini Park, you will notice the careful and beautiful pruning and mulching work that was donated by Alycia and Bill Kennedy. Working with Augie Ceballos from State Park Maintenance, landscapers meticulously weeded the area and removed dead trees and bushes leaving our native drought tolerant plants alone to fill in the open spaces. Thank you Alycia and Bill!

State Parks has also been busy pruning Seacliff State Beach shrubs and removing dead and potentially dangerous trees including: Eucalyptus safety pruning near visitor center, the removal of three dead trees near the kiosk, and removal of overgrowth near the ranger station creating a more open pathway for visitors. Thanks State Parks!



Seacliff Garden Border in Bloom



Alycia and Bill Kennedy and their landscapers at the Mini Park this March

Seacliff Improvement Association

Treasurer's Report 2015

YTD

Beginning Balance:	\$29,104.94
INCOME:	
Donations	\$251.59
Membership	\$1,877.36
Human Race Donations	\$572.52
TOTAL INCOME:	\$2,701.47
EXPENSES:	
Web Hosting	\$143.88
Web Administration	\$52.50
Newsletter Production	\$490.00
Newsletter Mailing	\$1,489.20
Membership Postage & Stationery	\$93.38
Aptos Chamber Membership	\$150.00
Liability Insurance	\$563.00
Q1 Meeting Refreshments	\$200.00
Q1 Equipment Rental	\$40.24
Mulch for Mini Park	\$43.25
Human Race Registration Fee	\$25.00
Human Race Donations to Vol. Ctr.	\$500.00
TOTAL EXPENSES:	\$3,790.45
ENDING CASH BALANCE	\$28,015.96

Special Association Projects

Monies in our account that are designated for:

Project	Amount
Seacliff Park	\$816.00
Seacliff Mural	\$3,550.00

Welcome New Members!

Scott and Andrea Achelis
Bill and Toni Alderson
Michael and Candace Aliberti
Sue A. Brown
Richard Bush & Patricia McGuigan
Bill Cantrell
Scott Cheney
Annette D'Adamo & Randall J. Bye
Martha Daniele
Whit and Keely Everett
Randy and Carol Finchum
Matt and Karen Folsom
Stephanie Gelman
Tim Genske & Sylvia Ferronyalka
Dan and Alice Harper
Larry M. Johnson
Colm Kennedy
Terry L. Lovell
Janna Macoy
Mary Jane and Ken Morrison
Jacqueline O'Connor
Tibor and Cathy Schoenfeld
Alexander and Wendy Smith
Susan Steele
Barbara Stracener
Steve and Janet Wallace
We thank all 381 member households
and friends for your continued support!



Nextdoor Seacliff

Many Seacliff neighbors have joined Nextdoor, a private social network for neighbors to build community connections. Aptos has several neighborhoods, including Seacliff, that have joined together to share information including:

- Neighborhood Events
- Babysitter recommendations
- Seacliff Coyote Sightings

To learn more visit: <https://nextdoor.com/>

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

***Time for the Annual
Beautification Awards!***

During the next few weeks if you notice some of your neighbors lurking around your front yards, it is probably members of the Seacliff Beautification Committee. Between now and June 12th, we will be touring our community looking at your landscapes and nominating yards for our annual award. This year we will be awarding four of our neighbors, whose homes have attractive curb appeal. So, pot up those pots, plant up those drought tolerant beauties and be the one on your street to win the \$50.00 gift card to Hidden Gardens Nursery!! If you would like to nominate your neighbor, please send their address to bailey.fougner@gmail.com.

Our board of directors meets on the second Tuesday of the month. Our meetings are held at the Aptos LaSelva Fire station at 6:30 pm. All are welcome.

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

If you have a suggestion for an improvement or a Seacliff Question write to us at:
info@seacliffimprovement.org