



Seacliff Improvement Foundation

Winter
2026

Announcing our First Quarter Membership Gathering Have an early dinner come join us afterwards for a Meet and Greet at the Med Tuesday, March 10th, 2025 at 630 pm

Meet the SIA Officers and Board of Directors for 2026.

Hear announcements and learn what the association is doing for our community this year.

Our Supervisor, Kim DeSerpa, will try and stop by if the Supervisor Board meeting ends on time.

The meeting venue is graciously provided by The Mediterranean.

Ice cream is graciously provided by Marianne's Ice Cream.



Parking is limited so plan to carpool
or stroll on over for the hour.

(Must be 21 to attend)

We hope to see you there!

Please RSVP by March 8th to
info@seacliffimprovement.org

Let us know how many will be coming.



As part of our community service, this edition of the Seacliff Improvement Association newsletter is sent to over 1,000 Seacliff Households!

The Association acts on behalf of our neighborhood by:

- Working with local governmental agencies to improve Seacliff
- Publishing informative quarterly newsletters and hosting membership meetings about important Seacliff issues; sending email alerts informing you of local government developments
- Improving our Seacliff neighborhood, ultimately helping to increase your property values and making Seacliff an even greater place to live

Membership is open to all Seacliff residents, businesses and property owners. We hope you enjoy this Issue and consider joining today. See the last page 8 to join. Thank you.

Winter at the Seacliff Mini Park

Rebecca Downing

Nestled along east Seacliff Drive at the cliff edge, the Seacliff Mini Park is a favorite of both locals and visitors for soaking in sunrises, sunsets, surf checking, storm watching, and alfresco picnicking! Your annual membership dues pay for GreenOuse Landscaping to swing by twice monthly for pruning and weeding, and SIA members pitch in to clear trash, spread mulch, tidy up, and maintain this little slice of heaven on the bluff.

Thanks to the rain received during recent winter storms, our



Even on a cloudy day, the mini park flowers shine!

previous years of poppy bombing has really paid off! We scattered California Poppy seeds throughout the open spaces in the mini park where visitors tend to venture off the path. These pops of orange pair beautifully with the Ceanothus and other flowering plants. Our goal is to enhance the beauty of the mini park while nudging visitors away from the cliff's edge.



SIA members, James and Dave share a laugh while spreading mulch to enrich the soil and help keep weeds from sprouting

the beauty of the mini park while nudging visitors away from the cliff's edge.

If you wish to join our green thumb group, write to:

info@seacliffimprovement.org and we will add you to our garden party.

Our first Dogs of Seacliff 2026 Calendar was a great success, featuring over 70 dogs and raising over \$1500 for the Seacliff Improvement Foundation!

There are only 10 calendars left and they are now on sale for \$20 each.

Order your calendar here:

[Dogs of Seacliff Calendar 2026.](#)

OR

contact Samantha Olden directly at 831-252-0657 if you prefer to pay by check.

100% of the profits are being donated to the SIF.





Hello To All My Friends And Neighbors In Seacliff!

Kim De Serpa
Second District Supervisor

I hope you're doing well. I appreciate the Seacliff Improvement Association for keeping people informed and connected, and I wanted to share a few quick updates on what we've been focused on at the County.

Budget Update: Hard Choices Ahead

Last week, I sat through an hours-long public hearing on the state of the County budget, and I want to share the clearest takeaway: we are heading into a very challenging year.

County staff are projecting a \$23.2 million budget gap for FY 2026–27, driven by a combination of reduced federal and state funding, rising costs, and increasing demand for core services like health care, behavioral health, housing support, public safety, and roads and infrastructure. We're also navigating major state-driven changes to how some programs are funded – changes that can redirect dollars and reduce local flexibility even when needs are growing. Although we know about the 23.9 million, we are actually bracing for deeper cuts to our budget.

County Budget Chief Marcus Pimentel also highlighted two structural challenges that make Santa Cruz County's situation especially difficult: we lose about \$10 million per year in local sales tax revenue due to outdated and unfair state tax allocation policies, and the County receives just 13.4 cents of every property tax dollar paid by residents. That property tax split is largely the result of Proposition 13 and subsequent state actions that reshaped how property tax revenue is allocated among local governments.

To address the immediate need for cuts to our budget, the County has instituted an immediate freeze on hiring and travel. Those steps are real, but they're only a starting point. The Board discussion made clear that closing a gap of this size will require decisions that go well beyond immediate freezes. In the months ahead, we will be weighing difficult tradeoffs that may affect how services are staffed and delivered, what work can realistically move forward, and how we prioritize limited resources.

