

# SEACLIFF IMPROVEMENT ASSOCIATION SUMMER 2008



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

### Upcoming Events

- June 27th, 9am-4pm Flea Market donation drop off, Upper Bluff Parking Lot, Seacliff State Beach.
- June 28th, 8am-2pm Flea Market Sales to Public, Upper Bluff Parking Lot, Seacliff State Beach.
- July 4th, World's Shortest Parade, Downtown Aptos, Pancake Breakfast, 7am, Parade 10am.
- July 23rd, 7pm-9pm General Membership Meeting, new Co. Park in Seacliff.
- August 20th, 7pm, further meeting on Co. Park in Seacliff.
- October 25th, Annual Membership Dinner and Awards!

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## Seacliff Flea Market

*Coming Soon—Saturday, June 28, 2008, 8am—2pm*

*by Deb Murray*

It's that time of year again.....time to clean out the clutter, locate the treasures and donate them to the 12th Annual Seacliff Flea Market!

Held at the bluff above the legendary Cement Boat (upper parking lot of Seacliff State Beach).....no other Flea Market has the view or the gorgeous weather the Annual Seacliff Flea Market beholds! This annual gathering attracts happy shoppers from within the community, neighboring communities and vacationers too!

Always a fun event, volunteers work tirelessly gathering items, with set up and pricing on Friday (9am-4pm) --- and then selling and tearing down on Saturday (8am-2pm).

This community driven affair is our biggest fundraiser of the year! Sponsored by the Seacliff Improvement Association (SIA), one of the benefits this year is that ***the SIA Flea Market will contribute 50% of sales (up to \$2000) to the new Seacliff County Park !!!*** (On the corner of McGregor Drive and Sea Ridge Road.) We've long awaited our new community park!!! The money also funds our annual awards dinner and our public gardens. Our public gardens --- again a volunteer effort --- receive help with ongoing maintenance (replenished flowers, bark, etc.) to help keep our Seacliff gardens beautiful!

### Important Dates and Contact Info:

***Donation drop off occurs on June 27th, from 9am to 4pm at the Seacliff State Beach upper parking lot.*** If you need a pick-up call Co-Chair Steven Gibbs @ 662-3495.

We accept gently used items including clothing, books, cooking equipment, furniture, knickknacks, toys, jewelry, arts and crafts and more! Please, no items over 50 lbs., tires, TV's, monitors, printers or microwaves.

Flea Market sales begin June 28th at 8am and continue until 2pm.

We need your help and we thank you in advance for your participation!! Please volunteer for site setup/teardown and sorting, pricing, displaying and selling by contacting Deb Murray at 419-4315 or via e-mail @ [dmurray@megamind.org](mailto:dmurray@megamind.org).



### SIA President's Letter

by Mona Daniels

Wishing our members a warm, relaxing summer! Kick your summer off with **the 12th Annual Seacliff Flea Market Sale!** See Deb Murray's informative article on page 1.

Our general membership **park visioning meeting** for the new county park in Seacliff was held May 14th at the Seacliff Highlands Community Room and was a great success! To learn more, read Kate Minott's article on page 3.



Our beautiful Seacliff Beach.



Steven Gibbs, volunteer, in front of booth at Festival of Cement Ship.

The SIA booth at the Festival of the Cement Ship, this June 7th, displayed and sold Seacliff Stickers and our new Doggie Bandanas! Many thanks to Festival Chair, Dianne Pereira, and the volunteers who helped run the booth. The Festival is a wonderful opportunity to meet and greet the local community, and we gained several new members! Zelda Lackner sold her gorgeous jewelry and donated over \$100.00 of her proceeds! Thank you Zelda!!



Dianne and Zelda at Festival of Cement Ship.

**July General Membership Meeting: Persons of all ages, especially children, are invited to our next general membership meeting on Wednesday, July 23rd from 7pm to 9pm at the Seacliff Highlands Community Room! The focus will be on planning for our new county park in Seacliff. Please attend and contribute your ideas to our new park while munching on delicious cookies!**



Various Emergency Kits

### CERT Training Update

by Ken Dawes

We have begun our first CERT training class! The training will allow our trained CERT volunteers to assist our Seacliff neighbors in the event of a disaster. We will be concentrating on earthquake preparedness—If you are prepared for an earthquake, you are prepared for most anything! In our second class we will be learning the proper use of fire extinguishers and practice putting out a fire.

**We will be starting a new training class in August!** Seacliff needs more volunteers! You will learn about what to do when a disaster strikes and how to prepare yourself ahead of time. And the training is totally free! You can learn more about CERT by visiting the Santa Cruz County CERT website [www.santacruzcountycert.org](http://www.santacruzcountycert.org). If you are interested in CERT training, please e-mail Ken Dawes at [ken@kendawesphotography.com](mailto:ken@kendawesphotography.com).



