

# Seacliff Improvement Association Summer 2025



## Meet Us at the Aptos Library for the Seacliff Improvement Association 3rd Quarter Membership Meeting



Our Guest Speakers:

Bonny Hawley, Director of the Friends of State Parks

Scott Rohff, Santa Cruz District California State Parks



Bonny and Scott will share the latest news about their local projects and organizations, with our Seacliff Community.



When: September 16, 2025, 6 pm

Where: Aptos Public Library, Betty Leonard Community Room  
7695 Soquel Dr, Aptos, CA 95003

Please RSVP by September 14th to [info@seacliffimprovement.org](mailto:info@seacliffimprovement.org) only if you *will* attend and include names in your party.

### Vote on the SIA Change of Nonprofit Tax Status

The Seacliff Improvement Association is considering a change of tax status from 501(c)4 to 501(c)3. This proposed change is in response to missed donation opportunities because our association is not currently a tax deductible non-profit. Our bylaws currently meet 501(c)3 requirements. Converting to 501(c)(3) status involves amending our articles of incorporation and bylaws to comply with 501(c)(3) rules and requires membership approval. Please vote on this status change by September 25, 2025.

Ballot Link: [SIA Change of Nonprofit Status](#)



## A Busy Summer in the 2<sup>nd</sup> District!

**Kim De Serpa**  
Second District Supervisor  
County of Santa Cruz

As we head into fall, I'm reminded how lucky we are to live on the Central Coast. The beaches calm down, the days stay warm and clear, and our neighborhoods feel a little less hectic. It's also a good time to reflect on what we have accomplished this year and what is still on the horizon in the Second District.

Transportation has been a major theme lately, and this year has included some important progress. The recently completed phase of the Highway 1 project, including new auxiliary and bus-on-shoulder lanes between 41st Avenue and Soquel Drive and the Chanticleer Avenue bike and pedestrian bridge, are already making travel easier and safer. The current phase of the Soquel Drive Buffered Bike Lane and Congestion Mitigation Project located between Harbor High School and State Park Drive is nearly complete, with new buffered lanes, upgraded crosswalks, ADA ramps, and modernized signals.

In July, the Regional Transportation Commission secured a record-breaking \$128.7 million state grant - the largest in its history - to build on that momentum. The funds will extend Highway 1 improvements from State Park Drive to Freedom Boulevard, add four new Rail Trail overcrossings as part of Segment 12 of the trail, continue upgrades along Soquel Drive, and bring Metro riders better shelters and real-time arrival signs. Construction could begin as early as 2026. Meanwhile, work continues on storm-damaged road repairs. Delays tied to FEMA and contractor shortages have slowed things down, but getting our roads back in shape remains a top priority.



One of the Segment 12 overcrossings includes this tied arch rail trail pedestrian bridge that extends over both Soquel Drive and Aptos Creek.

When it comes to public safety, we're working to give the Sheriff's Office the tools it needs to deal with abandoned and derelict vehicles that create safety and environmental problems, while also requiring meaningful outreach when someone may be living in a vehicle. That balance of firm enforcement paired with real options for people in need, is how we protect neighborhoods, avoid lawsuits, and handle issues in a way that reflects our values. I'm also collaborating with health and safety officials on new ordinances aimed at protecting community health. These proposals are still being developed, but I look forward to sharing more with the Seacliff community soon.

This year also reminded us why emergency preparedness matters. A tsunami warning and a brief power outage didn't cause lasting harm, but they were clear reminders of how quickly circumstances can shift. If you haven't already, sign up for [CodeRED alerts](#), keep basic supplies handy, and check on neighbors who might need help. The County's Office of Response, Recovery & Resilience (OR3) has excellent resources at [www.santacruzcounty.us/oes](http://www.santacruzcounty.us/oes).

There have been bright spots as well. After years of effort, the Cotoni-Coast Dairies National Monument finally opened to the public. Thanks to the persistence of our congressional delegation, local leaders, and nonprofits, this extraordinary stretch of coast is now available for everyone to enjoy-and yes, dogs on leash are welcome.

Closer to home in Seacliff, this summer's 2025 Pavement Management Project resurfaced nearly every neighborhood block west of Mar Vista Drive including Middlefield Drive, Margaret Avenue, Gertrude Avenue, Laverne Avenue, Harriet Avenue, Mar Vista Avenue, Ord Street, Pine Street, Poplar Street and Court, Maple Street, Cedar Street, Oakdale Drive, Cross Way, and portions of Spruce Street and Seacliff Drive, bringing long awaited road improvements to the neighborhood.

Larger scale efforts, like the Seacliff Drive storm repair and the Seacliff Village Streetscape Improvements, remain in the design phase, setting the stage for upgrades such as improved drainage, widened sidewalks, landscaped medians, decorative lighting, EV charging stations, and a new public plaza. Earlier this year, I brought County Executive Officer Carlos Palacios and Economic Development Analyst Peter Detlefs to walk the Center Avenue corridor and properties around Broadway. With Seacliff serving as the gateway to Seacliff State Beach, the opportunities for tourism, small business, and community benefit are tremendous.



