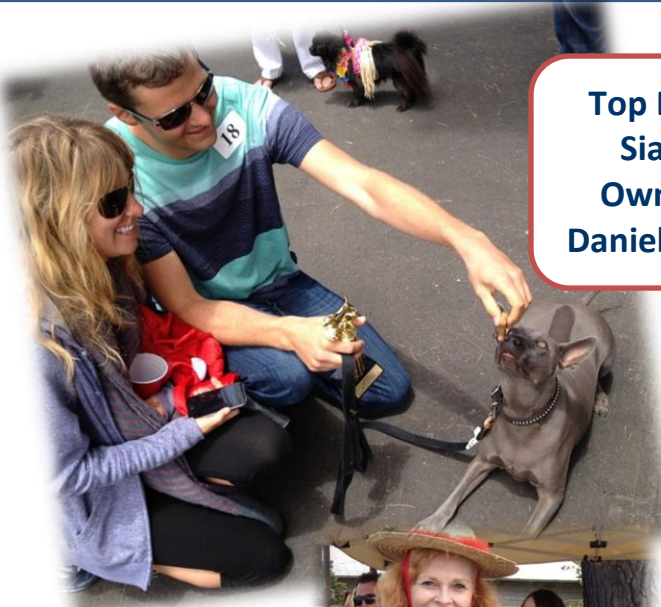


Seacliff Improvement Association



Top Dog:
Siam
Owner:
Daniel Rock



Top Dog Junior Division:
Charlie
Owner: Alana Patyk

Seacliff 2013 Pooch Parade Winners!



**Most Like
Owner:**
Danny
Owner:
Cher
Roblin



Most Original Costume: Keebler
Owner: Kandy Silveir



**Best
Performance:**
Sapphire
Owners:
Carol and
Kevin Hall



**Best Dog
Group Entry:**
Charlie and
Annie
Owner:
Teagan and
Lydia Ahrens



County Notes

Zach Friend, Second District Supervisor,
County of Santa Cruz

Mar Vista Rail Crossing

Our office has heard from a number of Seacliff residents who are concerned about the condition of the rail crossing on Mar Vista Drive. The rail line is owned by the Regional Transportation Commission (on which I am a commissioner) but the maintenance is overseen by the lessee – the Santa Cruz and Monterey Bay Railway (Iowa Pacific Holdings). We have been in contact with both RTC staff and representatives from the rail operator expressing our desire to have the crossing improved for vehicle and bicycles as well as improved weed abatement and cleanups along the line.

The RTC staff has been very receptive and proactive in sharing similar concerns. The rail operator committed to make some improvements to the crossing as soon as this month. We do not have a similar timeline for weed abatement or cleanups, however, the operator has committed to the RTC and our office that such a plan is forthcoming. We know that timelines are often delayed so our office will continue to work to ensure improvements are made to this crossing and the corridor in general.

Safeway Update

Safeway held their first official predevelopment meeting with the County. In this process, they outlined their initial proposal for size and scope and received feedback from County Planning staff. This is just a meeting between County staff and the developer so our office was not present. The County expressed concern, I believe rightfully so, about the size and scope of the proposed project. The County also discussed what they expected including traffic studies and other environmental documents. I believe that improvements are needed at the center and it is important to improve parking, ADA components and flow. I also believe that a redevelopment will occur at the site and efforts should continue by neighbors to work with Safeway to improve the scale and scope of the project as opposed to simply being against what is being proposed.

There is still some room for suggesting these improvements but that the expectation should be that there will be redevelopment at that site. There was some good news recently about Ace Hardware and Erik's Deli signing agreements to be in the new center. It is my understanding that there are a number of other businesses in the current center that are also close to agreements as well, which will help keep some of the current business mix and character in the new center. I encourage all that want to be involved to reach out to Safeway, their local representatives at Hamilton Swift or our office.

Utility Undergrounding in Seacliff Village

Currently, expect to see this downtown project begin in mid-September with completion planned for mid-November. This long-awaited improvement precedes the County Public Works streetscaping beautification slated to begin after all the poles are buried. Final design details soon...

New Neighbor

Lastly, I wanted to say that you have a new neighbor – me! My wife and I have purchased our very first home right here in Seacliff. The welcoming environment of the SIA was a big reason why we chose Seacliff. Clearly this is a special place and we're looking forward to being even more a part of the Seacliff community.

Spring Beautification Awards

Niki Derby and Debbie Doss



213 Center Avenue: Kathi and Jeff Forman

Kathi and Jeff bought their home several years ago while living and working in San Jose. A couple of years ago they were able to move in to stay. You can tell that they have an eye for pleasing design and quality by everything they have done to their home.

Don't miss the dry creek bed in the front or the cute hidden bird house in the corner seating area. Though Jeff and Kathi did a lot of the work themselves, Kathi acted as "general contractor" in finding and supervising the various contractors doing the heavy work. There are cute decorative touches including the cool build-in bench that came with the home that Kathi has painted with a beautiful underwater scene.

