

Seacliff Improvement Association



Spring
2016

Come together with neighbors for:

Seacliff Safety Night

Join us for the Seacliff Improvement Association 2nd quarter membership meeting:

Tuesday, June 14th, 2016
6:30 pm at the Aptos Library
7695 Soquel Drive, Aptos



From Sergeant Patrick Dimick of the
Aptos Sheriff Center:

- Home Safety
- Fireworks
- Volunteer Video Surveillance Program
- Neighborhood Watch

From Mary Edmund and Greig Rose of Seacliff CERT:

- What is CERT
- Seacliff CERT areas and teams
- When and how CERT operates
- How Seacliff residents contact CERT during a disaster



Refreshments provided by Marianne's Ice Cream!



Preview of the 2016-2017 County Budget

Zach Friend
Second District Supervisor
County of Santa Cruz

County budget hearings begin on June 20th and last a little over a week, with night hearings in both Santa Cruz and Watsonville during that time. The Board of Supervisors is reviewing the \$696 million budget, which constitutes an approximately \$16 million reduction from last year.

Over the last few years the Board has focused efforts on public safety, parks and health services with notable investments in mental health and substance abuse services, economic development and technological (broadband) improvements.

The proposed budget from County staff, reflective of recommendations from departments and input from the Board of Supervisors, includes the following elements:

- Additional contributions toward reserves to further improve the County's credit quality and ensure greater financial stability in a downturn
- An increase in public safety and health services positions (including federally funded positions as part of the Affordable Care Act). However, these increases are offset by reductions in other departments which lead to no overall net growth in County staffing (in fact a net decrease of 4 positions from last year)
- Improvements to parks including within our district Seascapes Park and Aldridge Lane Park

How is the Budget Allocated?

The discretionary portion of the County budget is what funds things such as parks and Sheriff's deputies. Here is a breakdown of how those funds are allocated: 61 percent goes toward public safety including the Sheriff's Office, Probation, District Attorney, Public Defender and County Fire; 17 percent goes to General Government functions such as economic development, county facilities, and elections among other things; 7 percent goes toward health services and sanitation (note these are the discretionary funds - there are much higher amounts that are state and federal pass through funds); 3 percent is allocated to parks, recreation and culture. Other funds are used for community programs and public assistance programs such as Medi-Cal outreach and benefits assistance.

Next Steps

While County revenues are up over last year, the County is still working on reducing its structural deficit. There is no question that investments in local roads and infrastructure need to be made soon and the County is working on ways to accomplish these goals. In addition, it's important that the County continue to create policies that encourage economic opportunity locally to continue to grow revenues to provide essential services.

While the numbers outlined above provide the framework for our budget hearings, they aren't set in stone. Your input in this process is key to ensuring your priorities are reflected in the budget. Please feel free to give me a call at 454-2200 to let me know your thoughts.

New Rancho Del Mar Owners meet with Aptos Neighbors

Rebecca Downing

It was standing room only at the recent community meeting hosted by Terramar Retail Centers, the newest owner of the Rancho Del Mar Shopping Center. Bruce Walton, Senior Vice President of Development, opened the meeting by stating that Terramar's highest priority was to improve the center they bought from Safeway but not use the plan that Safeway had previously developed for the site. He also stated there would be no change of the footprint of the center, no Safeway super store and that the sherriff substation would remain in the center.

Walton then introduced 2nd District Santa Cruz County Supervisor, Zach Friend, who had encouraged Terramar to meet with Aptos residents before moving forward on changes to the center. Supervisor Friend described how special Rancho Del Mar is to the Aptos community and the importance of personalizing the connection between our community and Terramar staff. He asked Terramar to present how their company operates and to share their thoughts and vision for the center.

Walton continued by describing the locations of Terramar retail centers including several in northern California. They seek to include a mix of local and regional retail businesses so residents don't need to go beyond Aptos to shop. Safeway and Rite Aid will continue as tennants and the movie theater, now owned by Landmark, chose not to negotiate their lease so Ace Hardware will move into part of the theater building. Renovation of the center, planned for completion in two years, will keep the size and character of the current style, while improving lighting, parking and traffic flow, especially around the gas station. Landscaping with drought tolerant plants and accessibilty will also be part of the plan. Walton said the goal is to create a destination lifestyle center that is more inviting to shoppers.

Attendees were then asked for their ideas of businesses for Terramar to seek as tenants. Suggestions included various types of restaurants and local retail stores - pet shop, auto parts, sewing store, gym, consignment shop, and more.

Our association met with the previous developer in 2012 and expressed our concerns about increased traffic through Seacliff during peak travel times on State Park and Soquel Drives. Even though the footprint of the center will not change, renovation may impact traffic flow in the vicinity so the association will monitor progress of the project and address mitigation as the need arises.

