

Seacliff Improvement Association

Summer 2006



The Seacliff Annual Picnic!

This event is open to all Seacliff residents and guests.

Where: Seacliff State Beach,
Shade Pavilions 10 and 11

When: Saturday, July 29, 2006, Noon – 4 pm

**Bring your family and friends,
something to barbecue
and a favorite dish to share.**

**Drinks, condiments, utensils and
paper plates will be provided.**

See you at the Beach!

Come early for good parking!

President's Letter

By Terry Winston

It's summer and time to party, share food, conversation, and good times with friends and neighbors at our Seacliff Beach Annual Picnic! Mark your calendars for July 29, from Noon to 4 p.m. for this fun social event at Shade Pavilions 10 and 11 at Seacliff State Beach. Bring something to barbeque and a favorite dish to share.

With the guidance of our capable Chairpersons: Steve Gibbs, Deb Murray, Margaret Kotsi, and Bill Eaton; many volunteers and donations, our 10th Annual Flea Market once again met our sales goal. We all had a good time this year raising money to help beautify the Mini Park and the State Park Drive Garden. We will also be able to spend some of it this fall on the test plot of native grasses and wildflowers on the bluff of Seacliff State Beach. State Parks is working with us by mowing the invasive grasses and advising on plants.

Recent improvements at the Seacliff Mini Park include an upgrade of the sprinkler system and a repair of the path. For the last two years the Mini Park has been taken care of under the thoughtful guidance of Chairperson Niki Derby. We are grateful to her for chairing this challenging volunteer position. She has recently resigned, and we are looking for another person to take her place. If you have a strong interest in gardening, please consider and phone me at 685-3406 if you have any questions, or if would like to take this position.

When our Board of Directors was collecting signatures for a petition to have PG&E design the undergrounding of the utilities as part of the Seacliff Village Plan development we were repeatedly asked by residents when and if the power lines in their particular neighborhood would be underground? I am looking into this possibility, and wonder if there are Seacliff Improvement Association Members who would like to be part of a committee to pursue this improvement? Please call me if you are interested. It is because of you and other involved Seacliff residents that we can do so much for our community. Thank you all for all you do to make it such a great place to live.

Mostly Foggy Skies make for \$unny \$ales at the 2006 Flea Market!

By Bill Eaton, Steven Gibbs, Margaret Kotsi and Deb Murray

The 10th annual Seacliff Improvement Association flea market was a huge success this year generating \$2,097.65! Preparations began this spring with flyer distribution and donation pickup requests beginning several weeks prior to the event. Set-up the day before the Flea Market was very busy with much of the day spent with volunteers driving all over the Seacliff area picking up donations and bringing them to the Upper Bluff parking lot. More volunteers were on hand to sort, price and prepare for sale these and items dropped off by residents. An excellent variety of donations were ready for sale by the end of the day, awaiting the eager bargain hunters.



Many thanks to those who helped set up: Mary Gibbs, Steve Gibbs, Teri Handzel, Paula Burklin, Carole Winters, Niki Derby, Terry Winston, Nancy Thall, Bill Eaton, Phyllis Stollenwerk, Karen Mc Dowell, Mary Chikis, Carol Petersen, Sandy Serpa, and Brian Serpa. Some of these dedicated workers returned on Saturday along with LaVerne Kersey, Rebecca Downing, Sharon McGuire, Denise, Wojtowicz, Johanna Lighthill and Ray Wolfe, to sell, sell, sell!

Sales were brisk beginning before 8 am as trinkets and treasures were scooped up and taken home by the bagful. Clean up began hours before the sale officially ended. It started with drastic price-cutting to induce sales of the bulkier items. These were eagerly paired with new owners to reduce inventory. Once the sale was over a couple of unknown scavenger types were blessed with all that they could haul away. Then neighbors Steve Gibbs, Mona Daniels, Dave Boggini, Paul Lessard and Bill Eaton took the rest to Goodwill. As always, it was a pleasure coming together as a team to work for a great cause...Seacliff! Everyone involved demonstrated a very positive attitude and it was a lot of fun too! Thanks to all for your support!

