

Seacliff Improvement Association

Winter 2012

Join us for our first 2012 Membership Meeting

Guest Speaker

Kathy Previsich

Santa Cruz County Planning Director

With the latest news of the

County General Plan Review

Soquel Drive Corridor Study

and the

Seacliff Village Plan

Wednesday, February 22nd

7 pm

Aptos Library, 7695 Soquel Drive

This edition of the Seacliff Improvement Association newsletter has been mailed to over 1100 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.

Save the Date for THE HUMAN RACE 2012

Deb Murray

The association will participate once again in the HUMAN RACE on Saturday, May 12, 2012. Mark your calendar now!

In its 32nd year, the Human Race Walkathon & Fun Run is a nationwide community fundraising event for non-profits. It provides an opportunity for all sectors of the community to join together for a common purpose --- sustaining vital community services and programs.

Last year we achieved our goal of \$2,000. Our goal in 2012 is \$2,500. The money will be used for our activities and events including improving and maintaining our many Seacliff gardens. The association receives 75% for every dollar raised, and the Human Race organizers receive 25% to stage and coordinate the event.

We need your help! You can join the fun and participate in the race/walk collecting pledges for yourself, or you can simply pledge for me or another SIA team member. Serving as the SIA Chair, I am planning to walk along with my husband, John, and our daughter, Ireland.

The nearly five-mile run/walk will take place along West Cliff Drive in Santa Cruz. This race is a fun opportunity for our Seacliff community to come together! Friendly dogs on leashes are also welcome!

Race Day Schedule

7-7:40am	Registration
7:40am-10:30am	Continental Breakfast
8am-11am	Runners Start First
8am-12:30pm	Walkers Start
10:45am-12:45pm	BBQ lunch, entertainment and information booths

An optional costume contest will be held after the race/walk, near the BBQ pit. The Human Race Awards Celebration and Costume Contest prizes will be held in June.



Remember, our target is to raise at least \$2,500. It's simple....if every person donates \$10 or more, we will reach our goal!

If you'd like to participate in the Human Race or would like to donate money to pledge me, representing the association, please send me an e-mail. Any amount big or small is greatly appreciated. We welcome cash and checks made to:

The Human Race Pledge for the Seacliff Improvement Association #516

To ensure that our organization is credited with your pledge, remember to include our organization's name and the number SIA #516 so that we receive the credit.

Feel free to call, or send me an e-mail with your questions. You can reach me, Deb Murray, at 662-9164 home/business or by email at dmurray@cruzio.com

Thank you for your support, and we hope you will be able to join us!

Please mail donations to:
Seacliff Improvement Association
P.O. Box 533
Aptos, CA 95001-0533



Take our Seacliff Village Survey

Will Roblin

The Seacliff Village Plan Committee continues to promote improvements in the village on several fronts. Committee members, Ben Strock, of Strock Real Estate, and Cole Strickland, whose family runs Forget Me Not, are providing us with the merchant perspective of the village. The committee has also met with other property and business owners for their input.

Now it's your turn. Take a few minutes to give us your opinion about potential village development and improvements by completing the Seacliff Village 2012 Survey: <http://www.surveymonkey.com/s/HLGDQJ8> There were many ideas recorded in the original village plan but that was over a decade ago so we need a fresh look at what the community wants. The results of the survey will be included in our report to the county at the conclusion of the plan review and be promoted to those wishing to develop properties or open businesses here.

Our committee members are also busy pursuing completion of the village utility undergrounding. With the sanitary sewer upgrade complete, utility undergrounding is currently reported to start in the Fall of 2012. After that phase of work, the streetscape improvements of sidewalks and crosswalks could begin.

To learn more about the village plan, you can read it here: <http://www.sccoplanning.com/pdf/policy/svp.pdf> You are also encouraged to attend the upcoming membership meeting (date and time on page one) to hear from Santa Cruz County Planning Director, Kathy Previsich.

Scenic Trail Input Needed

Over 200 people attended recent workshops to discuss the proposed coastal bicycle/pedestrian trail network project. The future trail will serve transportation, recreation and interpretive uses for walkers, joggers, bicyclists, families, locals, and visitors. Topics raised during the public workshops are being considered as part of identifying potential trail alignments for the Draft Trail Network Master Plan. The Draft Plan is anticipated to be released this upcoming summer.



