

SEACLIFF IMPROVEMENT ASSOCIATION



SPRING 2008

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

Upcoming Events

- May 13th, 7pm Rio Del Mar Assoc. sponsors the 27th Assembly Candidates: Monning, Sprenger, & Reilly—Rio Sands Motel.
- May 14th, 7pm General Membership Meeting. Seacliff Highlands Community Center.
- June 7th, 11am-4pm Festival Cement Ship
- June 27th, 9am-4pm 2008 Flea Mkt. drop-off and set-up.
- June 28th, 8am-2pm Flea Mkt. sale!

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McGregor Park Site General Membership "Visioning" Meeting, inviting the public—for all ages Wednesday May 14, 2008 at 7 pm



by Kate Minott

Seacliff kids have street-smarts. What does this mean? It means there hasn't been much yard space in Seacliff for riding bikes and other sports, so Seacliff kids often take to the streets to play. That's about to change. Seacliff recently got its first 1.25-acre neighborhood park at the corner of McGregor and Searidge Roads.



On Wednesday May 14, 2008 at 7:00-8:30 pm, all ages are invited to the Seacliff Highlands Community Room at 151 Canterbury Drive in Aptos to put their imagination and dreams on paper and draw, cut, paste and design ideas for the neighborhood park.

This is a special meeting, open to the public and the membership of Seacliff Improvement Assoc. This meeting is special because we are asking you to set aside the date, plan to come, and to envision what you would like to see in your park. **Everyone is asked to bring pictures, scraps of words, photos, anything for the wall montage of dreams that reflects unspoken ideas, thoughts, or remembrances about parks!**

Santa Cruz County Parks Director, Joe Schultz and the Parks staff will be at the helm, guiding the "visioning" process and synthesizing the community's preferred park plan.



The Seacliff Highlands Community Room is in the new South County Housing development, at the corner of Searidge and McGregor Roads. Please call 831.454.7963 for more information.



SIA President's Letter

by Mona Daniels

This spring, a time for flowers and new green leaves, is also the perfect time to start planning for our new park at the May 14th meeting! For meeting details see Kate Minott's article on the cover. Looking forward to seeing you there with many creative ideas and visions!

Seacliff is improving, bit by bit! This year PG&E *actually is* designing the undergrounding of the utilities in the downtown area. See John Horvath's update on page 5.

Our last general membership meeting on Certified Emergency Response Training (CERT) training was held this past February 13th. The presentation was very informative! In his article on page 3 Ken Dawes gives us the details for us to receive CERT training in order to respond to emergencies to help our families and neighbors. Did you know that when you are CERT trained you will have greater access to get into a declared disaster area with your CERT badge? That is only one of many benefits.

The flea market is coming around again on June 28th! See Deb Murray's reminder below. This is our annual fundraiser for SIA to help fund all our activities (gardens, dinner, park, awards). Please keep us in mind when you do your spring-cleaning and organizing, and save those gently used household goods you no longer want.

Wishing you a wonderful spring!



Mary Chikis with bargain hunter

FLEA MARKET—SAVE YOUR GOODS/FIND A HIDDEN TREASURE

by Deb Murray

It's that time again!!!! The 12th Seacliff Improvement Association Flea Market is coming this June 28th! Always a FUN EVENT..... we thank you in advance for your participation!!!

Donation drop off occurs on June 27th, from 9AM to 4PM at the Seacliff State Beach upper parking lot (parking for drop off is free). Be sure to start saving your goods for donation! You can 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 28rd at 8AM and continue until 2PM. 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 Deb Murray at 419-4315 or via e-mail, the address is: dmurray@megamind.org.

Tripled Fines for Illegal Fireworks!!

by Supervisor Ellen Pirie



The 4th of July is a wonderful, patriotic holiday and we all love it....unless you work for the Sheriff or the fire department! Law enforcement and emergency services people dread the 4th of July because in Santa Cruz County all hell breaks loose when the sun goes down.

Drinking alcohol and setting off fireworks on the beaches is a very popular way to celebrate the holiday. Unfortunately alcohol and fireworks are a dangerous combination. Last year I saw a group of drunken young men accidentally set a dry coastal bluff on fire and then run away.