As this develops, asking hard questions, and focusing on choices that protect essential services and reflect our community's priorities. We're going to have to continue to make some tough decisions, and I want you to understand what's driving them and how we get through it together.

Rail Trail update

At last week's meeting we also approved agreements to keep Coastal Rail Trail work moving on Segments 8 to 11. For context, that's the stretch from Pacific Avenue in Santa Cruz through Live Oak and Capitola and into Aptos and Seacliff Village, ending around State Park Drive.

These agreements update the project description for the Interim Trail approach, confirm the pre-construction phase is fully funded, and spell out roles for environmental review and related work. The City of Santa Cruz is the lead agency for Segments 8 and 9 (Pacific Avenue to 17th Avenue in Santa Cruz), and the County is the lead agency for Segments 10 and 11 (17th Avenue through Capitola and into Aptos and Seacliff Village to State Park Drive). Any construction approvals would still come in front of the Regional Transportation Commission Board.

Seacliff Village: taking a fresh look

I also want to share a Seacliff-specific update. The Seacliff Village Plan is now more than 22 years old, and I think it's time to take a fresh look at it. Plans like this help translate the County's General

General Plan and community priorities into clear, place-based direction for a specific area, including circulation, pedestrian safety, public spaces, development and other improvements.

My office has been working with the County CEO's office to explore how we can secure the funding needed to update the plan and improvements for neighbors. This is still early but moving forward. I want to thank the Seacliff Improvement Association and the Seacliff Business Partners for being vital partners in this effort.

Par 3 (Village on the Green)

I'd like to acknowledge the Par 3 project, since many of you have asked about it. Right now it's in the concept and pre-application phase with the Planning Department, which is when key issues get identified before a full application is submitted.

The framework here is largely driven by a state mandate. The State assigns every county a housing target (housing element) and for unincorporated Santa Cruz County that target is roughly 4,600 homes by 2031. The county had to rezone sites like Par 3 due to state-required Housing Element process before I was elected. Once a project is formally submitted on a rezoned site, the County's discretion is much more limited if the proposal meets zoning and objective standards.

If the project moves forward to a formal application, several issues must be addressed before anything could be approved, including traffic impacts, water supply verification under current law (including drought conditions), and any needed infrastructure upgrades. Those upgrades are typically paid for by the developer, not existing residents.

As this project moves forward, I'll be weighing the concerns I share, and the concerns I'm hearing from you, alongside our community's real need for affordable workforce housing. Santa Cruz County relies on the people who keep us safe, healthy, and supported every day—first responders, healthcare workers, caregivers, teachers, agricultural workers, and the retail and restaurant workers we all depend on—and they need housing they can afford. If you have questions or concerns, please reach out. You can also follow Par 3 and other major development proposals here:

<https://cdi.santacruzcountyca.gov/UPC/GetInvolved/MajorProjectApplications.aspx>

Strategic Plan 2032: Setting Priorities

Santa Cruz County is updating Strategic Plan 2032, our roadmap for where the County should focus over the next several years—what we invest in, what we improve, and how we deliver services with limited resources. This conversation is more important than ever.

Last week, I hosted our District 2 Strategic Plan Town Hall as part of the County's Strategic Plan work. Thank you to everyone who came, asked thoughtful questions, and shared comments. Your input helps keep this process grounded in what people are experiencing day to day.

If you missed last week's meeting, there's another opportunity to join a virtual town hall:

Virtual Strategic Plan 2032 Town Hall

Tuesday, March 4 | 6:00–7:00 p.m. | Zoom

Register here: <https://us06web.zoom.us/meeting/register/P4CmkOGRzClniYPX-2fiQ#/registration>

Stay in touch

As always, if there's an issue you think I should be aware of, please reach out to my office. We try hard to be responsive and look forward to serving you!

Kim De Serpa * Second.district@santacruzcountyca.gov * 831-454-2200

State Parks Land Usage in the Seacliff Neighborhood

Brent Lay

With the unveiling of a process to re-imagine the facilities and public spaces at Seacliff State Park, it was clear that change was coming. In the public's belief, this was a result of storm damage, but the writing was on the wall before the storms that damaged the pier. Parks staff had already begun studies that pertained to sea level rise and opened the door to adaptation strategies.

