

# *Seacliff Improvement Association*

## *Winter Newsletter 2011*

*Join us for our first 2011 Membership Meeting*

*Guest Speaker*

*Kathy Previsich*

*Santa Cruz County Planning Director*

*With the latest news of the*

*Seacliff Village Plan*

*Poor Clares Work Program*

*&*

*Vacation Rentals*

*Tuesday, February 8<sup>th</sup>*

*7 pm*

*Seacliff Highlands Community Room at 151 Canterbury Drive*



This edition of the Seacliff Improvement Association Newsletter was mailed, as a courtesy, to over 850 Seacliff Residents.

The Association works for you by:

- Publishing informative quarterly newsletters
- Hosting membership meetings about important Seacliff issues
- Sending email alerts informing you about local government developments that impact Seacliff
- Improving our Seacliff neighborhood that ultimately helps increase your property values and makes Seacliff a great place to live

*We hope you enjoy this publication and consider joining today!*

*See the last page of the newsletter for our membership application.*



## Vacation Rental Survey Results and What Comes Next

Rebecca Downing

In light of the increased attention surrounding vacation rentals, the association recently asked our members how vacation rentals affect our community. Although the association is not taking a position on any potential new county ordinances, we are sharing information from the survey with the county because we do see a need to further address this issue.

### Survey Highlights:

- Over 30thirty percent of our members took the survey which shows there is a lot of interest in the issue
- Sixty-two percent of those who responded live on streets with vacation rentals
- Nine percent of respondents own vacation homes and do not want more regulation
- Eighty-three percent of those who took the survey have previously contacted vacation renters regarding noise, parties, parking, trespassing and/or garbage problems
- Sixty percent of respondents took extra time to provide comments about their experiences and opinions
- Sixty-one percent of respondents have concerns about purchasing a home next to a vacation rental

Robin Musitelli, assistant to Supervisor Ellen Pirie, reports that after receiving many complaints about overcrowded houses, noisy parties, illegal remodels and excessive vehicles at single family homes converted to vacation rentals, the Board of Supervisors decided that it was time to act. The

Board's concerns are that neighborhoods will suffer from a proliferation of vacation rental homes and that owners of such homes do not always consider the impact their guests will have on their neighbors.

Turning a single family home into something akin to a small hotel is a change in use that can impact a neighborhood in a negative way, if not carefully managed. While many vacation rental owners do manage their rentals well, others are not considerate of neighbors, are openly hostile or fail to pay the Transient Occupancy Tax (TOT) that is required of all vacation rentals.

Supervisor Pirie believes that the minimum essentials to be addressed, which are similar to what Capitola and other cities have, by the ordinance are:

- 1) Registration and permitting of vacation rental homes
- 2) Local management and/or a local contact who will respond to problems
- 3) A process for hearing complaints and revoking the permit if necessary

Residents of Seacliff understand that we live in a vacation destination and expect some who rent vacation homes to enjoy themselves beyond the limits of the law. And, because some vacation rental issues can be the same as regular rentals, it is important to educate ourselves about existing laws and regulations to give everyone the tools for promoting a common understanding of managing rental properties.

The proposed vacation rental ordinance is currently undergoing environmental review and can be viewed at:

[http://www.sccoplanning.com/html/policy/prop\\_vacation\\_rental\\_ord.html](http://www.sccoplanning.com/html/policy/prop_vacation_rental_ord.html) and comments on environmental impacts can be made until January 22nd. The ordinance is scheduled to be heard by the County Planning Commission on Feb. 25th. The agenda and opportunity to comment will be posted on the County's website at:

<http://sccounty01.co.santa-cruz.ca.us/planning/plnmeetings/ASP/Display/ASPX/ArchiveIndex.aspx?MeetingType=1> once the agenda has been set. We encourage you to participate by sending your comments to the

## Rental Home Tips from Sergeant Mitchell

If residents have issues with rentals that involve noise and/or alcohol, County Code Chapters 8.30 and 8.32, can be enforced by a call to the County Sheriff.

Code 8.30 refers to offensive noise which disturbs a person and is not permitted between 10 p.m. and 8 a.m.

Count Code 8.32 covers loud and unruly gatherings and the serving of alcohol to minors.

Calls for illegally parked cars may be directed to the 24-hour California Highway Patrol, non-emergency number: 796-2160.

If you are experiencing problems with noise after 10 pm or other disturbances call the County Sheriff at: 471-1121 or 911 for an emergency. To familiarize you with the above codes, read more at the county website: <http://www.codepublishing.com/ca/santacruzcounty/>

## New Fundraiser for 2011

**Deb Murray**

The SIA is planning a new fundraising event this year in lieu of our Annual Flea Market. The objective is to have additional money to support our public gardens and other efforts to help keep Seacliff beautiful. The event will be held in the June - July 2011 timeframe, and will be open to the general public.

