

# SEACLIFF IMPROVEMENT ASSOCIATION SPRING 2007



Seacliff Improvement Association Mail: P.O. Box 533, Aptos. CA 95001

### Upcoming Events

- April 11th, 7pm  
General Membership Meeting, Aptos Library
- June 2nd, 11am—4pm, the Festival at the Cement Ship
- June 22nd, 9am-4pm, Drop-off of Flea Market Donations at Upper Bluff Parking
- June 23, 8am—3pm Our annual FLEA MARKET!!!

### SIA General Membership Meeting April 11th, 7pm

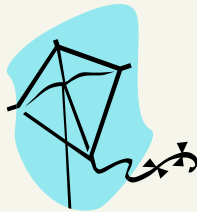
Aptos Library, April 11th, 7pm. **We have a website!!!** Learn all about navigating the SIA's new website at [seacliffimprovement.org](http://seacliffimprovement.org). Mark Willaman, the co-developer and website chair will guide us through a short presentation. We are also proud to have Sergeant Shea Johnson educate us about the Neighborhood Watch Program and the Graffiti Removal Project. There will be refreshments and a chance to meet your neighbors. Please come on by!



### FESTIVAL AT THE CEMENT SHIP!

*It's a party right in our own backyard...*

**June 2<sup>nd</sup> from 11am to 4pm**



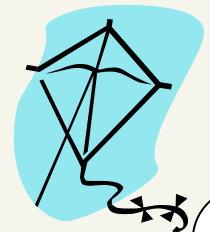
**Celebrate** the 1930's when the ship was the place to dance and dine. Learn about the unique history of the WWI Concrete Ship Palo Alto, Experience Seacliff State Park History through Art, crafts, games, stories, music, dance, and food. Learn to build a kite on the beach. There will be educational booths discussing the natural wonders of Seacliff's fossil beds, and the many animals that call Monterey Bay Sanctuary their home.

PLUS....The Seacliff Improvement Association is sponsoring a booth. Look for our banner and come meet the neighbors while joining in on the fun.

Admission is FREE, There is something for everyone.

**Make sure to COME & SEA US!**

Contact Dianne Pereira at [Dianne@lifesabeach.com](mailto:Dianne@lifesabeach.com)



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### SIA President's Letter

by Terry Winston

On February 15, 2007 our SIA general membership meeting was held and over 30 individuals attended! We welcomed the new SIA board of directors!

Last year, in service to the community, our 2nd District Co. Supervisor, Ellen Pirie, our Co. Parks Supervisor, Barry Samuel, and Seacliff Needs a Park (SNAP) President, Rick Stoker, each played a major role in Seacliff



The Seacliff Improvement Association Board 2007!

obtaining a 1 ¼ acre park site at the corner of Searidge and McGregor. At the February 15th meeting, they each received thanks from our association, in the form of a crystal free-standing plaque with an etching of the Seacliff landmark, the cement ship, USS Palo Alto.



Barry Samuel with Award

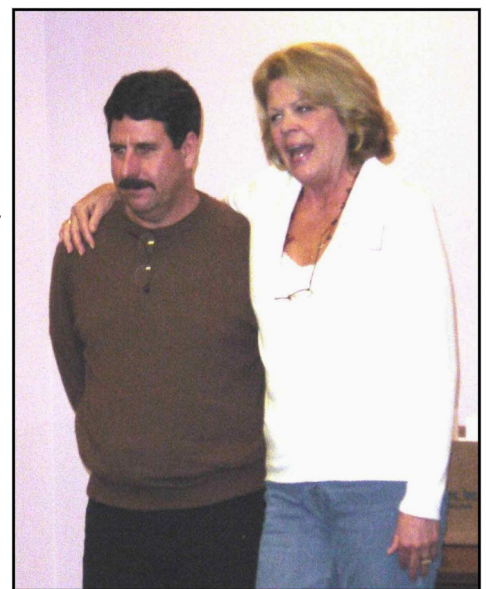
Ellen Pirie provided an update on County developments. Her informative talk was followed by delicious refreshments and some neighborly get-acquainted time. After that break, Rick Stocker discussed the creation of SNAP and future plans for the new park site. Next, the prospective downtown Seacliff developer Doron Fishbin showed us architectural drawings for his proposed Boutique Hotel/Spa/Restaurant at the commercial end of North Ave.