Seacliff Park News and More from County Supervisor, Ellen Pirie

Dear Seacliff Neighbors:

In the coming months, we will have the opportunity to design Seacliff's new neighborhood park. I hope you will join me. As you may remember, South County Housing purchased the 3-acre parcel on the corner of Searidge and McGregor late last year. The agreement with the County calls for the transfer of 1.25 acres of the site to the County for a neighborhood park. Although the parkland is not yet in public ownership, we will begin designing the park in the next few months. The park planning will be done by the Seacliff community in public meetings. While we wait for the planning process to begin, please feel free to call my office (454-2200) with any ideas for park amenities you would like to see included.

I will also be working with the Seacliff Improvement Association to investigate the possibility of expanding the planned utility undergrounding in the center area of Seacliff to the rest of Seacliff. Given past experience, I don't expect any decisions from PG&E in the immediate future. If you are interested in what's happening on the Par 3 property, then you probably know that the proposal to build 212 homes has been withdrawn. Whether there will be housing on that site, or something else, is completely up in the air. I expect there to be hearings before the Board of Supervisors in August or September to consider changing the zoning of the Par 3 property from Park and Recreational to Residential. If you are interested in the subject, my office has a Par 3 mailing list to which you can add your name by calling my office (454-2200). Better yet, get an email notice about hearings by requesting it from: bds021@co.santa-cruz.ca.us.

I meet with constituents every Wednesday morning from 9:00 a.m. until 10:00 a.m. at the Sheriff's Substation at Rancho del Mar, EXCEPT IN JULY! Please feel free to come see me in August and discuss any local issue that concerns you.

Ellen Pirie
County Supervisor, Second District

Transportation Funding Task Force, Waste of Time? Only Time Will Tell.

By Terry Winston

The Transportation Funding Task Force evolved from a suggestion originating with County Supervisor, Marti Wormhoudt who wondered why Measure J failed so miserably. Perhaps the community could develop a plan that might win a 2/3-majority vote? Eventually a Task Force was created from 90 members representing organizations throughout Santa Cruz County. I participated as the representative of the Seacliff Improvement Association. Six Task Force Workshops were held this spring throughout Santa Cruz County. Although there were approximately 90 Task Force members, anyone who was interested was invited to attend. At the Aptos workshop I was happy to see Tom Dobrovolny, Bill Eaton, and Bob Norton (current President of the Chamber of Commerce)---all Seacliff Improvement Association members. The agenda at each of these meetings involved all attendees breaking into groups, usually between 10 and 20 groups of perhaps 8-10 people in each group. First we discussed transportation problems that needed to be solved in our neighborhoods, then on a city/community basis, and last on a regional basis. Next we would discuss possible solutions on a neighborhood, then city/community, and finally regional basis. And the most challenging discussion was last; how to pay for all this?

A quantity of ideas were gathered, but the clear trend showed most people attending these workshops believe the roads in their neighborhood, city, county, and regionally were in poor condition and that the current bus system needed more routes and more expedient service. Other ideas were to widen Hwy 1 from four to six lanes, and a need for more and safer bike routes including a rail trail.

The ideas gathered will be compiled for discussion after which a document must be approved by a two-thirds vote of the task force in order to be forwarded to the Regional Transportation Commission for its consideration. Will these ideas be distilled into something voters can agree on with a 2/3 majority? Only time will tell.

4th of July Still Needs Work

By Rebecca Downing

Seacliff and other area beaches are favorite destinations for Independence Day, which creates a big job for law enforcement and California State Parks. Even with the holiday falling on a Tuesday, this year was no exception.

According to Kirk Lingenfelter, Sector Superintendent, California State Parks, advanced coordination with the Santa Cruz County Sheriff department, California Highway Patrol, and local city law enforcement really helped keep the celebrants at local state parks safe while strictly enforcing illegal fireworks and alcohol regulations. There was still a fair amount of fireworks at Seacliff State Beach but the evening went more smoothly this year.

Seacliff residents across the street from the State Beach bluff parking lot did not share the same experience and spent the evening of the 4th watching carloads of people, especially after the beach was closed later in the evening, park in front of their houses, to drink and set off fireworks.

These streets were supposed to be closed, as they were last year, but the road closed signs delivered that morning were never set up nor were they staffed like last year.