602 Seacliff Drive: Ralph Adadir and Kathy Cox

Ralph and Kathy have been passing through Seacliff for years and have imagined how nice it would be to eventually have a home here. From the Bay Area, they both have had reasons to come to this area. Kathy has been an interior designer for over 10 years and has used her skills over the past 13 months updating their Seacliff home.

They did most of the work themselves after removing older plants that were not doing well. They enlisted help for the big jobs including a new wall, pathways, stairs and lots of new fresh soil for all of their plants. Not only do they have over 40 plants in their back succulent garden, but they are growing some herbs and veggies too.

Thirteen members of the Beautification Committee are now selecting the winners for our second set of 2013 awards. They scour Seacliff neighborhoods to find those homes where the owners show "pride of ownership." And . . . sometimes people who rent receive the awards for improving their landlord's property. We hope you enjoy seeing the winners as much as those who receive the awards are excited to win!



231 Center Avenue: Sal and Blanca Calderon

Sal's dream was to live in Seacliff after spending much of his youth here at his uncle's home. In 2007 that dream came true! Blanca, originally from Mexico, became a citizen realizing her dream to raise her wonderful family in America. Sal is one of our local bus drivers and sometimes even gets to drive the route that goes right in front of their home.

Upon returning from visiting her family in Mexico, Blanca and the kids were greeted with a surprise when they drove up to their home. Sal, with help from his brother, set up a marvelous water fountain, put in grass for the kids, stepping stones and a bed



Meet our new Sergeant, Ian Patrick

Rebecca Downing

At the recent *Neighbor's Night Out* Event, I met with our new Aptos Substation sergeant, Ian Patrick and posed some questions to help us get to know him:

How long have you worked in the sheriff's office and why did you choose this career?

I was hired as a deputy Sheriff in 1998 and have worked for the Sheriff's Office ever since. I was looking for a career that would give me the opportunity to make a significant positive impact within the community. I was also attracted to what I suspected was a profession that would remain fresh and exciting and never become predictable. That expectation has proven very true. I was promoted to sergeant in 2009 and assigned as the supervisor of the robbery/homicide investigations team from 2009 to 2013. I was assigned to the Community Policing Division in April of 2013 and began working at the Aptos Service Center as the supervising sergeant.

What are the biggest law enforcement challenges facing Aptos and or Seacliff right now? How will they be addressed?

By and large, the Seacliff area is a very safe community to live and work. From a statistical standpoint, property crimes (burglary, theft, vandalism, etc.) are the overwhelming majority of calls for service. These are predominantly crimes of opportunity and more often than not are perpetrated by people not living in the community. I suspect this is likely due to the proximity of Aptos – and Seacliff to an even greater extent – to the freeway, making the area an attractive target for would-be thieves and vandals looking for a quick escape route.

Because these are crimes of opportunity, the vast majority of property crimes can be avoided by employing simple steps in order to be less of an inviting target. Most thefts of property are from unlocked vehicles, so get in the habit of locking those doors. Motion sensor lights are great for deterring nighttime burglaries and vandalism. Contact the Sheriff's Office for extra checks at your business or residence when you are going out of town. Start a neighborhood watch program within your community so as to organize crime-fighting resources. The list goes on and on. The National Crime Prevention Council website is a great resource for crime prevention tips and can be found at www.ncpc.org.

What can residents do to reduce crime in Seacliff?

Due to the current economic challenges, the Sheriff's Office is contending with furloughs and unfilled positions while still trying to provide adequate law enforcement coverage. Our current staffing levels only allow for an average of seven to ten deputies per patrol shift for the entire county. We rely on the community at large to supplement our work force by being our eyes and ears and to report suspicious activity.

When I conduct neighborhood presentations, I am often approached by residents who tell me about suspicious activity they recently witnessed but did not report to our dispatchers because they felt it was not important enough. I try to stress the value of making that call, even if they are not sure that what they witnessed amounted to criminal activity. Frequently I am told the person did not want to "bother" the Sheriff's Office with their concerns.

The truth is that we are here to be bothered and, even if we are not able to respond immediately due to other calls for service, we want to be informed about what is going on within the neighborhoods we police. Every time someone calls our dispatchers, the information gets logged into a computer automated dispatch system and is available for future retrieval. This helps us to keep track of crime trends, and alerts us to areas that need more of our attention. I often joke (but it is very true) that we would much rather respond to suspicious activity

and deter a potential crime in progress than have to take a report of the crime after the fact. I recommend that county residents copy down our non-emergency phone number (831 471-1121) and store it in a convenient place for future use. Obviously, for all emergency calls, 911 is the number to call.

What can Seacliff residents do to assist and support your staff?

There are many ways in which residents can support the Sheriff's Office. The most direct way is by volunteering. We have a very successful volunteer program that offers many ways to help serve the local community, including neighborhood patrols, vacation checks, graffiti abatement, data entry, and crime report documentation. Our volunteers provide tens of thousands of hours of service to Santa Cruz County residents on a yearly basis.