### PG&E to Fund Utilities Undergrounding Design in downtown Seacliff Village!

Recent good news in the form of a letter from PG&E advises that in response to our letter of January 15, 2007, their program and project management personnel met to discuss the Seacliff project. One outcome of the meeting

was that, due to other project delays, funds have become available to initiate the designing of the Seacliff job sometime in the latter half of this year. PG&E estimates 12 mths. will be needed to design the project, obtain Right of Way, etc. Sometime in the later half of 2008 they expect construction to begin!

Work continues with the Seacliff Undergrounding Committee to come up with a cost estimate to underground the entire neighborhood! We hope to have a complete report in the summer newsletter!



Niki Derby presents Rick Stoker with award

## THE MCGREGOR SITE IN SEACLIFF

By Ellen Pirie

### McGregor Site Will Be Saved For Planned Townhomes and a Park

As many of you know, Santa Cruz County is under the gun to zone 30 acres of land for high density housing. The State considers 20 units per acre to be high density and believes that if a community has enough land zoned for high density housing, the housing will be affordable. Unfortunately, that doesn't work in Seacliff or any other Santa Cruz community.

In an effort to distribute these re-zonings throughout the county, the Board of Supervisors required the Planning Department to propose Aptos area acreage for this high density zoning and the Department complied by suggesting among two other sites, the 1.7 acre site at McGregor and Searidge. That parcel had already been zoned by the County for affordable ownership townhomes, at about 12 units or buildings to the acre, to be built by South County Housing. The Seacliff community had earlier worked with the County to zone this parcel for affordable ownership housing, in exchange for the 1.25 acre neighborhood park

With help from Seacliff Improvement Association neighbors (Terry Winston, Kate Minot, Ramona Daniels, and Dave Boggini) and other local community members, I was able to per-

sue the Board that re-zoning land that was already slated for affordable housing didn't make much sense. Happily the Board agreed with the previous decision and selected the approximately six acre Atlee site just north of Temple Beth El.



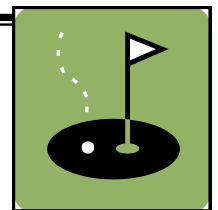
### Coastal Commission Hearing April 11th

We have one more hurdle to jump before the park portion is officially split from the rest of the parcel. That hurdle is the Coastal Commission ("CC"). Because although the County has split the property off and zoned it for parkland, it is in the Coastal Zone and the CC has to sign off on it. The CC prefers a zoning of Visitor Accommodation (VA) zoning in the Coastal Zone and therefore may object to the change. It will be very important that the staff and Commissioners hear from the community. ***The hearing before the Coastal Commission is scheduled for April 11th at the Doubletree Hotel in Santa Barbara. Please send letters of support to: Susan Craig, Coastal Commission, 725 Front Street, Santa Cruz, CA 95060. They should identify the hearing agenda item as: SCO-MAJ-1-06 part 2. McGregor Parcel Re-zoning.***

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### The History and Potential Future of the Former Par 3 Golf Course

by Funding Chair Suzanne Shynne The former Par 3 was developed by the McFadden family as a 9 hole golf course 1962 and rented to the Menge family in 1977. They continued the operation as a golf course. In 1983 David McFadden sold a portion of the property to Grant Wrathall. McFadden passed away in 1997. In 1999, with the idea of developing the property, Wrathall requested the Menge family cease golfing operations.



Currently there are only two 9-hole courses in the county: the challenging, hilly Casserly's course in Watsonville, and Valley Gardens in Scotts Valley, now up for sale. Because the terrain of the Par 3 is flat, it is the best of the three courses for beginners, the elderly, and the physically challenged.

This 13.7 acre former Par 3 golf course site could fill a county-wide recreational need with its previous usage restored. Santa Cruz Co. is willing to operate the course, using greens fees to off-set maintenance costs, if the property can be purchased. The appraisal determining the parcel's assessed value will be completed in April. Then the fundraising can begin! The goal is to purchase the site without using bond funds. Now is the window of opportunity to develop the land for recreational purposes. For more information, or to help raise funds, contact [sushy@pacbell.com](mailto:sushy@pacbell.com)

## Upper Bluff Restoration Takes Off!

by Dan Davis



The Upper Bluff restoration project is moving along at full speed!