The next public meeting will include renovation renderings for community feedback. For more information, contact Teramar at:

<http://www.trcretail.com/>



Traffic flow, pedestrian safety and parking will be addressed in the Rancho Del Mar renovation plan.

Seacliff Undergrounding Update

Will Roblin and Rebecca Downing

Seacliff residents who await the village utility undergrounding, clearing the path for the County's streetscape improvements, will be pleased to learn that all utilities have approved the latest round of design changes. This means the bidding process can commence and once a qualified bid has been accepted, work can begin again. The project was halted in 2014 when it was discovered that the easement permit to dig under the rail line had not been secured after ownership of the line transferred from Union Pacific to the Santa Cruz Regional Transportation District (SCRTC).

The utilities, not the county, typically lead undergrounding projects in established, public areas. In Seacliff's case, AT&T is the lead agency. During the time the easement from the SCRTC was being secured, other design issues arose requiring research of previous underground utility lines and another round of project changes and approvals that further delayed the bidding process.

According to Tom Lee, AT&T's project manager, AT&T is now preparing the project bid and is anticipating construction to begin in August. Once the trenches are dug and the pipes are in place, AT&T will run and connect their lines then the other utilities will do the same. When this is complete, the entire above ground infrastructure will be removed.

AT&T is aware of the summer visitor season which is part of the reason the project isn't planned to begin until August. Completion will depend on when the other utilities run their lines and connect. AT&T must wait until the others, especially PG&E, are done to have the utility poles removed. The project will underground twelve telephone poles in downtown Seacliff on State Park Drive, Center Avenue and other surrounding streets. The county has been working with the utilities to ensure project elements are compatible with the beautification project that will follow the undergrounding.

The downtown beautification is a county public works project that grew out of the 2003 Seacliff Village Plan. Elements of the project include improved traffic flow, parking, sidewalks, improved pedestrian safety features, decorative street lights and landscaping. Installation of a new sewer line and the upcoming utility undergrounding were required before the project can begin.

Fireworks Meeting Announcement

Supervisor Zach Friend will be joined by Sheriff Jim Hart to host a neighborhood meeting to discuss fireworks. Come learn about the recent proposal Supervisor Friend brought before the county Board of Supervisors to address this issue and the changes the Sheriff's office has planned for the summer season.

The meeting: Thursday, June 9, 2016 from 6:30 -8:00 p.m.
Rio Sands Hotel, 116 Aptos Beach Drive, Aptos

Come early and consider carpooling since parking is limited.



Results from the 36th Annual Human Race

Deb Murray, SIA Fundraising Chair

The Seacliff Improvement Association participated in Santa Cruz County's 36th Annual Human Race Walkathon and Fun Run on May 7, 2016.



It was a beautiful day! Special thanks to team members: Margaret Kotsi, Ireland Murray, Teri Handzel and Diana Hayden. And a very special thanks to Steven Gibbs for collecting the mailed donations for the association.

I'm happy to report that we raised \$1567! The money will be used by the SIA for First Aid Kits for the Seacliff CERT Team - First Aid Kits cost approx. \$30 each. It's critical that we have First Aid Kits available for the Seacliff Community, in the event of a disaster. We will also improve the paths by replacing the bender board and add decomposed granite at the Mini Park. Thanks again for your generous donations!

First Aid Kits for CERT

Mary Edmund



We are grateful to SIA and their participation in the Human Race for funds supporting medical supplies for CERT Team Seacliff. This donation will provide personal first aid kits for all our participants and stocking some of our medical supplies at the prepositioned Command Post at Blue Pacific Mobile Home Park. This creates a safer and resilient community for we cannot stop a disaster, but we may anticipate the risks and reduce them.

Currently, we have 30 participants in our program. We have quarterly meetings and plan a hands-on exercise on July 17th for communications, and command/control review with a BBQ following. We need individuals to act as spontaneous volunteers. If you are interested in participating, please contact me at medmund4@gmail.com for more information on the exercise.

You may join our Team by attending the CERT Basic training held at the Aptos/La Selva Firehouse. We are finishing up a class now (2 new members for our Team!) and plan to break for summer. Classes will start again in late September. You may find more information on this and all things CERT at the website: www.santacruzcountycert.org

Time for the Annual Beautification Awards!

The Seacliff Beautification Committee will be touring the neighborhood in the next few weeks in search of nominees for this year's awards. This summer we will be recognizing four of our neighbors, whose homes have that special look we all hope for in our own front yards. So, spruce 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 info@seacliffimprovement.org



Transforming California State Parks

Rebecca Downing



Residents of Seacliff and visitors to local state beaches and parks may not be aware we are in the midst of a transformation of our state parks system. Our California Department of Parks and Recreation is now 150 years old and, while maintaining the level of service visitors have come to expect while still protecting natural resources and history, the department is working to create positive changes to improve its ability to provide excellent services in a cost-effective, creative and accountable environment. Using the Parks Forward Commission's report as a beginning, a Transformation team, comprised of qualified and experienced personnel from State Parks staff, outside entities and professional consultants are working through a number of initiatives that will lead to positive change to meet current and future park requirements.