Bob Olson, Joe Schultz, and Cristina James



### COMMUNITY BEGINS "VISIONING" THE NEW PARK

by Kate Minott

The Seacliff Highlands Community Center was abuzz the night of May 14 with the happy hum of Seacliff residents enthusiastically planning their first neighborhood park. Mona Daniels began the

General Membership Meeting with a roll-call of SIA Board Members. President Daniels then called for a vote to approve gifting 50% of monies raised at SIA's annual Fleamarket towards building the McGregor site park. The motion passed with a high majority show of hands for approval. Monies earmarked for the McGregor-site Park will be banked with SHARP, SC County Parks' non-profit account.

Supervisor Ellen Pirie introduced SC County Parks Director, Joe Schultz who quickly turned the evening over to the two SC County Park Planners: Bob Olson and Cristina James. The format was structured around three inventive exercises. Planner James wrote fast and furiously on large pads of poster board set on tripods as residents of all ages gave a shout-out to what activities and personal experiences have been best enjoyed in other parks and are essential for a successful park. High on the list was the emphasis on the phenomenal view of the Bay from the corner of the McGregor park-site and suggestions for introducing a nautical 'cement-ship' theme in the park.



Community members incl. Ellen Pirie and Lou Wolfe help plan.

Meeting attendees were given colored dots and asked to roam about, looking at pictures of other parks and amenities such as gazebos, benches, and climbing and play structures and asked to place a dot on whatever pictures were best liked. The exercise is intended to give the planners input in preparing the draft Master Plan alternatives for the next McGregor park-site community meetings.



Dan Davis and Dick Garwood "vote" on park features they prefer.

**Save these dates:** Parks Director Schultz has scheduled **the second and third Park Planning community meetings to be held on July 23 and August 20 at the Seacliff Highlands Community Center.** The goal is to have a Master Plan recommendation for the SC Parks Commission by late Fall and approval by the Board of Supervisors before the end of 2008.

## Spring/Summer Beautification Winners

by Niki Derby and Rebecca Downing

The gardeners of Seacliff have been busy as bees this spring and the result is that our committee had more nominees than ever before! With so many lovely gardens to choose from, we had our work cut out for us this time. Our winners have gardens ranging from gentle simplicity to natural and rambling. Edibles and favorite flowers were mixed with drought tolerant plants and beautiful hardscapes. All a feast for the senses!



421 Hillcrest Dr. – Trish Moore moved into her little bungalow a year and a half ago. She used to come over here all the time and finally decided that Seacliff was where she should live. Luckily, her job in medical sales followed her. Her tiny front yard was just gravel; you can see all the work and thought she has put into it to make the most of her tiny space. Once inside the courtyard, she continued planting and making it lovely spot to relax.

605 Maple – Alice and Dan Harper have only lived in their home for 11 months. Alice immediately went to work widening the driveway and building a small stone wall (yes, she did it herself). The front of the house was hidden by old plantings; but Alice and Dan wanted to sit on their front porch, meet all the people walking by and get to know their Seacliff neighbors. They haven't been disappointed; they think Seacliff is a wonderful, friendly place to live. Alice continued her work by selecting beautiful plants that enhance their small yard.





(Beautification Awards, continued from pg. 4)



515 Cedar – Susan Pier is another relatively new resident to Seacliff. She and her husband moved here two years ago to be near their family. They had lived in Palo Alto for 36 years. Susan had a walkway installed, planted roses, escallonia, two citrus trees and made her small front yard simple and lovely.

196 Seacliff Dr. – Pat Lordan and Tom Turrentine are the “old-timers” in this group of winners . . . they have lived in their home for 17 years. Pat is the gardener, but Tom put his stamp on their home by building walkways, laying tile, and being in charge of the hardscape. You’ll see Pat doing all her own gardening, slowly changing from annuals to more and more perennials that are drought tolerant. The big “Sally Holmes” rose in her front yard was grown from a cutting that a neighbor had given to her. When in bloom, it is a show-stopper!



Congratulations to all! The beautification committee will scour Seacliff and pick four more winners around the first week in August, so keep on gardening!



### Mini Park Update

by Rebecca Downing

During Memorial Day weekend I took a walk through the mini park just before sunset. It was full of cars parked along the street and every bench was filled with folks enjoying the evening. One family was even barbequing on their tailgate and had set up chairs to catch the last rays of the sun for dinner. It was great to know how much people appreciate this slice of heaven on the cliff.



A dedicated group of volunteers has always pitched in to keep the garden ready for visitors and we are grateful for their efforts. Thank you Niki Derby, Darryl Dill, Mary and Steve Gibbs for weeding and pruning and whacking and sweeping the park into shape this spring. Many thanks also to Roger Barat from Outdoor Visions for his repairs and extra attention to our landscaping needs and to Auggie Ceballos and his team of state park employees who collect trash from the park on a regular basis.

To care for this picturesque spot we need more help. Our first weeding party this year was cancelled because we didn't have enough volunteers. If you enjoy the beauty of the mini park please consider becoming a volunteer. Call Rebecca Downing at 688-4142 or email [seacliffimprovment@yahoo.com](mailto:seacliffimprovment@yahoo.com).