During December and then again in January the California Conservation Corps (CCC), assisted by key volunteers from the SIA, prepared the ¼ acre test plot at the Upper Bluff area of Seacliff State Beach for the planting of California native grasses, plants, and flowers. The area was cleared of invasive plant species and groomed for the introduction of native plants grown for this purpose by the Central Coast Wilds Nursery.

On March 7<sup>th</sup>, the plantings began! The SIA Upper Bluff committee members were assisted by approximately 60 eager first and third graders from a local school as well as approximately 30 young adults from



the California Conservation Corps. The first step was for the children to race about the field, burning off excess energy accumulated on the ride over to the park. Then the kids enthusiastically joined the effort by sowing flower seeds and randomly planting tufts of wild, native grasses and plants. The plants included such varieties as Berkley Sedge, California Oatgrass, Red Fescue, Purple Needle Grass, Creeping Wildrye, the California Blue or Gray Rush, Blue-eyed Grass, the California Poppy, the Common Yarrow, Tidy Tips, the California Aster, Lupines, Checker Mallow, Coast Buckwheat, and the Douglas Iris. Many thanks to the teachers and administrators of Main Street elementary school for allowing the use of these accomplished junior gardeners. The CCC has been invaluable throughout this effort and the SIA's heart-felt thanks go out to all of those fine Corps members. They not only provided strong backs and arms for the weeding and tilling effort but they patiently tutored the children on proper planting techniques. Thanks go to Park Sector Superintendent Kirk Lingenfelter, Restoration Mgr. Sarah Godfrey, and Maintenance Supervisor Auggie Ceballos.

We were also pleased to have Sue Lispen, the representative from our grant donor, the Monterey Bay Aquarium Conservation Action Fund, join us during the day's activities. Terry Winston, president of the SIA, has prepared a plant identification booklet for the Upper Bluff Restoration Project. If you would like a plant identification booklet, at a cost of only \$5, simply email Terry at [seacliffimprovement@yahoo.com](mailto:seacliffimprovement@yahoo.com). Please stop by and have a look at the plantings as they grow throughout spring and summer!



<b>Monterey Bay Aquarium Foundation Grant Funds Account</b>		
10/26/06	Deposit	\$3,000.00
10/01/06	Central Coast Wilds Contract for plants	\$1,000.00
11/06/06	Central Coast Wilds remainder of deposit	\$ 249.74
11/06/06	Orchard Supply Round Up	\$ 87.47
03/19/07	Central Coast Wilds assorted Native plants	\$1,249.77
	Total Expense	\$2,586.98
<b>Balance M.B.A. Foundation Grant Funds</b>		<b>\$ 413.02</b>

## Sargeant Shea Johnson Discusses Neighborhood Watch & The Graffiti Removal Project



### What's Neighborhood Watch About?

*By Sgt. Shea Johnson*

Summer is fast approaching. This means kids are out of school

and there is a sharp increase in the number of tourists visiting our community. Property theft and vandalism generally increases during these summer months due to the higher level of activity. But there are ways to mitigate illegal activities in your area.

The Aptos Service Center is strongly promoting Neighborhood Watch and Business Watch in the Aptos Community. The purpose behind Neighborhood Watch is to "look out for one another and report suspicious activity."

Neighborhood Watch promotes getting to know your neighbor and community through a collaboration process of sharing information with one another to stay better informed.

**Neighborhood Watch encourages neighbors to get to know one another and learn what it takes to recognize and report suspicious activity at any time, day or night.** To help better educate the public I will be speaking with the Seacliff Improvement Association during the evening of April 11th. During my visit with the association I would like to hear and address the specific concerns of the Seacliff area. I will be applying Neighborhood Watch and Community Policing techniques to deal with the issues. I will also be introducing ways that the Seacliff Association can get Neighborhood Watch off the ground and ensure a successful program.