We welcome your help! If you have experience with fundraiser events and/or have an idea to share, we'd love to hear from you!

Please contact Deb Murray at: 662-9164 or [dmurray@surfnetusa.com](mailto:dmurray@surfnetusa.com).

## Help Seacliff Prepare for the next Emergency

Mary Edmund



Local government prepares for everyday emergencies. However, during a disaster, the number and scope of incidents can overwhelm conventional emergency services. The Community Emergency Response Team

(CERT) is a positive and realistic approach to emergency and disaster situations. Where one may initially be on their own, their actions can make a difference. While people will respond to others in need without the training, one goal of the CERT program is to help them do so effectively and efficiently without placing themselves in unnecessary danger. The program is an all-risk, all-hazard training and a valuable course designed to help you protect yourself, your family, and your Seacliff neighbors in an emergency situation. In the CERT training, you learn to:

- \* Manage utilities and put out small fires
- \* Treat the three medical killers by opening airways
- \* Controlling bleeding, and treating for shock
- \* Provide basic medical aid
- \* Search for and rescue victims safely
- \* Organize themselves and spontaneous new volunteers to be more effective in a disaster
- \* Collect disaster intelligence to support first responder efforts

It's like paying for car insurance. You might never need either; you'd hope not to. But if needed, having the CERT training means that you're as ready as you can be to help yourself, your family and your neighborhood. The next Training class starts Feb 1<sup>st</sup> and runs for 6 weeks. If you are interested or need more information please contact Mary Edmund at: [medmund4@gmail.com](mailto:medmund4@gmail.com).

# Mini Park Goes Native

**Mona Daniels**

The view from the Seacliff Mini Park overlooking the Cement Ship is appreciated by the entire community with visitors enjoying their lunch, coffee, conversations or quietly looking at the water with its calming influence.

Some recent enhancements have been new plantings of California native lilac a.k.a. Ceanothus including: Carmel Creeper, Anchor Bay and Hearts Desire. Additional

California natives recently added include Everett's Choice fuschia and orange poppies. We are in the constant process of maintaining, pruning and weeding this treasured spot. The possible addition of another bench and some other exciting enhancements are in the works for this year. Please stop by and check out the blue flags marking the newest plants and remember to Pack Your Trash! To volunteer contact Mona Daniels at: 688-1060.



The freshly painted sign (thank you Ron Derby) watches over the newly planted natives at the mini park.

# Next Steps for Poor Clares

**Rebecca Downing**

When the California Coastal Commission recommended that Santa Cruz County rescind its request for rezoning the Poor Clares property, present home of the Coastlands Church, it also asked the county to create a plan for the entire property, not just the four acres the county rezoned for 100 high density housing units. So, the county directed the planning department to develop a work program to accomplish this and at the December 14<sup>th</sup> Board of Supervisors Meeting, the board voted to adopt it.

Something new in the works is to include Poor Clares in a Soquel Drive Corridor Study. Here are some highlights from the program including details about the study:

- The Study will focus on the 7-mile Soquel Drive Corridor and nearby opportunity sites for economic development and workforce housing, including the Poor Clares site.
- The planning process outlined in that scope of work will begin with a study to define and characterize market area conditions and evaluate economic development constraints and opportunities . The County is also preparing to carry out a market study for lodging/visitor accommodations.
- The planning process is anticipated to kick off in June 2011 and conclude in November 2013 with

recommendations, which would then be evaluated prior to being considered for adoption.

- Planning staff will develop a master land use plan for the Poor Clares site to be carried out in conjunction with the corridor study with the expectation that the property owner will submit an application to the County for a General Plan/Local Coastal Program amendment.
- The amendment will then be reviewed under the California Environmental Quality Act (CEQA), and that after County action on that application an LCP Amendment would be filed for consideration to the Coastal Commission.
- An assessment of the General Plan and Local Coastal Program to address Priority Land Use policy language will also be conducted by staff who will return to the Board in Fall 2011 for additional Board direction regarding a possible General Plan and Local Coastal Program Amendment.

To learn more about the work program, visit:

[http://sccounty01.co.santa-cruz.ca.us/bds/Govstream/BDSvData/non\\_legacy/Minutes/2010/20101214/PDF/062-2.pdf](http://sccounty01.co.santa-cruz.ca.us/bds/Govstream/BDSvData/non_legacy/Minutes/2010/20101214/PDF/062-2.pdf)

We also invite you to attend our Feb 8<sup>th</sup> meeting where Kathy Previsich, Planning Director, will speak about this and other land use issues in Seacliff. See the front page for details.

## Heavy Equipment Visits Seacliff State Beach

If you have been down to the beach lately, you probably noticed a lot of construction. Although the state budget is very tight and only critical repairs are being conducted, several projects are being tackled during the quieter winter months including:

Installation of the new sewer line has been restarted after a break for the busy summer season. The day-use section of the beach is off limits to vehicles while trenches are dug and pipes are installed.

