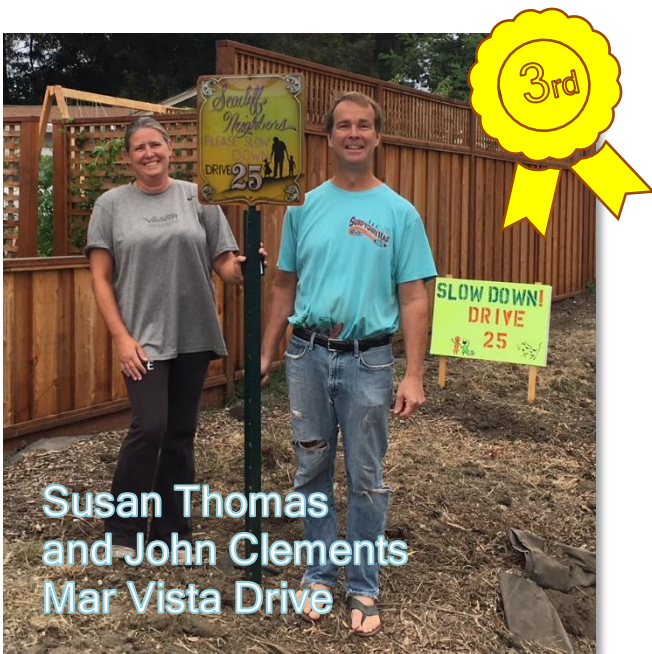


**Announcing the
“Travel Safely Through
Seacliff this Summer”
Contest Winners!**



Despite the foggy mornings and smoky afternoons, summer is still in full swing here in Seacliff and our visitors still abound, that means more traffic and drivers less familiar with our narrow, winding streets. Fortunately, SIA members made some creative and attention-getting signs to remind us all to drive safely through Seacliff.



**Susan Thomas
and John Clements
Mar Vista Drive**



**Lisa Smith
Hillcrest Drive**



**Nancy Thall
Laverne
Avenue**

As the days grow shorter and kids head back to school, let's all remember to use caution. If you have service workers such as landscapers, housecleaners, and contractors working at your home, remind them to drive carefully, especially if they use larger service vehicles.

We thank all who entered the contest and our SIA members who voted. If you have an idea to help calm traffic in Seacliff, we want to hear from you. Send your ideas to:

info@seacliffimprovement.org





Voting on County Measures This Fall

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

This November our ballot will have two notable items - a bond measure for affordable housing and a sales tax for the unincorporated area of Santa Cruz County. I wanted to provide an overview of both to acquaint you with their origins, goals and impacts and welcome any additional questions you may have about them.

Countywide Affordable Housing Bond

A diverse coalition of local business leaders, non-profit organizations, housing developers, agriculture business leaders, schools and community organizations and other groups worked for approximately two years to prepare an affordable housing measure. At issue is the remarkable affordability challenge in our county, which is ranked as one of the least affordable places in the world according to a recent international affordable housing study. With a median home price of over \$900,000 for a single-family residence, homeownership is out of reach for the majority of Santa Cruz County residents.

According to the California Association of Realtors Traditional Housing Affordability Index, only 15 percent of households can afford to purchase a median priced home. The rental housing market fares no better, with the rent for a two-bedroom apartment registering at approximately \$3,200.

High housing costs inhibit the sustainability of our community and of our workforce. Individuals and families are increasingly locked out of the local housing market and forced into increasingly longer commutes to reach employment. High housing costs also exacerbate other challenges our community is confronting, including economic opportunity and vitality, traffic congestion, greenhouse gas generation and homelessness. In addition, when households spend more than half their incomes on housing costs, they have significantly less money to pay for other necessary expenses such as childcare, medical expenses, and food, as well as less discretionary income to spend at local businesses.

Housing costs, and the lack of available housing, is the number one issue that I hear about in my office. The proposed measure, which will require a two-thirds majority to pass, will issue bonds in an amount not to exceed \$140 million for affordable housing and reduction of homelessness. Bonds will be repaid through a property tax assessment of an estimated maximum levy of \$16.77 per \$100,000 of assessed valuation.

Supporters have noted that the purpose of the measure is to bring options and opportunities to our families and vulnerable populations. Specifically, the bond calls to provide a mixture of funding for affordable rental housing construction for local workers including farmworkers and tourism industry employees, and essential public servants like teachers, first responders, and health workers, through a mix of affordable rental and ownership opportunities.

Additionally, it aims to provide interim shelter and permanent supportive housing for families and individuals experiencing homelessness and accessible, well-located housing for seniors on fixed or limited incomes, veterans, families, and people living with disabilities. It includes first time homebuyer loans and accessory dwelling unit construction assistance for residents.

Unincorporated Area Sales Tax

A half-cent sales tax increase also comes before county voters on the November 6th ballot. If approved, sales taxes in the unincorporated area would increase to 9 percent - a level that is at or below sales taxes in the cities of Santa Cruz, Watsonville, Scotts Valley and Capitola. The tax would sunset after 12 years.

