

# Seacliff Improvement Association

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Winter 2007

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*Please join us for our*  
**MEMBERSHIP MEETING**

**THURSDAY, FEBRUARY 15, 2007 AT 7 P.M.**

*At the Aptos Library Community Room*



*Welcome speakers:*

**ELLEN PIRIE**

County Supervisor, 2<sup>nd</sup> District

Seacliff Village Plan Update

And other News...

**RICK STOKER**, Seacliff Needs a Park (SNAP) Advocate  
New Seacliff Park Plans Past & Future!

**AND**

*Prospective Seacliff Village Developer, **DORON FISHBIN***

To Present Architectural Drawing for Proposed Boutique Hotel/Spa/Restaurant

## President's Letter

by Terry Winston

2007 has begun and we have many interesting membership activities planned for you to attend!

Join us on February 15<sup>th</sup> from 7:00 to 9:00 p.m. at the Aptos Library. This will be the First General Meeting of the Year and we'll have some special awards presented to outstanding community leaders, and hear from Rick Stoker who will talk about the history of the park effort and what needs to be done going forward. Our 2<sup>nd</sup> District Supervisor, Ellen Pirie, will update us on the status of the new park and the Seacliff Village Plan. Doron Fishbin will present architectural drawings of the hotel/restaurant/spa he has planned for the commercially zoned area of North Avenue. He may ask for a vote of community support.

All day February 22<sup>nd</sup> will be the planting day of California native grass plugs, wildflowers and perennials at the Seacliff Beach Upper Bluff ¼ acre test plot. We will be joined by about 60 first graders and their fourth grade assistants along with the California Conservation Corps and some representatives from our grant donor, the Monterey Bay Aquarium Conservation Action Fund. Please stop by to help or just say hi.

On March 31<sup>st</sup> we will carpool to the town of San Juan Bautista for a guided history tour of the old cemetery, a visit to the Luck Museum, and then drive to the mission for a self-guided tour of the state historic park there. Then we'll have lunch at Jardines, the sister restaurant to Seacliff's Manuel's. We'll finish the day with shopping in the old town! To sign up for this event email [seacliffimprovement@yahoo.com](mailto:seacliffimprovement@yahoo.com).

Mark your calendars to attend these and other upcoming events which include the Second General Meeting on April 11<sup>th</sup>, the Festival of the Cement Ship on June 3<sup>rd</sup>, our annual fundraiser, the Flea Market, at Seacliff State Beach Upper Parking Lot on June 23<sup>rd</sup>, and the Annual Dinner on October 27<sup>th</sup>.

I look forward to working with our excellent board of directors, your neighbors, Ramona Daniels, Ken

Dawes, Bill Eaton, Steven Gibbs, Johanna Lighthill, Kate Minot, Dianne Pereira, and Lou Wolfe.

Hope to see you at our events!

## Bluff Restoration Underway!



The Upper Bluff Committee along with 3 volunteer crews of young people from the California Conservation Corps has been preparing the ¼ acre test plot

at the Upper Bluff area of Seacliff State Beach on December 9<sup>th</sup> and again on January 20<sup>th</sup>. Without the strong backs and muscle of the

California Conservation Corp this task would have been nearly impossible! Many thanks to the Conservation Corp and their supervisor,

Brenda Hermann! A big thank you also goes to the California State Parks for their assistance with plant selection and site preparation. Especially to Sector



Superintendent, Kirk Lingenfelter, Restoration Manager, Sarah Godfrey, and Maintenance Supervisor, Auggie Ceballos.



February 22<sup>nd</sup> is planting day at the test plot! The California native grasses include the state grass and the state wildflower, the

California Poppy. The plants have been specially grown for us by Central Coast Wilds Nursery. The Upper Bluff Committee will be helped by about 60 eager first graders and about 20 fourth graders along with the California Conservation Corps and some representatives from our grant donor, the Monterey Bay Aquarium Conservation Action Fund.

## **Park Hinges on Coastal Commission**

*by Kate Minott*

The reality of a neighborhood park in Seacliff inched a bit closer in December when Supervisor Ellen Pirie and her fellow board members approved the proposal to subdivide a 3-acre parcel at the corner of Searidge and McGregor. The plan is that South County Housing will build affordable owner-occupied units on half of the property and the Santa Cruz County Parks Department will buy the remaining 1 ¼ acres for what will be the first County Park in Seacliff. The Seacliff neighborhood can expect to hear whether the California Coastal Commission will approve this amendment to the County's General Plan sometime soon. Once the acreage is secured, Supervisor Pirie will convene several public meetings so the Seacliff community can have input on the planning and design of the park. We will keep you updated.