Plants were trampled and the neighbors spent the morning of the 5th picking up

dozens of beer bottles and other litter along the state park fence. The Mini Park maintained by the association fared a bit better with no sprinklers destroyed but most of the plants trampled upon with lots of beer bottles, fireworks and litter left behind for clean up by residents and volunteers. The association is following up with the County to determine the cause of this oversight so we can better address it next year. We'll keep you posted!



Road Closed signs were delivered by the county but never placed across area streets to block traffic.

Graffiti and Junky Cars Be Gone!

By Terry Winston



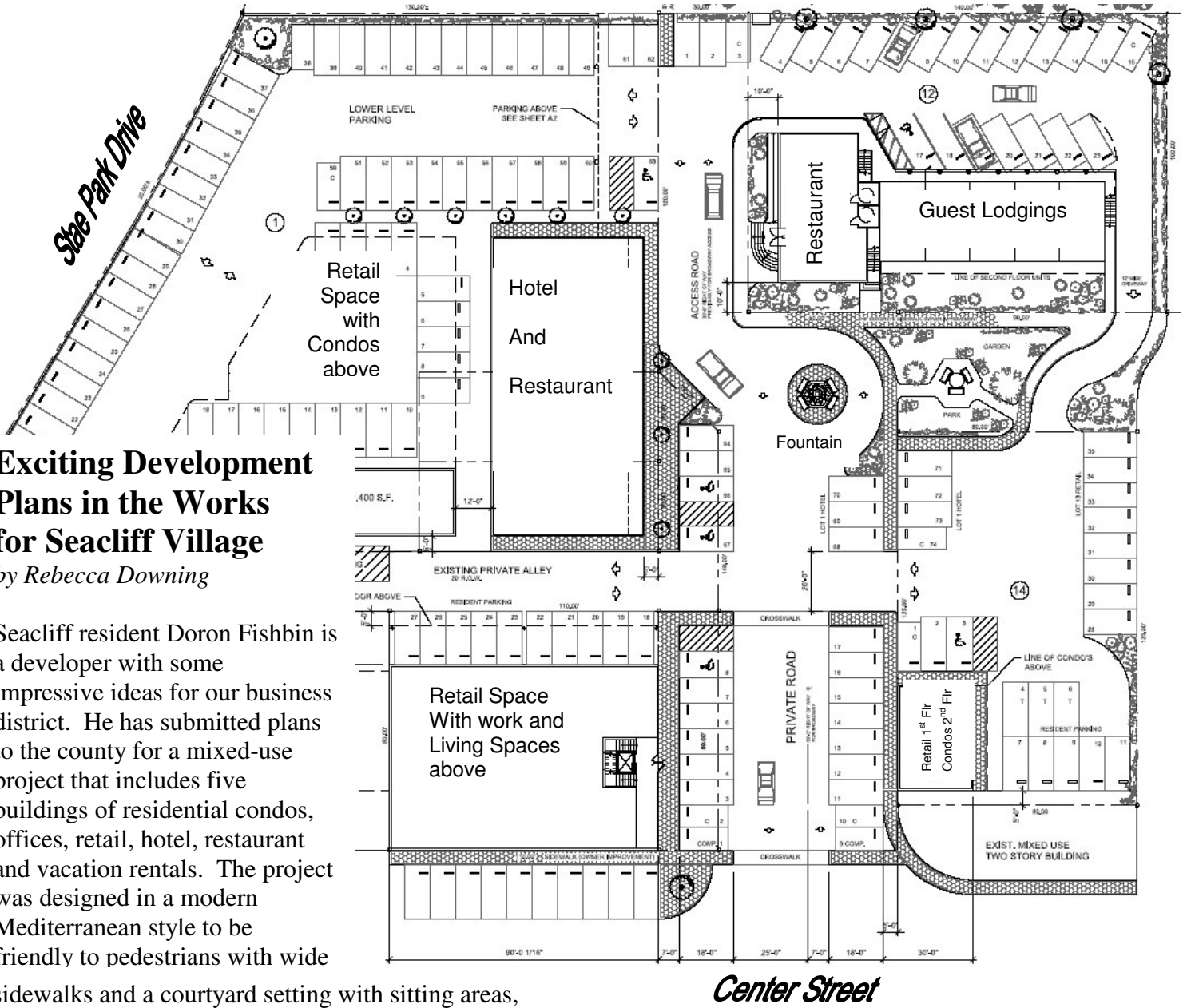
Are you sick of seeing graffiti and abandoned cars in our neighborhood? If so, there are a few things you can do. For graffiti, Sergeant Shea Johnson suggests you call 662-0690 to have a deputy come out and photograph the tag and write a report. You may also photograph the site yourself and give the photo and a report to the Sheriff's Sub-station at the Rancho Del Mar Shopping Center. The reason they want a picture and information is so they can add this data to their Graffiti Information Board. You will be helping compile information to find and charge the offender. Next you can call Graffiti Abatement, a nonprofit serving Santa Cruz County, at 427-0462. They can either come out and paint over the graffiti or provide you with a kit so you can do it yourself.