Obviously, not everyone is in a position where they can volunteer their time in such a way. At the very least, I strongly recommend that residents go on a ride-along with a deputy Sheriff on patrol to get a realistic sense of the calls for service, to which our deputies respond, and the resources and methods available to combat crime in your neighborhood.

We encourage all neighbors to get involved and get educated to the extent they are able. The concept of community policing involves law enforcement and the community working together to solve problems to ensure public safety.



Sergeant Ian Patrick and Volunteer Carlynn Sky meet residents at *Neighbor's Night Out* in Aptos.

Is there anything special you would like us to know about your work?

I am very proud of my accomplishments as a detective working in both the sexual assault unit and homicide unit. The reality is, however, that any personal accomplishment in this profession is dependent on the teamwork and professionalism amongst all members of the Sheriff's Office. The Aptos community should be very proud of their Sheriff's Office as a whole, and the men and women who patrol and investigate crime in this county. I have had the opportunity to work closely with many other law enforcement agencies in both California and other states, and can say without hesitation or hyperbole that the Sheriff's deputies working in your neighborhoods are as proficient and dedicated to public safety as any other law enforcement organization I have come across.

Has crime in Seacliff increased or decreased in the last few years, if so, by how much?

I am happy to report that an analysis of our statistics indicates a definite downward trend in criminal reports taken by the Sheriff's Office in the Seacliff area. In 2010, we took 291 criminal reports, in 2011 it was 247, we had 224 cases in 2012, and this year we are averaging 17 cases a month which would put us on track for 204 cases, a reduction of almost 30% in four years! We see very similar statistics for all Aptos neighborhoods in general.

This is obviously a positive trend, but I would very much like to see these numbers drop even further in the years to come. I believe we can accomplish this by working together to deter criminal activity in the Aptos and Seacliff areas. I would strongly recommend that Aptos residents visit the Sheriff's Office website at scsheriff.com for further information as to how they can get involved. The website contains a wealth of information and resources including an abandoned vehicle link, online crime reporting, crime mapping, jail inmate locator, vacation check requests, press releases, cold homicide case information, and much more.

Sign Up for Class This Fall...time to get Seacliff CERT-ified!

We need an additional 40 individuals to support our community by becoming CERT qualified. The map below shows SIA residential areas and the number of individuals trained in each one. Now is the time to prepare and get ready!

Following a major disaster, such as an earthquake or winter storm, people who provide fire and medical services may not be available. Factors as number of victims, communication failures, and road blockages will 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 and emergency response through training and pre-planning. 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
Other general life-threatening situations

Training lasts about 20 hours, divided over 6 evenings. The training increases one's ability to safely help themselves, family and neighbors.

Now here is where you may help. The next training is coming up this Fall. Please, contact Mary Edmund at: 475-2633 or via email: medmund4@gmail.com for more info and class dates.

Seacliff CERT Coverage Map 2013



Seacliff Improvement Association
 TREASURER'S REPORT FOR 2013
 January 1, 2013 thru July 31, 2013

BEGINNING CASH BALANCE (1/1/2013)	\$24,026.62
INCOME:	
Donations	160.00
Membership	4,263.13
Human Race - Net	1,668.75
Other Income (Dog Parade)	79.17
TOTAL INCOME	6,171.05
EXPENSES:	
Web Host and Design	877.88
Newsletter Publishing	1,320.63
Postage	625.60
Upper Bluff Maintenance	21.59
Mini-Park Maintenance	170.00
Insurance Expense	563.00
Annual Dinner (Net)	25.20
Beautification Awards	100.00
Other Expenses	335.93
TOTAL EXPENSES	4,039.83
ENDING CASH BALANCE	\$26,157.84

Welcome New Members!

Eric Achelis and Lisa Dopfel
 Doug and Edie Achterman
 Guy Chanda
 John and Debbie Eastburn
 Kenneth M. Gardella
 Sheryl Gentry and Gale Pickering
 Ken and Vinh Laurent
 Steve and Gina Lira
 Greg Mann
 Peggy Poindexter
 Cindi Robinson
 Kathleen and Jack (Hap) Stevenson
 Ray and Liz Tanaka
 Rob and Sandy Veneman

*We thank all 325 member households
 for your continued support!*

Visit: <http://www.seacliffimprovement.org/>

Write to us at: info@seacliffimprovement.org

Save the Date: October 26, 2013

*For the Seacliff Improvement Association 2012 Annual Dinner
 October 26, 2012, 6 pm – 9 pm
 Seascape Golf Course
 610 Clubhouse Drive, Aptos*



*Our speaker this year is Fire Chief Jeff Terpstra
 His Topic: "Protecting Paradise – What Aptos Fire Does To Keep Us Safe
 From The Redwood Forest To Kelp Forest"*

Special Guest: Zach Friend, Second District Supervisor

Musical Guest: Guitarist Ken Constable



Appetizers, Yummy Buffet, and Door Prizes and You!

Check your mailbox next month for your dinner reservation form and membership renewal...

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

Mark your Calender:
SIA Annual Dinner
October 26, 2013

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

=====✂=====✂=====✂=====✂=====

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