Since the trail passes through Seacliff, please review the "Opportunities and Constraints" map: <http://sccrtc.org/projects/multi-modal/monterey-bay-sanctuary-scenic-trail/opportunities-and-constraints-analysis/> to see what has been proposed. The purpose of the map is to translate the technical information gathered into a tool to guide the identification of potential alignments. Final draft alignment maps will be provided in the Draft Master Plan and feedback will be solicited at that time.

Sierra Northern Railroad's withdrawal from their interest in serving as the local Shortline Operator may delay acquisition of the Santa Cruz Branch Rail Line; however, the rail right-of-way is one of the various potential alignments under consideration and the Monterey Bay Sanctuary Scenic Trail Network planning will continue as planned. After release of the Draft Monterey Bay Sanctuary Scenic Trail Master Plan and the Draft Environmental Impact Report (EIR), a second series of public workshops will be held to receive input into the draft documents and confirm the route alignments. Final adoption of the Master Plan and EIR is expected in early 2013.

Your feedback and input into planning for the largest coastal and rail multi-use bicycle/pedestrian trail network project in Santa Cruz County is invaluable. Please direct comments, feedback, and questions to Cory Caletti, Senior Transportation Planner and Project Manager, at ccaletti@sccrtc.org.

Park Funding Begins

Kate Minott

Supervisor Ellen Pirie has established a county fund to be used exclusively for Seacliff's first neighborhood park at the corner of Searidge Drive and McGregor Road. A hefty \$635,000 from the recent sale of the Polo Grounds Park water well has been deposited in the account.

Following the association sponsored public park design workshops in 2009, Bob Olsen, the Department of Public Works, Parks Division Planner, has been able to complete eighty percent of the applications and design details. By the end of April, the Parks Division will contract with a consultant to finish the remaining twenty percent. The project will then be submitted to the Planning Department. If the permit process proceeds smoothly, all permits should be ready before the end of 2012.

Bob is analyzing ways to best stage the phases of the park's construction. The first components will require engineering to grade the 1.25-acre lot and to build an erosion-control retaining wall along the Sea Ridge Road bluff-side of the lot. Also included in the infrastructure phase will be the installation of water lines, paved parking and walkways.

The total cost from infrastructure, permits and analytical reports to play equipment and planting is estimated to be \$1.7 million. The \$635,000 fund should cover most of the design, site preparation, utilities and hardscape.

The McGregor park site is currently in the top tier of consideration by the State for "The Urban Greening Grant for Sustainable Communities" a Proposition 84 program passed by voters. The grant application is for nearly \$1-million dollars and we should hear the results in the early Spring. The Parks Division is also checking into a range of other Stewardship grant opportunities.

By the end of April or May 2012, the Parks Division will convene with the Seacliff community to create a private fundraising campaign to complete the park. Discussion of a name for the park will be a part of the public process.

Help Prepare for Disaster

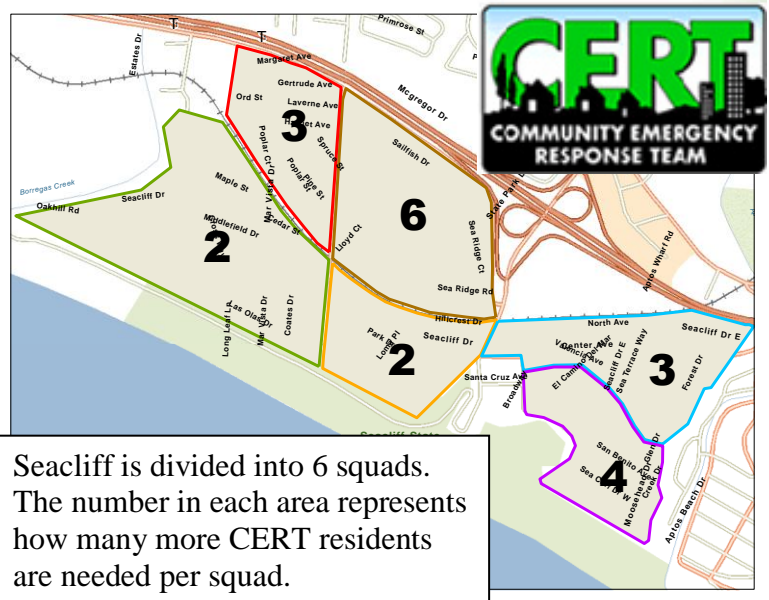
Mary Edmund

Seacliff has an active Community Emergency Response Teams (CERT) Program but we need your help to increase the number of people certified.