The Board of Supervisors adopted a resolution of priorities for unmet needs throughout the county, outlining some of the places the funding from this increase would be spent including addressing homelessness and behavioral health, upgrades to and the construction of new County parks facilities, deferred maintenance on infrastructure and more. Specific examples of these include new North and South County homeless shelters and navigation centers; public safety and behavioral health outreach; and completion of several new parks, including LEO's Haven, the County's first all-inclusive playground for children of all abilities.

These needs were identified during recent public budget hearings, including a focused deterrence initiative for homeless individuals suffering from mental health and substance use disorders but who resist offered services. The Sheriff has advocated addressing these individuals with a specifically designated team because these individuals take up a disproportionate amount of their resources. The County is also leading local efforts to establish year-round, 24-hour homeless shelter and navigation centers in North and South County.

County staff also identified the need to fulfill the County's commitment to build LEO's Haven, a new playground with numerous accessible structures and features for children with disabilities. Many parks within the Mid and South County areas would also receive upgrades and additional park maintenance and recreation staff would be added to provide oversight for parks facilities and increase youth and senior programs.

As always, I appreciate hearing your thoughts. If you have questions about these or other items, feel free to call my office at 454-2200.

Beachgate Trail Repair Needs a Lawyer!

Rebecca Downing



The association is entering into an agreement with the Friends of Santa Cruz State Parks as part of our effort to raise funds for the trail repair. We need an attorney to review the agreement and would appreciate a donation of this work to save our funds for the repair. If you wish to donate your time or know an attorney who would like to help, please write to use at info@seacliffimprovement.org so we can move forward on this component of our fundraising work.

We are so grateful to those of you who have been working on trail repair and donated funds; it is all appreciated. The repair includes both state and county land, so the board is working to ensure all sections will be properly funded. We are still waiting for design bids before State Parks can apply for a coastal permit but hope to have final bids to review soon.

Use our PayPal account, located on our website: <http://www.seacliffimprovement.org/>, to contribute funds for repair. Please include *Beachgate Trail* in the comment field so we know to add it to the fund.

2018 Seacliff Beautification Awards Winners

Brent Lay

The Beautification Committee is pleased to announce this year's winners. The homes are nominated and voted on by the twelve members of the beautification committee. Winners receive \$50 Gift Certificate to Hidden Gardens and get to display the Beautification Award sign in their yard. This is the 20th year for Beautification Awards in Seacliff. The homes listed are all equally amazing.



219 Santa Cruz Avenue

The home at 219 Santa Cruz is the recipient of a clean modern style remodel by Mike and Kathy Ransom. They have lived in the Seacliff neighborhood for 20 years. After selling their food service business "Grab and Go", they purchased the home in 2015 and undertook a complete remodel. The living space was opened up, a new kitchen created, and they added a rooftop entertaining space. They worked with Vogler Construction on the house. Kathy designed the chic entry and landscape with help on plant selection from Liz Ryan of Wildflower Designs. Quite a transformation for this 1960's era home.

503 Seacliff Drive

The winning home at 503 Seacliff has a beautiful new natural wood shingle exterior. The home is owned by Hollis Hansen and Ron Heath. Hollis is a ceramic artist whose work is featured in galleries and museums in Taos, New Mexico, Zion National Park and New York City. Ron is a retired contractor and former military test pilot. Their home was originally purchased in 1970. Upon return from living in the Southwest in 2015, Hollis and Ron undertook a full remodel of the house with a new roof, new windows, new kitchen and the new shingle siding.



They worked with Joe McIntosh of JM Pacific, Janine Cayton for interior design and cabinetmaker Jeremiah Lackey. They were helped by gardeners Luis and Joe who built the rock walls and new fencing. Hollis has a ceramic studio on the property with gas and electric kilns and will be participating in Open Studios in October.



725 Seacliff Drive

The home at 725 Seacliff has been a labor of love for Jackie Johnston. She has owned the home for 30 years and lived in it for the last 18 years. Jackie is the former owner of Printsmith in Aptos and, after selling the business she returned to college for her Master's Degree and performed substance abuse counseling at Watsonville High School. Now in her next phase of life, Jackie undertook a complete remodel of the house two years ago, using Boots McGhee for her contractor and Craig Anderson from Pacific Fence.

She is an active gardener and nature lover who enjoys her garden's connection to our local birds and butterflies. She has managed to fit an impressive array of fruit trees, flowers and vegetables in her yard.

123 Sea Terrace Way

The entrance to the home of Ron and Niki Derby at 123 Sea Terrace Way is set back from the street through a handsome arbor built by Ron along a gently curved walkway to the front deck.

They purchased the home, with a beautiful view overlooking Rio Del Mar and the bay, in 1998 after retiring and moving to Seacliff from Fremont. The interior was completely remodeled with Ron doing all the work himself.