### There's Help For Graffiti Problems

The Graffiti Abatement Program in Aptos will also be discussed. The Santa Cruz County Sheriff's Office and the Santa Cruz County Graffiti Project are working together to "beautify" the communities affected by graffiti by cleaning up graffiti through neighborhood using volunteers and with law enforcement apprehension of taggers.

If you are interested in becoming a volunteer with the Graffiti Abatement Project, please contact Sergeant Shea Johnson at the Aptos Sheriff's Service Center 662-0691, or Sara Winterburn with the Graffiti Project at 427-0462.



### Treasurer's Report April 2007 *by Lou Wolfe*

Opening Checking Account Balance	\$4,267.54
<u>INCOME:</u>	
Checking Account Interest	\$2.14
Membership Dues	\$1380.00
Membership Donations	\$10.00
<u>EXPENSES:</u>	
Newsletter Printing	<\$316.09>
Website (basic) 1 Yr Subscription	<\$131.40>
Website Design/Development	<\$900.00>
Membership Dues Mailing	<\$58.50>
10/27/07 Dinner Deposit	<\$250.00>
<u>ASSETS (as of 3/30/07):</u>	
CD Savings Account Balance	\$13,436.83
Closing Checking Account Balance	\$4,003.69
<u>BALANCE:</u>	\$17,440.52



Deb Murray with Lucky

## Flea Market Coming June 23rd!!!

The 11<sup>th</sup> Seacliff Improvement Assoc. Flea Market is coming this June 23rd starting at 8AM.

**Donation drop off occurs on June 22<sup>nd</sup>, from 9AM to 4PM** at the Seacliff State Beach

upper parking lot (parking for drop off is free). Drop off your donations of gently used clothing, household items, and furniture (under 50 lbs). Donations are appreciated! If you need a pick-up call Co-chair Steven Gibbs at 662-3495.

**Flea Market sales begin June 23<sup>rd</sup> at 8AM and continue until 3PM.** Located at the Upper Bluff State Park parking lot, the Flea Market represents an important fundraising event for the SIA. The Flea Market's many hidden treasures always draw large crowds and this year should be no exception. **Volunteer for** site setup/teardown and sorting, pricing, displaying, and selling the items. We expect a great variety of donations and no shortage of eager bargain hunters to take them home. Volunteer now and **be a part of this classic SIA annual event** by contacting Terry Winston at 685-3406.

## BEAUTIFICATION AWARDS

by Niki Derby

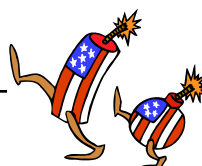
As I drive around Seacliff, I see signs of spring – green trashcans are brimming over, plants are coming back to life, spring flowers are blooming!

In mid-May, the Seacliff Beautification Committee members will begin their lookout for prospective Beautification



winners. By the first week in June, four winners will be selected. They will receive a \$25 gift certificate from Hidden Gardens Nursery and a "beautification" sign in their front yard. And . . . the process is again repeated in August, with four additional awards presented.

So, if you haven't won before, maybe you'll get a knock on your door and be rewarded for all your hard work!



## 4TH OF JULY

## PARADE!!



**WANTED!** Energetic, fun loving, enthusiastic, playful.....Adults, Children, Cats, Dogs, Birds, Goats (You get the idea).

**WHEN? JULY 4<sup>TH</sup> 2007** The Seacliff Improvement Association is taking it to the streets in "The World's Shortest Parade."

**WHERE?** Right here in Aptos. The parade covers two blocks, beginning at The Wells Fargo bank on Soquel blvd, the parade then travels to Aptos Park. Line up for the parade begins at 9:30, and the parade starts at 10am!!!!

**Don't miss the Pancake Breakfast!!!** Before the Parade there is a Pancake Breakfast at 8am in front of Britannica Arms. After the parade the party continues with games, arts and crafts, live music, and food all offered in Aptos Park.

**SUN, FUN AND GOOD TIMES** Please join us. If you would like to participate contact Dianne Pereira at [Dianne@lifesabeach.com](mailto:Dianne@lifesabeach.com)



## Welcome New Members!

We extend a warm welcome to: Bob & M.J. Ballinger, Joe & Sharon Brinzo, Herb & Nancy Eder, Gene Jacobsen, Greg Mann, Gale Pickering, Jeff Rogge, Anemis Provost, Amador Bettincourte, Rebecca Small, Dalano & Kardan Hoang, Amy & John Turner, and Bruce & Lynn Walters!