The initial public outreach surveys showed it was essential for the Seacliff community to voice their opinions and ensure they were heard. The first survey received over 500 hundred responses from our neighborhood, but over 4,000 from all over the state. The Seacliff Improvement Association took this as a sign to reactivate the position of State Parks Liaison to help give the community a consistent voice with local Parks leadership to try to balance the thousands of requests from out of the area.

At risk is the fate of the green space bound by Seacliff Drive on one side and the cliff and stairs down to the beach on the other and next to the upper parking area for the park. Often referred to as Foster Field or the bluff meadow, this area is a popular spot where community members enjoy walking their dogs, taking leisurely strolls, flying RC model planes, watching sunsets, and appreciating all the benefits of easily accessible green space.

With recent tactics by the state to provide more housing, we have seen developments approved to squeeze into spaces and of a scale that would have previously been unthinkable. As this pressure is not likely to slow, the preservation of accessible green space becomes even more important. In response to concerns that this green space might be paved over for motorhome campsites—or used for a new parking lot if the current lot is converted—a committee from the Seacliff Improvement Association met with local State Parks leaders, Senator John Laird, and staff from Representative Dawn Addis's office to express their concerns.

The meadow's future will be decided through a lengthy process. The current step is to do a camping feasibility study to compare suitable motorhome sites in Seacliff, New Brighton, and Sunset State Beaches to replace the lost motorhome sites that were down on beach level. The study will take about two years. There will be local outreach to take the temperature of the community. Since the process will take a while, we must stay aware and not take our eye off the ball. Be prepared and look for opportunities to make your voice heard!

Seacliff has experienced the insertion of a skate park in our Neighborhood Park without community consultation, and the removal of specifically designated funds for the Seacliff Streetscape Project. This shows that the "process" is flawed and not consistently adhered to.

Preserving our open spaces affects not just neighborhood character, but quality of life. When it comes to quality of life, it is something that I am not willing to compromise on.

Stay Tuned.

Seacliff Beautification Awards

This spring we will again be celebrating those in our community whose landscaping brightens our neighborhood with the Seacliff Beautification Awards. Committee members will be walking the various areas of Seacliff looking for candidates. Nominations are usually completed at the end of April.

If you have ever hoped to win, now the time to show your garden some love, this could be your year!

Winners get to display the Beautification Award sign in their yard and receive a \$50 gift certificate to Dig Gardens. Winners will be announced at the Ice Cream Social in June.

If you know someone who is deserving, you can submit a nomination to info@seacliffimprovement.org. Please include a photo or two and a brief description of why you are nominating them, and if there is a special story about them or the home that makes them more deserving.



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Exciting News: Our Improvement Association Is Now a 501(c)(3) Non-Profit!

We are thrilled to announce that as of January, our improvement association has officially converted to a California non-profit organization with 501(c)(3) status. This important milestone recognizes our commitment to serving our community and opens new doors for us to make a lasting impact.

As part of this transition, we are proud to share that we have partnered with the **Community Foundation of Santa Cruz County**. This partnership provides us with experienced nonprofit oversight, financial stewardship, and administrative support, ensuring that donations are managed responsibly and transparently. Working with a trusted local foundation strengthens our credibility and helps us focus more of our energy on serving the community.

Becoming a 501(c)(3) brings several key benefits. First and foremost, all donations made to our association are now tax-deductible, which means your generous support can help us fund future projects while also providing you with potential tax savings. This new status also allows us to apply for grants and other funding opportunities that were previously unavailable.

With your continued support, we can launch and sustain important community initiatives, from beautification projects to neighborhood events and safety improvements. We encourage all members and friends to consider making a tax-deductible donation to help us create a better, stronger community together.

Thank you for being a vital part of our association's journey. Stay tuned for more updates and ways to get involved!



It's Not Just Wildfires When You Live in the Disneyland of Disasters

Are You Ready to Help?



Community Emergency Response Team (CERT) Basic Training course prepares you to help yourself and others at home and in your community in the event of a catastrophic disaster such as wildland fires or earthquake. Because first responders will not be able to help everyone immediately, CERT training helps you stay safe, save lives, and protect property. You will learn what to do on your own, in your neighborhood, and as part of a CERT team.

We are offering a free 21-hour in-person class for Santa Cruz County residents over three full Saturday sessions. Saturday, March 7th, 14th, and 21st. The classes will be at Central Fire in Live Oak. This class combines lecture, discussion, hands-on practice, and a 3-hour disaster scenario drill.