## **SNAP Ramps to the Next Step**

*by Tom Dobrovolny*

The fun begins for SNAP (Seacliff Needs a Park), Inc., as it takes the next step in the process of developing a community park in Seacliff. After the Santa Cruz County Parks and Recreation Department gathers input from Seacliff residents in order to determine what kind of facilities we want at the park site, the cost of developing the 1.25 acres can be estimated.

It is then a matter of raising the money necessary to build the park. Once the park is built, the County will maintain the property. Fortunately, there are few limitations, so the park can be as simple or creative as the community wants it to be.

Chairperson Rick Stoker led SNAP in the effort to acquire land at the corner of Searidge and McGregor for use as a community park. However, after leading the fight for over five years, Rick is stepping down from the board to focus on his family. He will continue to support SNAP through fundraising and other activities.

As acting chairperson and corporate secretary with the task of filling Rick's shoes, I know that we all owe Rick a debt of gratitude for a job well done.

We need to fill the open board seats, but board membership is not required to help out. Once a design is in place and we have computed the costs, we will look for resources and funds to execute on the community design.

If you are interested in helping to develop the new Seacliff Park, please call me at 689-0220 or [tdobrovo@cisco.com](mailto:tdobrovo@cisco.com).

## **Seacliff Beach Hotel Update**

*by Doron Fishbin*



Plans have recently been submitted to the county for a permit to build a 12 suite boutique hotel with gym, indoor lap pool and restaurant on the vacant and commercially zoned lot at 270 North Avenue. Hopefully it will be approved in time to start construction before next winter.

Recently I met with the property owners of the trailer park and the owners of the vacant lot at the corner of Broadway and Center. They expressed an interest in developing their parcels. We discussed the need to beautify our village and the importance of maintaining compatibility between proposed projects and the existing buildings and businesses in the village.

The New Leaf owners may be interested in opening a grocery store in Aptos. Their first choice would be in Aptos Village in the new development to be built near the post office. As an alternative choice, The New Leaf owners have expressed an interest in coming to Seacliff, and leasing in a possible new future development in Seacliff Village. If New Leaf doesn't come to Seacliff there are possibilities for other quality markets and/or a nice restaurant that would love to be in our village. If you have any questions or suggestions, or are interested in investing in our village, please contact me at: [donwolfish@comcast.net](mailto:donwolfish@comcast.net)

## Par 3 Re-Zoning Reprieve

by Ellen Pirie

As many of you know, Santa Cruz County is being required to re-zone 30 acres of land for high density housing (20 housing units per acre). In November the Board of Supervisors began that re-zoning process by selecting the 30 acres. Although the Par 3 property was proposed by the County Planning Department to be one of the selected properties, the Board did not include the Par 3 in the properties to be re-zoned.

Instead of re-zoning Par 3, the Board of Supervisors gave the community two years to find a way to purchase the property for a public park. The County has a very tight budget and does not have the ability to buy the land, although the County Parks Department would maintain and operate the park if there is a public purchase.

A committee is forming to explore options to purchase the Par 3 property. We are also planning a public meeting for the Aptos community to discuss the possible purchase and use of the land. If you are interested in being involved in these efforts, please let my office know.

## Save Open Space at Par 3

by Suzanne Shynne

While the County has not yet completed its appraisal, the Par 3 property is estimated at a value of approximately \$10 million. Those involved with the effort to stop the rezoning are hopeful that enough money can be obtained from tax-deductible gifts, non-profit organizations, grants and the like, that a ballot issue and property tax will not be necessary. Two local residents have volunteered to pay for the installation of whatever recreational use is chosen by the community. It is expected that the first community meeting will be held within the next two months. If you want to have a say in what happens at the Par 3, it is important that you attend. To be notified of the upcoming meeting, call Ellen Pirie's office at 454-2200, or e-mail Committee to Save Open Space (SOS) at [sushy@pacbell.net](mailto:sushy@pacbell.net).

## Transportation Funding Task Force to Review Keeley's Draft Proposal

Fred Keeley, the volunteer convener of the Transportation Funding Task Force (TFTF) and our County Tax Assessor/Collector, will release his draft of the Transport Funding Plan to the public on Jan. 30<sup>th</sup>. This plan was developed using data gathered from TFTF workshops held throughout the county and workbooks completed by county citizens. The TFTF will have a General Meeting on Jan. 31<sup>st</sup> to review the plan and Negotiation Meetings will be held on Feb. 6<sup>th</sup>, Feb. 22<sup>nd</sup>, March 1<sup>st</sup> and March 6<sup>th</sup>. If a two-thirds vote is achieved, the finalized Transportation Funding Plan will be submitted to the Santa Cruz Co. Regional Transportation Commission. The plan will include funding for HWY 1, local and regional street repairs, bus service, and bike trails.