For vehicles abandoned on a street over 72 hours, call: 454-3139 or visit: www.scssheriff.com and select the abandoned vehicle link. The sheriff will need to know the location, color, make and model, and license plate number of the vehicle. If it is abandoned on private property contact the Santa Cruz County Planning Department at 454-2850 and complete and code complaint form. The form is also available online at:

<http://www.sccoplanning.com/phpforms/codecomplaintform.htm>. The identity of anyone reporting code violations is kept confidential.

SIA Wants You!

If you have been a member for at least one year, you are eligible to run for a position on the board of directors this fall. Four of our directors' terms expire so now is the time to start thinking about participating. The board meets monthly and participates in a variety of association and community activities. Let us know by sending an email to: seacliffimprovement@yahoo.com



Exciting Development Plans in the Works for Seacliff Village

by Rebecca Downing

Seacliff resident Doron Fishbin is a developer with some impressive ideas for our business district. He has submitted plans to the county for a mixed-use project that includes five buildings of residential condos, offices, retail, hotel, restaurant and vacation rentals. The project was designed in a modern Mediterranean style to be friendly to pedestrians with wide sidewalks and a courtyard setting with sitting areas, landscaping and a fountain.

Each property is designated for a specific use with the retail spaces being oriented to serve our neighborhood. New Leaf Market is considering moving into the large retail space on Center Street, which would be a great store to have in our neighborhood because one of the challenges Seacliff residence face is reaching a grocery store on foot without having to walk over Highway 1.

For the offices, Doron will attempt to attract medical professionals. Increased traffic is being addressed by providing a separate entrance to a main parking lot from State Park Drive. Broadway,

between Center Street and North Avenue, will not be open to through traffic.

There will be an additional parking lot on the corner of Broadway and North Avenue. Since there will be residences included in the mix, three of them will be zoned affordable to meet County requirements.

The drawing above shows much of the proposed plan. For the complete plan, including additional floors, please send an email to the association at: seacliffimprovement@yahoo.com and we will send it to you electronically or via the US mail.

Spring Beautification Awards

by Niki Derby and Joey Lighthill

Since 1998, 65 homes have received the Seacliff Beautification Award. They began with the suggestion from Guy Sanchez, a past board member and President. He received a local newspaper from his home state of Louisiana. Each month they published a “garden of the month.” The board took that idea and developed it into the “beautification awards.”

Guy also suggested the idea of the annual Seacliff Improvement Association Flea Market as a way of paying for the beautification of Seacliff. Funds are used for the Beautification Awards and for funding the two gardens that the Association maintains; the Mini Park (located along east Seacliff Drive on State Park bluff property) and the State Park gardens in front of Seacliff Plaza. The Mini Park was installed in the 1970s and State Park garden was installed around 1995.

Winners receive a \$25 gift certificate from Hidden Gardens Nursery and an “award” sign in their front yard. Awards are given in early summer and again in late summer, for a total of eight awards per year.

There are so many homes in Seacliff that deserve the award. A committee of eleven people goes out and surveys their assigned area; each one can nominate up to four homes. After the nominees are submitted, the committee then has the task of picking just four homes from the approximately 20-30 that are nominated. The winners for this period are:



308 Park Dr. - Mary Edmund has lived in her home for approximately six months. She is a Master Gardener and, of course, loves to garden and make jewelry.