### Water Main Replacement for Seacliff

by Steven Gibbs

Have you wondered what all the different color spray paint markings on our streets are all about? No, it is not graffiti. We are getting new, larger water mains. The Soquel Creek Water District has contracted with Pacific Underground Construction (PUC) to install pipelines, fire hydrants, and all related valves and fittings on Broadway, Seacliff Drive (100 and 200 blocks) and El Camino Del Mar as part of their ongoing water main improvement program. This first phase of the Seacliff project began Monday, June 2nd and is scheduled for completion prior to the 4th of July festivities. The entire Seacliff project will continue through December 2008. Construction hours will be 8:00am-

5:00pm, Monday through Friday. All work areas will be open to normal traffic at the end of each workday. No weekend or holiday work is scheduled. The affected streets (and connecting side streets) will experience detours and/or temporary road closures to through traffic during this period. You may contact PUC for any emergencies so that they may stop work and accommodate safe passage. If you have any questions regarding this project, the contact numbers are as follows: PUC Foreman, Trino Barajas (408) 639-4883, PUC Superintendent, Bill Marrow (408) 639-4878, PUC Office (408) 977-1655 Soquel Creek Water District Office (831) 475-8500.

### Treasurer's Report 2nd Quarter 2008

by Lou Wolfe

Opening Checking Account Balance	\$ 5,747.08
<b>INCOME:</b>	
Interest earned	\$ 10.41
Donations	\$ 10.00
Membership	\$ 60.00
Sweatshirt Jacket & Sticker Sales	\$ 46.00
<b>EXPENSES:</b>	
Cement Ship Festival Booth Fee	<\$ 75.00>
Beautification Awards	<\$ 100.00>
Liability Insurance Annual Premium	<\$ 1,231.00>
Printing of Spring 2008 Newsletter	<\$ 305.27>
Printing, newsletter	<\$ 35.08>
<b>ASSETS (as of June 2008):</b>	
Savings Account Balance	\$ 14,311.13
Closing Checking Account Balance	\$ 4,126.89
<b>BALANCE:</b>	<b>\$ 18,438.02</b>

### Monterey Bay Aquarium

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



Dianne Pereira models sweatshirt.

### Seacliff Sweatshirts, Stickers and Doggie Bandanas

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.

On June 28th at the Flea Market: Sweatshirts in two new colors, Bumper Stickers with the same logo available for \$3.00 each, and new for our fashionable pups, "Seacliff Foggy Doggie Bandanas."



## Welcome New Members!

We extend a warm welcome to: Bill and Toni Alderson, Sydney and Bob Broussard, and the Glikbarg family.

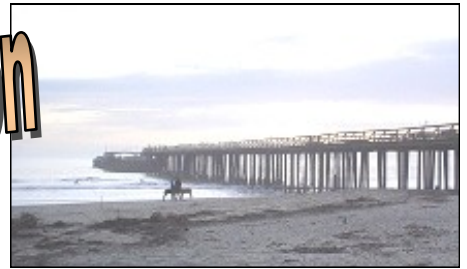
### Seacliff Improvement Association

2008 Directors	2008 Committee Chairs (Reps & Liaisons)
<b>President</b> Mona Daniels	<b>Annual Membership Dinner Co-Chairs</b> Mona Daniels, Dianne Pereira & Dave Boggini
<b>Vice President</b> Dianne Pereira	<b>Aptos Chamber Community Enhancement Committee Reps.</b> Terry Winston & Ramona Daniels
<b>Secretary</b> Kate Minott	<b>Beautification Award Chair</b> Niki Derby
<b>Treasurer</b> Lou Wolfe	<b>Festival of the Cement Ship Coordinator</b> Dianne Pereira
<b>Director</b> Ken Dawes	<b>Membership Chair</b> Mary Gibbs
<b>Director</b> Steven Gibbs	<b>Mini Park Garden Co-Chairs</b> Rebecca Downing & Johanna Lighthill
<b>Director</b> Bill Eaton	<b>Park Chair</b> Kate Minott
<b>Director</b> John Horvath	<b>Upper Bluff Restoration at Seacliff State Park</b> Chair: Terry Winston , Co-Chairs: Steven & Mary Gibbs, Bill Eaton
<b>Director</b> Terry Winston	<b>Flea Market Co-Chairs</b> Pick-up: Steven Gibbs, Set-up & Sales: Deb Murray, Clean-up: Bill Eaton
<b>To Contact Directors or Committee Chairs</b>  e-mail: <a href="mailto:seacliffimprovement@yahoo.com">seacliffimprovement@yahoo.com</a>	<b>Website Development and Maintenance</b> Mark Willaman
	<b>Undergrounding Committee Chair</b> John Horvath
	<b>Communications Committee Chair</b> Terry Winston <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	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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**Seacliff Improvement Association**  
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**Aptos, CA 95001-0533**

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