## Sewer Upgrade for Seacliff Village Plan Progresses

Rochelle Lather, the Santa Cruz County Senior Civil Sanitation Engineer, advises that they received the necessary grant funding to start the supplementation and improvement of the sewer line for Seacliff in December. They will begin tunneling under Aptos Creek before May 31<sup>st</sup>. The sewer line under Seacliff and New Brighton Beaches will be abandoned, safely sealed and filled with sand. A new sewer line will be routed inland up State Park Drive and the sewer line on Center Street may be upgraded. Wherever possible the county will use trenchless technology.



## Ken Dawes Appointed to SIA Board

The Board welcomes Ken Dawes! Ken moved from Boston to California about 10 years ago and to Seacliff in 2004. He has held various positions from building and tuning pipe organs to electronic engineering. Currently Ken fills his working hours as a photographer, book designer and appliance salesperson at Sears. Ken's photography has been featured in magazines, the Santa Cruz County Visitor's Guide and in coffee table books on the wineries of the Santa Cruz Mountains and Monterey County. Examples of his photography may be seen at [www.kendawesphotography.com](http://www.kendawesphotography.com).

## **Get Rid of that Graffiti!**

by Sara Winterburn

The Volunteer Centers' Graffiti Removal Project gives neighbors a chance to help themselves solve the graffiti vandalism problem in their neighborhoods. The Graffiti Removal Project provides the support, training and materials you will need to keep your neighborhood graffiti free. We actively recruit volunteers to abate graffiti in their community through a variety of volunteer options. Volunteers can simply call in tagged locations to our hot line or they can go a step further and adopt a block or particular location and help keep it graffiti free. For more information, or to report graffiti vandalism call me, the project coordinator, at 427-0462 or 722-7771.

## **COMMUNITY BULLETIN BOARD**

### Join Mar Vista/Cedar Garden Group



by Elena Longworth

A small, dedicated group of neighbors have been working to beautify our corner of paradise since 1997 alternately known as the Mar Vista Garden or the Cedar Community Garden— check out the ‘before’ and ‘after’ pictures! Planting parties, weeding workdays, two rummage sales, and a margarita party at Mary’s, breakfast at the Bleu Spoon and lots of community and fun. Our regular work crew numbers have dwindled with advancing age and disability, so we could use more volunteers.

We work usually only one Saturday each month from 10am till noon, and give plenty of notice with a big sign several days before each scheduled work party. We also need people to help with watering, whom we rotate on a weekly basis from May through October — water kindly donated by our

neighbors Jim & Flavia McPhail, a big thank you! We always need more plants, soil, etc.

Thank you to all the friends and neighbors who have contributed plants, time, energy, garage sale items, WATER, money and your appreciation and of the garden as you go by. Thanks also to Hidden Gardens for their plant contributions, especially the Cedar tree that now graces our corner, the only Cedar tree on Cedar Street! If can help please contact Elena at 662-2444 or Margaret at 688-8834.

### Helping Hands Helps Repair Seniors’ Homes

by Carol McGuire

Helping Hands Volunteers perform minor home repairs for low and/or fixed income Senior Citizens. Repairs are often safety related such as the installation of grab bars or railings, fixing broken steps, making modifications to accommodate a wheel chair or walker, etc. Often something as simple as a grab bar will make it possible for a senior to stay in their own home, rather than having to go to assisted living or a convalescent home. If you know someone who may need our services or if you can hold a hammer, use a saw, do minor plumbing or electrical work, we need your help. For more information contact me at: 831-427-5070.



A Helping Hands volunteer build new steps to replace rotted ones for a senior.

### Aptos History Museum Hosts Dining for History at Shadowbrook Restaurant March 20th

John Hibble, museum curator and storyteller extraordinaire, will tell the story of the Shadowbrook Restaurant along with the tale of a natural disaster in Capitola’s history which influenced Hitchcock’s famous movie, The Birds. Cost is \$50. per person. For more information phone the Aptos Chamber of Commerce at 688-1467. Profits go to support the Aptos History Museum.