Seacliff Village Streetscape improvements include: State Park Drive, Center Avenue, Santa Cruz Avenue and Broadway.



Staying connected with you remains my top priority. Over the past month, I've hosted office hours at the Aptos and La Selva Beach Libraries, and I'll be holding another session at the Capitola Library on October 25th. These gatherings are a great opportunity to sit down together, talk about what's working, what isn't, and explore how we can do better. If you don't already receive my monthly newsletter, email me at [second.district@santacruzcountyca.gov](mailto:second.district@santacruzcountyca.gov) to sign up, or read past issues at [www.santacruzcountyca.gov/district2](http://www.santacruzcountyca.gov/district2).

As the year continues, my focus is steady: building safer, smarter infrastructure; supporting housing policies that protect neighborhoods; strengthening public safety; and making sure every part of District 2 has a seat at the table. Thank you for trusting me with this role. It's an honor to serve, and I look forward to the work ahead and to seeing you around the community this fall.

## Seacliff 2025 Beautification Award Winners

**Brent Lay**  
**Beautification Committee Chair**

four winners. An announcement of the winners was made at the Ice Cream Social, for those of you who did not attend, you missed a fun event and free ice cream from Marianne's. This article will provide a little more information about our winning neighbors and their beautification journeys.



It is the Beautification Committee's pleasure to announce our 2025 winners. Between the Committee members and the public submissions, there were 18 homes nominated this year. From those 18 come our

### 103 Cross Way

This year we had the unique situation of having two winners who had won previously. The first of which is Nanette and Tim at 103 Cross Way who won in 1998 after an initial re-landscaping when they purchased the home. The yard was filled with crabgrass and a few existing rose plants. They put in sod and tidied up the place.

A lot has happened since then. Over time, they transitioned out of sod to landscape beds and succulents. Nanette is a self-taught gardener who appreciates nature and climate cycles so planned

her new garden accordingly. She also likes to make sure her design supports our local pollinators. Nanette says, "when I get it right, it feels like I am painting with landscaping". She regularly uses Dig Gardens and likes Wisteria on Soquel Drive for their David Austen coastal adapted roses.

### 308 Park Avenue

Our second previous winner is Mary Edmund at 308 Park Avenue. She moved to Seacliff in 2006 after seeing the home's for sale sign when she was taking a local history hike. She placed an offer right then and there. Many of you know Mary from her work as Executive Director of C.E.R.T., the Community Emergency Response Team, which is our local communication lifeline network in a natural disaster. Her previous career was with the military in Washington DC in Congressional Relations.

Following her love of gardening Mary participated in the Master Gardener Program, taking training courses then donating her time giving advice.

She is happy to have won the award a second time, as this time it is based on her own work reimagining the garden with her own design and installation. One of her goals is to have something in bloom all year round.





## 114 Santa Clara Avenue

Although they are new to winning the Beautification Award, Lennox and Yvonne Smith are not new to the neighborhood. They have run Seacliff Construction and Design for 20 years and lived in Seacliff prior to that. Lennox has renovated many homes in the neighborhood including three in a row on Seacliff Drive. They purchased their current home, located on the corner of Santa Clara Avenue and El Camino Del, Mar 2 years ago and did an extensive interior and exterior

renovation in an eye-catching Key Lime green. They worked with Jim Martin for their new waterwise landscape design plan. In addition to the landscaping, the home has many quality features that show Lennox's skill and attention to detail as a builder.

## 604 Maple Street

No strangers to home remodeling, Jonathan and Dawn Thomas-Schwartz just finished a complete "down to the studs" renovation of their home at 604 Maple Street. Jonathan said they have remodeled all of the homes they have lived in. Reenvisioned as a modern Cape Cod with all new landscaping, it is a major transformation. They previously lived in Capitola and Dawn is a top realtor with Compass so they were able to pick the right home in Seacliff.



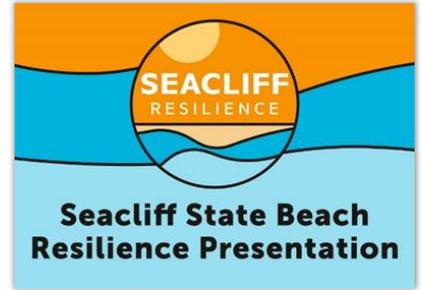
Working with Beth Wiersema of Studio 3 Architects in Los Gatos, they changed the floorplan from a 3/2 to a 2/2 to create a spacious master suite. For the exterior they used a new recycled shingle product that is fire resistant, called Nu Cedar. They had a great experience with Danny Lozano of High Performance Electric for their climate control and home technology features. They also called out Bobbie Frandeen of Interior Vision in Soquel for their window coverings, and Alterra for their solar system.

Congratulations to all of this year's winners. Next spring our committee members will be canvassing our neighborhood for nominees for the 2026 Beautification Awards. It could be you!