164 Seacliff Dr. - Al and Margo Velasco have lived here for approximately two years. Margo remembers her front yard as being "just dirt." Now they enjoy entertaining guests, sitting around their fire/bar table.



626 Seacliff Dr. - Mike and Marsha Kelley have lived in Aptos for over 30 years but recently built their home. They also have a home in Oregon but spend more time here. Although much of the landscaping is new, Marsha said she insisted on preserving the existing large Maple tree in front.



107 Loma Place - Gary & Heather Wimmer and their two daughters, Rachel and Kelly, enjoy this home that they built about 10 years ago.

Again, there are so many homes in Seacliff that deserve the award; hopefully, we'll get to all of you. Keep up the good work and keep Seacliff “beautiful.”

Welcome New Members!

Sue A. Barthol and Vera Pulido
 Norman and Cynthia Beeson
 Guy Chanda
 Gayelynn Miller and Mark Delgado
 M. Edmund
 Doron and Melanie Fishbin
 John and Leslie Ann Hayes
 John and Gondolfa Holson
 Andrea Olden
 Michael and Kathy Schilling
 Walter and Nina Schlobohm
 Barry and Karen Tangney

Membership

If you have not yet joined this wonderful organization, we invite you to do so today. Help support your community while being informed about happenings and issues in our neighborhood by receiving your copy of this informative newsletter published quarterly. Membership dues are only \$15.00 annually.

Electronic Newsletter Saves Trees and Association Resources!

If you would like to receive your Seacliff Improvement Association newsletter via emailed pdf file, send an email to seacliffimprovement@yahoo.com. We have saved on printing and postage costs thanks to those of you who requested yours be sent electronically.

Treasurer's Report for the Second Quarter of 2006

By Lou Wolfe

Opening Checking Account Balance	<u>\$4,485.44</u>
INCOME:	
Membership Dues	375.00
Interest earned	1.51
Donations	55.00
Flea Market Sales	2,097.65
INCOME TOTAL	<u>\$2,529.16</u>
TOTAL	\$7,014.60
 EXPENSES:	
Newsletter printing	368.05
Flea Mkt, Beach Picnic Flyer printing	179.35
Frame – photos for Museum	51.84
Moore & Miller Ins. Co.	988.10
SIA General Liability	
Library Room use	10.00
Gift Certificate – Derby	125.00
Garden Supplies	14.50
Office Supplies	30.93
Annual Bulk Mail fee	160.00
Beautification Awards	100.00
Mini Park Expense	<u>90.00</u>
 EXPENSES TOTAL	 <u>\$2,117.77</u>
Closing Checking Account Balance	\$4,896.83
Savings Account Balance	<u>\$13,144.71</u>
 NET TOTAL	 \$18,041.54

Seacliff Improvement Association Membership Application

Annual Dues are \$15.00 (January – December)

Name(s): _____

Seacliff Address: _____

Mailing Address if different: _____

Telephone Number: _____

Email address (for official business use only): _____

Check here if you would like to receive your Newsletter via email.

I am interested in helping with the following:

Annual Flea Market Setup and Sales

Beautification Award Committee

Watering and Weeding Gardens

State Beach Bluff Native Plant Restoration

Signature: _____

Mail to: Seacliff Park, Inc. P.O. Box 533, Aptos, CA 95001

Seacliff Improvement Association



Community News Briefs

Our next SIA Board meeting will be held at the Aptos Fire Station on August 9th at 6:30 pm. All are welcome.

You can meet with Supervisor Pirie most weeks on Wednesdays (except this July) from 9:00 a.m. until 10:00 a.m. at the Aptos Sheriff's Substation at the Rancho Del Mar Shopping Center, near the Safeway supermarket. You can also call Ellen to arrange an appointment.

2006 Calendar of Events

July 29, 12-3 pm **Annual Picnic**, Seacliff State Beach Pavilion 10 & 11

October 28, 6-9 pm **Annual Membership Dinner**, Seascape Golf Course

Seacliff Improvement Association
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