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Send your Community Bulletin information to:  
[seacliffimprovement@yahoo.com](mailto:seacliffimprovement@yahoo.com)

## Treasurer's Report for Fourth Quarter 2006

By Lou Wolfe

Opening Checking Account Balance	\$4,120.04
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### INCOME:

Interest earned	\$2.63
Membership Dues	\$1,410.00
Donations	\$255.00
Raffle/Annual Dinner	\$110.00
Annual Dinner Reservations	\$900.00
<b>INCOME TOTAL</b>	<b><u>\$2,677.63</u></b>
<b>TOTAL</b>	<b>\$6,797.67</b>

### EXPENSES:

Newsletter printing	\$178.61
Check Cancellation Charges	\$20.00
Postmaster: Bulk mail, box rental, postage	\$273.40
SIA Dinner Expense	<u>\$2,058.12</u>
<b>EXPENSES TOTAL</b>	<b>\$2,530.13</b>

Closing Checking Account Balance	\$4,267.54
Interest for 2006 on 4 month C.D. January 20, 2006 to December 31, 2006	\$444.63
Savings Account Balance	<u>\$13,436.83</u>

<b>NET TOTAL</b>	<b>\$17,703.54</b>
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Monterey Bay Aquarium Foundation Grant Funds Account Deposit	\$3,000.00
Central Coast Wilds Contract for plants	\$1,000.00
Central Coast Wilds remainder of deposit	\$249.21
Orchard Supply-Round-Up	<u>\$87.47</u>
<b>Total Expense</b>	<b>\$ 1,337.21</b>

Remaining Grant Funds	\$1,662.79
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## **WELCOME NEW MEMBERS!**

**STEPHEN AND OLGA CAMPBELL**

**JIM AND NANCY COSTANZA**

**MARTIN HEADMAN AND LOU SHUBERT**

### **Upcoming Meetings:**

Our General Membership Meeting will be held at the Aptos Library on February 15<sup>th</sup> from 7:00 – 9:00 p.m.

The next Board Meeting will be held at the Aptos Fire Station on March 8th at 6:45 p.m. Open to the public.

You can meet with Supervisor Ellen Pirie most Wednesdays from 9:00 - 10:00 a.m. at the Aptos Sheriff's Substation at the Rancho Del Mar Shopping Center. You can also call Ellen at 454-2200 to arrange an appointment.

### **2007 Calendar of Events**

February 22, 2007 --- All Day Planting Day  
Seacliff State Beach Upper Bluff Test Plot

March 31, 2007 --- Field Trip to San Juan Bautista,  
sign-up at [seacliffimprovement@yahoo.com](mailto:seacliffimprovement@yahoo.com)

June 3, 2007 --- Festival of Cement Ship at Seacliff  
State Beach. Call Aptos Chamber of Commerce for  
more information 688-1467.

June 23, 2007--- SIA 11<sup>th</sup> Annual Flea Market  
Fundraiser at Seacliff State Beach Upper Bluff  
Parking Lot. Starts at 8:00 a.m.

October 27, 2007 --- SIA Annual Membership Dinner  
at Seascape Golf Resort. Members & Guests invited.

### **Electronic Newsletter Saves Trees and Association Resources!**

If you would like to receive your Seacliff Improvement Assoc. newsletter via emailed pdf file, send an email to [seacliffimprovement@yahoo.com](mailto:seacliffimprovement@yahoo.com). We have saved on printing and postage costs thanks to these emails. Thank you!

## Seacliff Improvement Association

<b>2007 Directors</b>	<b>2007 Committee Chairs (Reps &amp; Liaisons)</b>
<b>President</b> Terry Winston	<b>Annual Membership Dinner Co-Chairs</b> Ramona Daniels, Dianne Pereira & Dave Boggini
<b>Vice President</b> Ramona Daniels	<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>Events 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>SCCRTC Funding Task Force Representative</b> Terry Winston
<b>Director</b> Johanna Lighthill	<b>Seacliff Needs a Park (SNAP) Liaison</b> Tom Dobrovolny
<b>Director</b> Dianne Pereira	<b>Seacliff State Beach Liaison</b> Kate Minott
<b>To Contact Directors or Committee Chairs 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 of Seacliff State Beach Park</b> Dave Boggini & Adelle Eberhart
	<b>Utilities Undergrounding Committee Chair</b> Steven Gibbs
	<b>Website Development and Maintenance</b> Mark Willaman

## Community Contacts

Sheriff's Sub-Station Rancho Del Mar Center	Sergeant, Shea Johnson	662-0690
Abandoned Vehicle Program (for vehicles abandoned on street over 72 hrs.)	Abandoned Vehicle Abatement Desk (need location, color, make, model & license plate)	454-3139
Aptos/La Selva Fire District	Fire Chief, Tom Crosser	685-6690
Santa Cruz County Offices 701 Ocean St., Santa Cruz, 95060	2 <sup>nd</sup> 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: \_\_\_\_\_

Email address (for SIA alerts & notification): \_\_\_\_\_

Please send my Quarterly Newsletter by Email

*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
- Maintaining Gardens
- Event Planning & Setup
- Beautification Award Selection Committee
- Seacliff Beach Upper Bluff Restoration
- 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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