The arbor was added to address an architectural imbalance and then a landscaper installed a new walkway Niki designed along with the rest of the landscape that she planted herself. Over the last few years they have repainted, added a new roof and new decks. They have been active in Seacliff neighborhood associations for many years.

Seacliff Team Walks to End Alzheimer's

Lila Steiner

Join our team to raise awareness for Alzheimer's and other dementias and to support neighbors who lost loved ones to these diseases on September 22nd at 9 am at the Seascape Resort.

Join the "Seacliff Remembers" team, registering and/or donate at:

http://act.alz.org/site/TR?fr_id=11071&pg=team&team_id=470774

This is a lively event with music, buffet lunch and the best views you could possibly want! Dogs are welcome!



Proposition 6 -Gas Tax Repeal Measure

Zach Friend

Second District Supervisor, County of Santa Cruz

SB 1 was adopted by our state legislature last year to address the near \$140 billion backlog in statewide deferred road maintenance by raising the gas tax and vehicle registration fees. The legislation generates more than \$5 billion annually for repairs, maintenance and operations, nearly half of which is directed to cities and counties for street and road repairs. Most of the remaining funds are used for increasing highway maintenance and operational improvements, public transit and pedestrian safety programs.

Locally, the funding has already been used for storm damage repairs and is expected to provide \$115 million countywide over the first ten years for road repairs, bridge and culvert repairs and other safety improvements. Concerns that SB 1 funds would be diverted away from transportation needs were addressed by Proposition 69, which passed by over 80 percent of voters in the June election.

California's gas tax last increased in 1994 and was not indexed to inflation. As a result, the purchasing power of these funds has declined by half due to inflation and increased mileage because fuel-efficient vehicles travel farther on that same gallon of gas. Proposition 6, now on the November ballot, would repeal this new funding stream and eliminate funding for more than 6,500 local bridge and road safety and transportation improvement projects.

In our county, the repeal would greatly impact the local match funding for storm damage repairs and eliminate funding already going to local cities and the county for road repairs. A partial list of projects at risk include:

- Upgrading traffic monitoring elements on Highway 1 from north of State Park Drive to Highway 17.
- Shoulder reconstruction, retaining wall construction, and drainage improvements on Bear Creek Road in Santa Cruz County.
- Pavement preservation project on 26 lane miles of Highway 17 from north of Santa's Village Road in Scotts Valley to the Santa Clara County line.

Other affected projects include local pothole, road and bridge repairs, pedestrian and bicyclist safety measures, and public transportation improvements. Safer roads mean less wear and tear on our vehicles too. If you have any questions about this proposition, feel free to contact me at 454-2200.



Ice Cream Social - a Tasty Event!

Neighbors gathered at Seacliff Village Neighborhood Park on a blustery but sunny June afternoon to meet the SIA Board, accept a new park bench from the Aptos Neighbor's Association and talk about local issues with

Supervisor
Zach Friend.

Scoops were provided by
Marianne's Ice Cream!



Seacliff Improvement Association Treasurer's Report 2018 YTD

	May	June	July	YTD
Balance from 22869.69+ 4331.85				\$27,201.54
INCOME:				
General Donations			\$19.12	\$199.39
Membership Dues	\$2.61	\$60.00	\$64.43	\$2,454.84
Beachgate Trail Donations	\$72.52	\$55.00	\$319.25	\$2,168.49
TOTAL INCOME	\$75.13	\$115.00	\$402.80	\$4,822.72
EXPENSES:				
Website Hosting and Admin			\$105.00	\$330.88
Newsletter (edit, post, print)			\$560.00	\$2,120.54
Postage, shipping, etc.		\$89.40		\$138.40
Fundraising Event		\$80.00		
Insurance		\$563.00		
Membership Meeting items		\$20.00		\$241.09
Beautification Gift Certificates			\$200.00	
Sign Contest: Drive Slow in Seacliff			\$191.25	
Nonprofit registration fees			\$20.00	
Membership Supplies				\$26.96
Gardening		\$240.00		\$982.00
TOTAL EXPENSES	\$0.00	\$992.40	\$1,076.25	\$3,839.87
ENDING CASH BALANCE	\$28,680.99	\$27,803.59	\$27,130.14	\$28,184.39
			Designated \$\$ for Beachgate Trail Total:	\$4,331.85

Welcome New Members!

Shawn Harrington
 Anne Petrides
 Davina Polanco
 Paul and Laura Santana
 Matt Williams and Hilary Hibel

We thank all 341-member households
 and friends for your continued support.

Get involved!

Our board of directors has one seat open
 so consider joining us. We meet on the
 second Tuesday of the month at the
 Aptos/ La Selva 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

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



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

Membership Application/Renewal-Newsletter

Annual Dues are \$20.00 (January– December)

PLEASE PRINT YOUR INFORMATION

Name(s): _____

Seacliff Address: _____

Mailing Address if different: _____ State: _____ Zip: _____

Telephone Number: (_____) _____

E-mail Address (for newsletters and bulletins):

Email: _____ Email 2: _____



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

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