The Visitor Center will have a new entrance deck and parking to meet the requirements of the Americans with Disabilities Act (ADA).

Additionally, parking and ADA access in the upper parking lot is being upgraded with new parking pads and ramps.



Visit our website today:

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

Questions? Comments? Write to us at:

[info@seacliffimprovement.org](mailto:info@seacliffimprovement.org)

Seacliff Improvement Association 2011 Board of Directors and Committee Chairs

Board of Directors	
President	Rebecca Downing
Vice President	Stacy Patyk
Secretary	Will Roblin
Treasurer	Bill Eaton
Member	Deb Murray
Member	Ramona Daniels

Committee Chairs	
Beautification Awards	Niki Derby
CERT	Mary Edmund
Fundraising	Deb Murray
Land Use	Bill Eaton
Membership	Steve Gibbs
	Mona Daniels
Mini Park Garden	Joanna Lighthill
Newsletter	Rebecca Downing
Bluff Restoration	Mary Gibbs
Park Development	Kate Minott
Website	Ken Dawes

*We are still seeking three more members for the board. If you are interested, call Rebecca Downing: 688-4142*

Community Contacts

Sheriff's Sub-Station Rancho Del Mar Center	Sergeant Robin Mitchell	662-0690
Abandoned Vehicle Abatement Desk	(need location, color, make, model & license plate)	454-3139
California Highway Patrol	24 Hour Non-emergency - for cars blocking the road	796-2160
Aptos/LaSelva Fire District	Fire Chief, Tom Crosser	685-6690
Santa Cruz County Offices 701 Ocean Street Santa Cruz, CA 95060	2nd District Supervisor, Ellen Pirie	454-2200
	Sector Superintendent, Pajaro Coast Sector - Kirk Lingenfelter	429-2881
California State Parks	Seacliff Supervising Ranger - Kevin Best (dogs off-leash, dead animals, etc.)	685-6442
	Seacliff Park Maintenance Supervisor - Jeffrey Long	475-0164
Aptos Chamber of Commerce	Executive Director, John Hibble Executive Director, Karen Hibble	688-1467
Graffiti Abatement Project	Sara Winterburn	427-0462

SEACLIFF IMPROVEMENT ASSOCIATION  
 TREASURER'S REPORT FOR 2010  
 January 1, 2010 thru December 31, 2010

BEGINNING CASH BALANCE (1/1/2010)	\$6,621.21
INCOME:	
Interest earned	1.00
Donations	793.28
Membership	5,211.04
Advertising	320.00
Flea Market(net)	1,717.20
Other Income	20.00
<b>TOTAL INCOME</b>	<b>8,062.52</b>
EXPENSES:	
Web Host and Domain	107.40
Newsletter Publishing	821.00
Postage	296.38
Upper Bluff Maintenance	77.18
Mini-Park Maintenance	1,101.44
Park Strip Maintenance	482.17
Insurance Expense	1,232.50
Annual Dinner (Net)	-74.31
Legal Exp	2,000.00
Other Expenses	801.21
<b>TOTAL EXPENSES</b>	<b>6,844.97</b>
 ENDING CASH BALANCE	 \$7,838.76

***Welcome New Members!***

Dave and Holly Bevilaqua  
 Bruce and Julia Hartman  
 Ken Knobler and Skippy Comins  
 Jean Lecocq  
 Glen and Jan Teter  
 Hannah and Greg Wilson

*We thank all 308 members  
 for your continued support!*

**Spring is just around  
 the corner on the  
 bluff...**

Help is needed to work the two bluff sections in the spring. These are the areas nearest the cliff where we have been restoring native plants to the overflow parking lot.

If you have yet to sign up to volunteer and are interested in creating a beautiful field of native plants, please contact Mary Gibbs via email [megibbs1@sbcglobal.net](mailto:megibbs1@sbcglobal.net)

**Call for Volunteers...  
*That's you!***

Seacliff residents have amazing talents and skills that can help our community shine. Our 2010 member survey showed how much you value our work. It only comes about with your help. If you want to make things happen here, you can

- ✓ Join our board of directors
- ✓ Volunteer for one of our committees

We love hearing from you. Send us an email to tell us how you can help this organization thrive.

Contact us at:

[info@seacliffimprovement.org](mailto:info@seacliffimprovement.org)

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

*This edition of the  
Seacliff Improvement Association  
Newsletter has been mailed as a  
courtesy to all residents of Seacliff.*

*Please join today!*

## ***Seacliff Improvement Association***

### **Membership Application/Renewal**

Annual Dues are \$20.00 beginning 2011 (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 either of the two choices following:

Consult me before giving out my address or phone number to any SIA member

Do not give out my address or phone number to any SIA member

I wish to volunteer for:

Annual Fundraiser

Community Emergency Response Team

Maintaining Gardens

Seacliff Beach Upper Bluff Restoration

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