Bill Wolcott, State Park Superintendent II from the Santa Cruz District Public Safety Office described how this transformation currently looks in our county. For the past ten months, local staff created, using fifteen different criteria, park by park budgets based on services required for each park. Services included rangers, interpretation, operations, environmental resources, safety, management, concessions, contracts and everything else that contributes to the composition of each park. This is the first time each park has measured its own needs to justify their budget. In our county with 7.5 million state park visitors per year, the budget is \$12 million dollars.

Budgets from all over the state are now with the department's Transformation team. Each is being reviewed and compared with others throughout the state to learn how much our state needs to support our parks throughout the system.

Bill shared that during this exciting, and at times frustrating, transformation, staff is adjusting to the new normal as processes change and impact how work is done. Locally, current filling of vacancies has slowed until the process of transformation is complete. Our district recently reviewed and temporarily assigned current management to cover areas not completely staffed so no area of service is missed. Prioritizing and staff flexibility is critical as changes are implemented in areas such as purchasing, revenue collection and use of new technologies and systems.

Deferred maintenance is a huge issue throughout the system and Bill noted that the recent El Nino storm damage created additional challenges as the department determines infrastructure priorities. The damage to the Seacliff pier and the parking lot at New Brighton State Beach both require substantial repairs that must be factored into the overall district budget.



The recent El Nino that brought an abundance of driftwood to Seacliff also damaged the pier and the Cement ship. Part of the pier is open to the public but complete repair requires further structural evaluation and funding.

Other goals of the transformation include fostering local relationships with nonprofits. Bill expressed how fortunate our county is to have so many groups that support our local state parks. They help support other goals of the transformation including protection and cultivation of natural and cultural resources, expanding park access for underserved communities and engaging younger generations in park activities to foster future park supporters.

When you are out enjoying the beach in Seacliff and your other state park favorites, let park staff know how much you appreciate their work as they transform our cherished park system into a stronger and enduring treasure for the future.

Seacliff Improvement Association
Treasurer's Report May 2016

| | May | YTD |
|------------------------------|--------------------|--------------------|
| | \$24,740.13 | \$25,461.42 |
| INCOME: | | |
| Donations | | \$233.00 |
| Membership Dues | \$183.00 | \$2,058.00 |
| Human Race Donation | \$275.00 | \$655.00 |
| TOTAL INCOME | \$458.00 | \$2,946.00 |
| EXPENSES: | | |
| Web Hosting | | \$143.88 |
| Web Administration | \$315.00 | \$367.50 |
| Newsletter Editing | | \$665.00 |
| Postage | | \$26.03 |
| Newsletter Printing/Postage | | \$1,576.91 |
| PayPal Reconciliation | \$9.57 | \$26.47 |
| Membership postage/copies | | \$66.32 |
| Human Race Administration | \$655.00 | \$655.00 |
| 1Q Meeting Refreshments | | \$200.00 |
| 1Q Meeting Microphone Rental | | \$21.75 |
| Minipark Gardener | \$240.00 | \$480.00 |
| Village Triangle Cleanup | | \$200.00 |
| TOTAL EXPENSES | \$1,219.57 | \$4,428.86 |
| GENERAL FUNDS | \$23,978.56 | \$23,978.56 |
| ENDING CASH BALANCE | \$23,978.56 | \$23,978.56 |

Welcome New Members!

Fabrice Albert
Tina Andreatta
Jon and Paula Ball
Dennis Doo and
Claudia Silva-Doo
Dick and Kay Harrison
Jacklyn Johnston
Ken and Andrea Miller
Arlene Powers and Carey Marsh
Martin F. Quigley
Richard and Lynn Rivera
Karl and Cornelia Schmucki
Dennis P. Douglass and
Shelly Nadelman-Douglass
Nick Trujillo B. Dierkes

**We thank all 331 member households
and friends for your continued support!**

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

We have two openings on our board. If you are interested in serving on the board please send us an email:

info@seacliffimprovement.org

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



To report neighborhood concerns and help the county keep Seacliff safe and beautiful download the Citizen Connect App:
<https://sccappstore.co.santa-cruz.ca.us/>



**Look who now has
the Seacliff Beach
concession!**

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

Remember to join us at
the Aptos Library
June 14th, 6:30 pm!
See Front Page for details

Share your newsletter with a new neighbor and invite them to join!

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):

Email: _____ Email 2: _____

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