I know that many SIA members have been concerned about this situation and many have called my office. I am pleased to let you know that the Board of Supervisors is working with Sheriff Robbins to discourage this kind of celebrating. We will be creating "Safety Enhancement Zones" around the county on the 4th. Inside a safety enhancement zone, **finest for illegal fireworks, alcohol, guns and fires will be tripled.**

The Sheriff and the Parks Department will be publicizing this crackdown in the hopes that it will discourage people from coming here for the purpose of setting off illegal fireworks. There are always far more members of the public on the beaches than law enforcement could ever hope to control so the hope is that this information will keep some of those people away. We also hope that it will be a safer 4th of July.

I'm available to meet with every Wednesday from 9:00 to 10:00 a.m. at the Aptos Sheriff's Office in the Rancho Del Mar Shopping Center.

SEACLIFF CERT (Citizen Emergency Response Team)

by Ken Dawes

At the Winter Quarter SIA General Meeting in February we listened to a compelling presentation about CERT training by Capt. Mike Conrad of the Aptos/La Selva Fire Dept and Jean Anderson from the Seascope CERT. We had a great response from those who attended the meeting and our first group of volunteers will be beginning their training soon! Please join us!

While we consider Seacliff to be very much a "neighborhood" geographically we are not small! With over 1,300 residences we need to be able to have a number of teams to adequately help ourselves and our neighbors in the event of a disaster, whether it be a storm, earthquake or who knows? Is it a big commitment? No! The training is only about 20 hours over 5 to 7 weeks and taught by the Aptos/La Selva Fire Dept. At the end of the training you will be certified as a CERT member and receive an emergency responders kit. The training and the kit are FREE!



Jean Anderson, Capt. Conrad and assistant



Various Emergency Kits

If you have any questions about CERT training, or wish to volunteer, please come to our General Meeting on May 14 or e-mail Ken Dawes ken@kendawesphotography.com. For information on CERT online, please visit <http://www.aptosfire.com/Disaster/CERT/tabid/28/Default.aspx> or the Seascope CERT website <http://www.seascopecert.org>

Construction of St. John's Episcopal Church Begins

by Ray Wolfe

St. John the Baptist Episcopal Church has initiated construction of the new facility at their two acre site located at the intersection of Canterbury and MacGregor Drives. The construction should be complete in early in 2009. The construction firm developing the facility is XL Construction of Milpitas.



Planning the new facility began back in 1989 when the Parish celebrated the Centennial Anniversary of their current church located on Depot Hill in Capitola. The Seacliff site was purchased in April of 1992. Since that time the church has worked steadily on such issues as land division with South County Housing, architect selection, facility planning and financing issues. The current effort is the first of a three phase program and includes an open Courtyard, Sanctuary, Nursery, and Youth Building with basketball court, administrative space and a social hall with kitchen facilities. The parking area will accommodate one hundred vehicles.

Tribute to our Neighbor, Helen Cheney

Our dear neighbor, Helen Cheney, passed away last week at the age of 92. Helen was a tireless worker for the improvement of Seacliff notable for her positive attitude, spunk, intelligence, myriad talents, perseverance, and reliability.

She moved to Seacliff in 1964. Helen was a past president of the Seacliff Improvement Assoc., a director and secretary on the SIA board, and published the newsletter for many years. She joined the board in the mid-1960s and retired in 2000. One of her many accomplishments as a board member was to help obtain street lights for Seacliff. Helen also worked as a docent to the Visitor's Center at Seacliff State Beach. In 1989 the Aptos Chamber of Commerce honored Helen as "Woman of the Year."

Helen was born in Kaukauna, Wisconsin July 14, 1915. She married Marshall Cheney in 1941. During her employment years she worked as a secretary at North American Aviation and Rocketdyne. She was a past president of the National Secretaries Association.

Those who knew Helen well remark on her love of flowers, playing bridge, singing in the choir at the Congregational Church of Soquel, and her ability to see each day as a blessing and a precious resource.

We are fortunate Helen
uted to our community.

made Seacliff her home and contrib-



Seacliff Village Overhead Wires Days Are Numbered

by John Horvath

As I was looking out my window on Coates Drive recently I saw a PG&E worker in an orange vest walking in and out of yards across the street. The yards he was inspecting are located along the entrance road to Seacliff State Beach. It turns out the worker was doing a walk-down of the locations where cables would be buried! I could hardly believe it. Activity has actually begun on the undergrounding of the Seacliff Village overhead wires! Do not confuse this with residential undergrounding which is many years away.