### Seacliff Improvement Association

2007 Directors	Phone/e-mail	2007 Committee Chairs (Reps & Liaisons)
<b>President</b> Terry Winston	685-3406 terrylyn57@hotmail.com	<b>Annual Membership Dinner Co-Chairs</b> Ramona Daniels, Dianne Pereira & Dave Boggini
<b>Vice President</b> Ramona Daniels	monadaniels@sbcglobal.net	<b>Aptos Chamber Community Enhancement Committee Reps.</b> Terry Winston & Ramona Daniels
<b>Secretary</b> Kate Minott	fogladay@hotmail.com	<b>Beautification Award Chair</b> Niki Derby
<b>Treasurer</b> Lou Wolfe	louwolfe@garlic.com	<b>Events Coordinator</b> Dianne Pereira
<b>Director</b> Ken Dawes	ken@kendawesphotography.com	<b>Membership Chair</b> Mary Gibbs
<b>Director</b> Steven Gibbs	skgibbs1@sbcglobal.net	<b>Mini Park Garden Co-Chairs</b> Rebecca Downing & Johanna Lighthill
<b>Director</b> Bill Eaton	eatonwl@yahoo.com	<b>SCCRTC Funding Task Force Representative</b> Terry Winston
<b>Director</b> Johanna Lighthill	johannalighthill@yahoo.com	<b>Seacliff Needs a Park (SNAP) Liaison</b> Tom Dobrovolny
<b>Director</b> Dianne Pereira	dianne@lifesabeach.com	<b>Seacliff State Beach Liaison</b> Kate Minott
<b>To Contact Directors or Committee Chairs</b> <b>e-mail:</b> <a href="mailto:seacliffimprovement@yahoo.com">seacliffimprovement@yahoo.com</a>		<b>State Park Drive Garden Chair</b> Bill Eaton
		<b>Upper Bluff Restoration at Seacliff State Park</b> Dave Boggini & Adelle Eberhart
		<b>Website Development and Maintenance</b> Mark Willaman
		<b>Newsletter Editor</b> Daniel Davis

### Community Contacts

Sheriff's Sub-Station Rancho Del Mar Center	Sergeant, Shea Johnson	662-0690
Abandoned Vehicle Program (vehicles abandoned on street over 72 hrs.)	Abandoned Vehicle Abatement Desk (need location, color, make, model & license plate)	454-3139
Aptos/LaSelva Fire District	Fire Chief, Tom Crosser	454-3139
Santa Cruz County Offices 701 Ocean St., Santa Cruz, 95060	2nd District Supervisor, Ellen Pirie	454-2200
California State Parks	Sector Superintendent, Pajaro Coast Sector, Kirk Lingenfelter	429-2881
Aptos Chamber of Commerce	Executive Director, John Hibble Executive Director, Karen Hibble	688-1467

# Seacliff Improvement Association



## SEACLIFF IMPROVEMENT ASSOCIATION MEMBERSHIP/RENEWAL APPLICATION

Annual Dues are \$15.00 (January—December)

Name(s): \_\_\_\_\_

Seacliff Address: \_\_\_\_\_

Mailing Address if different: \_\_\_\_\_

Telephone Number: \_\_\_\_\_

E-mail Address (for SIA alerts & notification): \_\_\_\_\_

Please send my Quarterly Newsletter by E-mail

*The SIA does not give out membership lists or phone numbers except to a fellow member for valid membership purposes agreed on by the SIA Board. However, if this policy does not provide sufficient privacy, please check either of the two choices following:*

- Do not give out my address or phone number to any SIA member*
- Consult me before giving out my address or phone number to any SIA member*

Please sign me up to volunteer for:

- Annual Flea Market Donations/Setup/Sales
- Beautification Award Selection Committee
- Maintaining Gardens
- Seacliff Beach Upper Bluff Restoration
- Event Planning & Setup
- Utilities Undergrounding Committee

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

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

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