Following a major disaster, those 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. Residents 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.

The 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 and other general life-threatening situations. Training lasts about 20 hours, divided over 6 evenings. The training increases one's ability to safely help their self, family and neighbors.

Here is where you can help. We need an additional 37 individuals to support our community by becoming CERT qualified. Now is the time to prepare and get ready! Please, contact Mary Edmund at phone: 475-2633 or email: medmund4@yahoo.com for more information.



Remembrances

The Association sadly marked the passing of two former board members in 2011.



Lou Wolfe

From 2005 – 2009 Lou Wolfe served as board member and our treasurer. Her skills gained from years of volunteer work were a great asset to us. Service to others was how Lou approached everything and we were so lucky to have her help the association grow and prosper.



Richard Daniels

Richard Daniels lived in Seacliff from 1983-1994 and served as the association president 1989 – 1994. During his tenure the association was involved in the Wingspread development project and the rezoning of the land where St. John's Church is now located.



Weather and Public Works to the rescue...

All the January sunshine helped county public works contractors complete the replacement of the storm drain on the cliff under the mini park bridge. The new pipe and infrastructure will keep the water flowing under the road at Seacliff State Beach and mitigate the erosion cause by the failure of the pipe in December, 2012.

Winter or Spring?

Niki Derby



It's hard to tell what our spring will be like . . . hope our winter doesn't arrive too, too late! But before you know it, the wildflowers will bloom and it will be time to get your garden ready for the beautification awards.

Twice during the warmer months, our committee of 12 scours all of Seacliff and votes for four homes that exemplify the beauty of the area in which we live. The first set of awards is given out around the first of June and the second set in the first part of August.

So, get those green thumbs busy and maybe you'll receive a \$25 gift certificate to Hidden Gardens Nursery and a "beautification sign" in your front yard.



TREASURER'S REPORT FOR 2011

January 1, 2011 thru Dec 31, 2011

BEGINNING CASH BALANCE	
1/1/2011	\$7,838.76
INCOME:	
Donations	960.00
Membership	4,470.20
Legal Fee Refunded	13,618.27
Human Race	1,938.12
TOTAL INCOME	20,986.59
EXPENSES:	
Web Host and Domain	107.40
Newsletter Publishing	1,107.90
Postage	465.80
Upper Bluff Maintenance	13.86
Mini-Park Maintenance	2,725.22
Insurance Expense	594.00
Annual Dinner	818.69
Legal Exp	1,000.00
Dog Parade	333.96
Other Expenses	1,428.78
TOTAL EXPENSES	8,595.61
ENDING CASH BALANCE	\$20,229.74

Welcome New Members!

David Barrow and Wesley Brando
Chris Chard and Anais Schenk
Ron and Kathy Franke
Christopher and Diana Hayden
Jim and Mary Heath
Tim and Sherrill McNulty
Jerry Romani and Teri McKeever
Cole J. Strickland

*We thank all 316 members
for your continued support!*

Warm up your Woofers!

The Seacliff State Beach
Upper Parking Lot will once
again be our venue for the 2nd
Annual Seacliff Dog Parade

We had so much fun last year
that we just had to do it again!
Mark your calendar now for
June 23rd!



Trophies will be awarded for:
Top Dog Best In Show
Top Dog Junior Division
Best Dressed
Best Performance
Most Like Their Owner
Most Original Costume
Best Dog Group Entry



Get your Fido in great form
and check out our next
newsletter for more details and
the entry form.

Seacliff Improvement Association 2012 Board of Directors and Committee Chairs

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

Committee Chairs	
Beautification Awards	Niki Derby
CERT	Mary Edmund
Dog Parade	Rebecca Downing
Fundraising	Deb Murray
Land Use	Bill Eaton
Membership	Steve Gibbs
Newsletter	Rebecca Downing
Park Development	Kate Minott
Seacliff Village Plan	Will Roblin

Visit our website today:

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

Questions? Comments? Write to us at:

info@seacliffimprovement.org

Community Contacts

Sheriff's Sub-Station Rancho Del Mar Center	Sergeant Paul Ramos	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, Jeff Terpstra	685-6690
Santa Cruz County Offices 701 Ocean St., Santa Cruz, 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

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 (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

Please sign me up to volunteer for:

- Annual Fundraiser
- Community Emergency Response Team
- Maintaining Gardens
- Seacliff Village Plan Committee

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