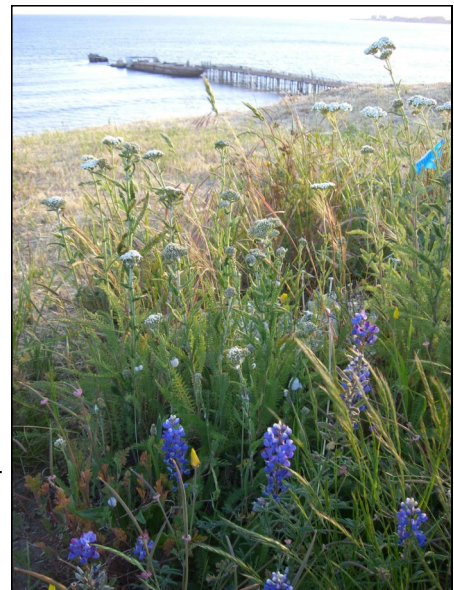
The Seacliff Village undergrounding campaign began years ago with the development of the Seacliff Village Plan, and involves about fourteen poles along State Park Drive and the Alley behind Center Street. This work is being funded by utility ratepayers, since beautification of the park entrance viewscape benefits the general public. After making a few phone calls I learned that the engineering of the trenching plan is going on now. *Actual cable burial will begin next fall if the funding does not get diverted.* There was a small "hiccup" over ownership of the alley behind Center Street. Let's hope that this question gets resolved and the work gets completed next year.

Test Plot of California Native Plants and Grasses Thriving

By Terry Winston

The 1/4 acre test plot at Seacliff State Beach is thriving thanks to the dedicated work of the Upper Bluff Committee and the California Conservation Corps volunteers who've hand weeded, weed wacked, and watered the plot repeatedly. Thanks also goes to the State Parks personnel who encourage and help us with advice and occasional mowing, Central Coast Wilds for providing healthy plant stock, and the children of Main Street Elementary school who planted most of the native plants and grasses last spring.

It is wonderful to work on the plot and see the plants become more established and mature in such a lovely setting. It is also encouraging to see the occasional butterfly float by and bumble bees tumble from flower to flower.



Sky Lupine, White Yarrow, and our state grass, Purple Needle Grass.



Peter and Irma Andrews, Mona Daniels & me!

Please find the time to wander by and see the progress for yourselves. The test plot is located in the far left corner close to the cliff (as you face the Monterey Bay) of the upper bluff field at Seacliff State Beach. There are instructive signs identifying the various native plants and grasses.



Beautification Awards

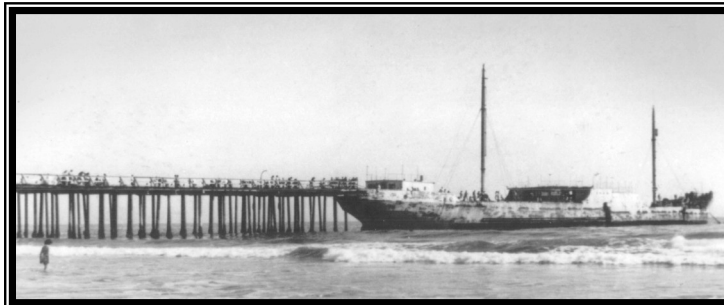
by Niki Derby

Have you finished sprucing up your front yard after the long, rainy winter? Beautification Committee

members will start their canvassing to find noteworthy residences . . . probably around the third week in May. It is always a tough choice as there are so many homes that are absolutely beautiful. The winners will be announced in the next newsletter.