Are you interested in learning more?

Please visit:

<https://santacruzcountycert.org>

for information and to sign up



Questions? Please email BasicTraining831CERT@gmail.com

All training is free for county residents.

Sponsored by the CERT Auxiliary of Santa Cruz County

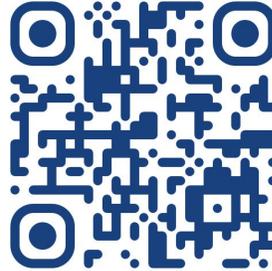


Welcome New Members!

Michael Teng
Ronilee Clark

We thank all 271 member households for your continued support.

Have You Renewed for 2026?
If you receive an email requesting payment of your 2026 dues of \$25, please complete the [online form](#) to renew.



If you have an idea for a Seacliff improvement, please include it with your payment or send it to us at:

info@seacliffimprovement.org

**Seacliff Improvement Foundation
2026 YTD Treasurer’s Report**

	January	YTD
Ending Balance from Dec 2025	\$24,355.85	\$24,355.85
INCOME:		
Membership Dues	\$200.00	\$200.00
General Donations		\$0.00
Calendar Donations	\$1,385.00	\$1,385.00
Beachgate Trail Donations		\$0.00
Wells Fargo Account Interest	\$0.19	\$0.19
TOTAL INCOME:	\$1,585.19	\$1,585.19
EXPENSES:		
Beachgate Trail Expenses		\$0.00
Beautification Gift Certificates		\$0.00
Annual Dinner		\$0.00
Insurance		\$0.00
Membership Meetings Expenses		\$0.00
Membership Supplies and Annual Renewal Mailing		\$0.00
Mini Park	\$95.00	\$95.00
Newsletter		\$0.00
4th of July Parade		\$0.00
Nonprofit registration fees	\$15,000.00	\$15,000.00
Post Box Annual Rental		\$0.00
Seacliff Street Fair		\$0.00
Survey Monkey Subscription		\$0.00
Website Hosting, Security and Admin	\$623.64	\$623.64
Annual Zoom Membership		\$0.00
TOTAL EXPENSES:	\$15,718.64	\$15,718.64
ENDING CASH BALANCE:	\$10,222.40	\$10,222.40
Beachgate Trail YTD Balance:		\$3,810.62

If you wish to learn more about the association including our bylaws, activities, our newsletter archive, and board service, visit: [Seacliff Improvement Association](#)

Our membership meets quarterly, and our board of directors meets on the second Tuesday of the month. All are welcome to join us.

Let us know if you wish to attend at: info@seacliffimprovement.org so we can confirm the meeting time and location.

Reference List for neighborhood issues

Have a Concern?	Contact	Contact Information
Noise	Santa Cruz County Sheriff	24-hour non-emergency: 831-471-1121
Abandoned Vehicle Please provide: Location and Color Make and model License plate number and length of abandonment	Santa Cruz County Sheriff	Santa Cruz County Sheriff Vehicle Abandonment 831-454-7602
Car Blocking the street Parking in a no-parking zone Non-injury accidents	California Highway Patrol	California Highway Patrol 831-796-2160
Animal Control/Barking	Santa Cruz Animal Shelter	Santa Cruz Animal Shelter 831-454-7200
Code Compliance	Santa Cruz County Planning Department	Santa Cruz County Code Compliance
Road Operations	Public Works 24-hour Service Line	831-477-3999
Sanitation	Public Works Switchboard	831-454-2160
Explore County resources and report neighborhood concerns, including: potholes, bicycle & pedestrian hazards, encampments, or illegal dumping		My Santa Cruz County
Seacliff Community Contacts		
Santa Cruz County Representative	2nd District Supervisor: Kim De Serpa	831-454-2200
Central Fire District	Jason Nee Fire Chief	831-479-6842
The Aptos Village Safety Center	Sergeant Travis Huntsman	831-662-0690
Seacliff State Beach	Park Office	831-685-6442 or 831-685-6500



PO Box 533
Aptos, CA 95001
Write: info@seacliffimprovement.org
Surf: www.seacliffimprovement.org

Join the Seacliff Improvement Foundation Today!

The 2026 dues are \$25.

Click [here](#) or use this QR code to access our website. Select the Membership tab to complete the online application form. You can pay online using Zelle or mail a check to:

Seacliff Improvement Foundation,
PO Box 533
Aptos, CA 95001.

Questions? Write to us at info@seacliffimprovement.org