# Seacliff Resilience Update

Scott Rohlf - Staff Park and Recreation Specialist, California State Parks

California State Parks has completed the first milestone of the Seacliff Resilience effort, the Seacliff State Beach Resilience Study, also known as the Sea Level Rise Vulnerability Assessment and Adaptation Pathways Analysis.



California State Parks and Friends of Santa Cruz State Parks will host a free community presentation of the Seacliff State Beach Resilience Study on Thursday, Sept. 11, from 6-7:30 p.m. at Cabrillo College’s Samper Recital Hall and online.

The presentation will review findings from the multi-year study on climate change-driven vulnerabilities at Seacliff and New Brighton State Beaches and share adaptation strategies to protect these treasured parks. Attendees will hear about vulnerability ratings, preferred adaptation strategies, and next steps, with time for questions.

Space is limited so RSVPs are encouraged via Eventbrite. To learn more and RSVP, visit: [Seacliff Resilience Meeting](#) or scan this QR code.



# P&D Botanicals Opens in Seacliff

Rebecca Downing

Standing in the workroom surrounded by scents and potions, I could feel the care and love Peter and Haydee Bobbitt pour into their products. With so many colorful soaps and fragrance combinations in their lotions, salves and scents, it was hard to choose just one!

Peter started the botanical business in 2021 with his wife, Donna, who sadly passed away in 2023. Peter honored her legacy by continuing and growing the business and then met Haydee. They married and opened the Aptos Studio store together this May. Business has been brisk and, since they also sell at fairs, they are either traveling, hosting private classes, or working in their store at 236C Santa Cruz Avenue.

Please stop by, enjoy the lovely products, and meet our new neighbors!



## Welcome New Members!

Ralph Abadir  
Bart and Amy Andre  
Lorraine Cahn  
Jeff and Heather Evans  
Kevin and Diane Gould  
Steve Hawkins  
Gregory Hines  
Lennox and Yvonne Smith  
Wayne and Meta Thomas  
Zak and Angie Wilder

We thank all 261  
member households and  
friends for your continued support.

## Seacliff Improvement Association 2025 YTD Treasurer's Report

Ending Balance from Dec 2024 \$23,423.48

### INCOME:

Membership Dues	\$3,747.75
General Donations	\$1,608.44
Beachgate Trail Donations	\$200.00
Wells Fargo Account Interest	\$1.61
<b>TOTAL INCOME:</b>	<b>\$5,557.80</b>

### EXPENSES:

Beachgate Trail Expenses	\$1,175.00
Insurance	\$414.00
Membership Supplies	\$85.72
Mini Park	\$1,029.58
Newsletter	\$2,895.03
4th of July Parade	\$25.00
Survey Monkey Subscription	\$468.00
Website	\$1,484.69
Annual Zoom Membership	\$159.90
<b>TOTAL EXPENSES:</b>	<b>\$7,736.92</b>

**ENDING CASH BALANCE:** \$21,244.36

**Beachgate Trail YTD Balance:** \$2,835.62



### Dear Beachgate Trail users:

Keeping this trail clear and safe for your passage to enjoy the Seacliff Beach State Park is enabled and funded by the Seacliff Improvement Association (SIA) thanks to dues and generous donations.

#### To Seacliff residents and property owners:

Please join the SIA to ensure we can continue to fund this effort. To learn more about the SIA to join or make a donation, visit:

[www.seacliffimprovement.org/](http://www.seacliffimprovement.org/)



BEFORE



AFTER



Thanks in advance for your support!

## Beachgate Trail Fund

Emily Chorba

Our association has a special fund to repair and maintain the Beachgate Trail. We employ GreenOuse Landscaping to keep the trail passable and in good condition through periodic maintenance. Once this fund is depleted, we will continue to care for the trail using our dues and additional donations to cover this work. The Treasurer's report on this page shows the year-to-date cost of maintenance so donations really help. Signs are posted to encourage those who use the trail to contribute to this fund. Look for this sign above to make your donation. Thank you!

5<sup>th</sup> Annual  
*Seacliff*

# STREET FAIR

OCTOBER 11  
11:30 - 4PM

LIVE MUSIC AND LOCAL VENDORS  
CRAFTS • FOOD • KIDS' CORNER • DOGGIE PARADE @11AM  
STARTS AT 11:00 IN THE STATE PARK PARKING LOT

11:30 - 1:30PM  
**STEVEN GRAVES BAND**

THE JOINT CHIEFS  
2 - 4PM

Live Raffle!

Bring your dancing shoes!

Sauceyz and Samba Rock Food Trucks

Thanks to Seacliff Merchants and Chaminade Resort & Spa for their sponsorship.  
Seacliff Street Fair hosted by the Seacliff Business Partnership and the Seacliff Improvement Association.

Learn more about our association...

including our history, bylaws, activities, and newsletter archive by visiting our website:

[Seacliff Improvement Association](https://www.seacliffimprovement.org)

Our membership meets quarterly, and our board of directors meets on the second Tuesday of the month. All are welcome to join us. Contact us if you wish to attend a board meeting:

[info@seacliffimprovement.org](mailto:info@seacliffimprovement.org)