Treasurer's Report 1st Quarter 2008

Opening Checking Account Balance	\$ 3,912.60
INCOME:	
Interest earned	\$ 13.92
Donations	\$ 740.00
Membership	\$ 1,830.00
Sweatshirt Jacket & Sticker Sales	\$ 123.00
EXPENSES:	
2007 SIA Mem. Dinner Late Exp	<\$ 126.44>
2008 SIA Mem. Dinner Deposit	<\$ 250.00>
Postage, Membership Dues Letters	<\$ 91.34>
Aptos Chamber of Comm Mem Dues	<\$ 120.00>
Printing, newsletter	<\$ 284.66>
ASSETS (as of 3/31/08):	
Savings Account Balance	\$ 13,818.52
Closing Checking Account Balance	\$ 5,747.08
BALANCE:	\$ 19,565.60



15TH ANNUAL FESTIVAL OF THE CEMENT SHIP

Mark The Date...Saturday June 7th

at Seacliff State Beach from 11am to 4pm. The festival will include music, dancing, crafts, educational booths, kite making and THE SEACLIFF IMPROVEMENT ASSOCIATION BOOTH.

Come by and say Hi!

Monterey Bay Aquarium

Prior Balance	\$ 331.10
New Grant (2007)	\$3,000.00
Balance M.B.A. Grant Funds	\$3,331.10



Dianne Pereira models sweatshirt.

Show the World You Love Seacliff!!!

Sweatshirts, Stickers, and coming soon...Doggie Bandanas for sale!

by Lou Wolfe and Dianne Pereira

Are you proud to live in Seacliff? Show the world by wearing a Seacliff Sweatshirt, gray zip front with hood. These sweatshirts have a large color replica of the Seacliff Logo on the back and a smaller logo on the front. Available in Men's and Women's sizes for only \$40. To order call Dianne at 818-5939 or Lou at 688-3918.

We also have Bumper Stickers with the same logo available for \$3.00 each.

Coming soon for our fashionable pups "Seacliff Foggy Doggie Bandanas" available at Cement Ship Festival June 7th and the SIA Flea Market June 28th along with Seacliff Sweatshirts and bumper stickers.



Foggy Doggy

Welcome New Members!

We extend a warm welcome to: Linda Chicca, Ben and Peggy Montoya and Steve and Mary Volk.

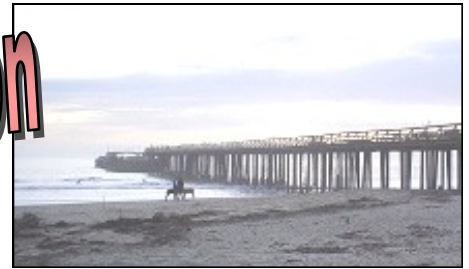
Seacliff Improvement Association

2008 Directors	2008 Committee Chairs (Reps & Liaisons)
President Mona Daniels	Annual Membership Dinner Co-Chairs Mona Daniels, Dianne Pereira & Dave Boggini
Vice President Dianne Pereira	Aptos Chamber Community Enhancement Committee Reps. Terry Winston & Ramona Daniels
Secretary Kate Minott	Beautification Award Chair Niki Derby
Treasurer Lou Wolfe	Festival of the Cement Ship Coordinator Dianne Pereira
Director Ken Dawes	Membership Chair Mary Gibbs
Director Steven Gibbs	Mini Park Garden Co-Chairs Rebecca Downing & Johanna Lighthill
Director Bill Eaton	Park Chair Kate Minott
Director John Horvath	Upper Bluff Restoration at Seacliff State Park Chair: Terry Winston , Co-Chairs: Steven & Mary Gibbs, Bill Eaton
Director Terry Winston	Flea Market Co-Chairs Pick-up: Steven Gibbs, Set-up & Sales: Deb Murray, Clean-up: Bill Eaton
To Contact Directors or Committee Chairs e-mail: seacliffimprovement@yahoo.com	Website Development and Maintenance Mark Willaman
	Undergrounding Committee Chair John Horvath
	Communications Committee Chair Terry Winston Newsletter Editor 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	685-6690
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
	Seacliff Supervising Ranger, Kevin Best (dogs off-leash, dead animals, etc.)	685-6442
	Seacliff Park Maintenance Worker II, 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



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

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:

- | | |
|---|---|
| <input type="checkbox"/> Annual Flea Market Donations/Setup/Sales | <input type="checkbox"/> SIA Communications Committee |
| <input type="checkbox"/> Maintaining Gardens | <input type="checkbox"/> Seacliff Beach Upper Bluff Restoration |
| <input type="checkbox"/> Event Planning & Setup | <input type="checkbox"/> Utilities Undergrounding Committee |

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

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