

# RIO DEL MAR Improvement Association (www.rdmia.org) Summer 2017



## RDMIA Semi-Annual Fall Meeting: Wednesday, 6:30 pm October 18

Be sure to join us at our next membership meeting on Wednesday, October 18 at 6:30PM at the Rio Sands Motel if there is a specific topic you interested in please let us know so that we may attempt to have it addressed there.

We look forward to seeing you there.

**Please Come! Coffee and cookies will be the added enticements and REMEMBER TO RENEW YOUR MEMBERSHIP NOW for 2018**  
(use form on mailer side)

Membership fees will be increasing to \$30.00 in 2018 (\$32.00 for PayPal users)  
Effective January 1st 2018 pay early and save.



## Community Updates

from County Supervisor Zach Friend

### ***Preview of the 2017-2018 County Budget***

***County budget hearings begin on June 19th and last a little over a week, with night hearings in both Santa Cruz and Watsonville over that time. The Board of Supervisors is reviewing the \$717 million budget, which constitutes an approximately 5.5 percent reduction in expenditures from last year.***

***Over the last year the Board has focused efforts on housing affordability, traffic and congestion issues, early childhood health programs, a restructuring of our social safety net program funding to focus on collective outcomes and be more flexible toward funding emerging needs, investments in mental health and substance abuse services, homeless services, public safety economic development and parks improvements.***

***The proposed budget from County staff, reflective of recommendations from departments and input from the Board of Supervisors, includes the following (small sample) elements:***

- Additional investment in local roads and significant winter storm recovery as a result of the passage of Measure D and state and federal funds***
- Additional contributions toward reserves to further improve the County's credit quality and ensure greater financial stability in a downturn***
- Inclusion of the Thrive by Three program that I co-sponsored with Supervisor Coonerty to invest in the 0-3 population in our County***

#### ***How is the Budget Allocated?***

***The County budget includes a number of state and federal pass through funds for required services – particularly in the health and human services fields. Here is a breakdown of how our overall budget is proposed for allocation (including mandated expenditures): Approximately 40 percent goes toward health and human services, about 26 percent to land use and community services such as Public Works/Roads, Parks and Planning. 19 percent for public safety including the Sheriff's Office, Probation, District Attorney, Public Defender and County Fire while 13 percent goes to General Government functions such as economic development, county facilities, and elections***

## **Community Updates**

**(cont. from Zach Friend)**

### ***Next Steps***

***While County revenues are up over last year, the County is still working on reducing its structural deficit. State economic forecasts anticipate a slowdown and federal budgeting uncertainty (including the possibility of significant health coverage changes) means the County needs to continue to contain costs (and increase reserves) in advance of any downturn. There is no question that investments in affordable housing and local roads and traffic relief need to be on top of the list of investments and policy changes. In addition, it's important that the County continue to create policies that encourage economic opportunity locally to continue to grow revenues and provide higher paying jobs to local residents.***

***These numbers outlined above are just a small part of the budget. While they provide the framework for our budget hearings they aren't set in stone. Your input in this process is key to ensuring your priorities are reflected in the budget. If you'd like to explore more of the budget the County has created a new online interactive budget module at [www.sccbudget.com](http://www.sccbudget.com)***

***Interested in sharing your thoughts? Feel free to attend one of the day or nighttime budget hearings or you can always give me a call at 454-2200 to let me know your thoughts.***

***The Rio del Mar Improvement Association welcomes Greg Horne to our board of directors. Greg brings the current director total to three. There is one opening waiting for your participation.***

### ***2017 Board Officers and Directors for 2017:***

#### ***Officers:***

***President Dan Rothenbush***

***Vice President: vacant***

***Treasurer: Will Sutter***

***Secretary: Carey Pico***

#### ***Directors:***

***Jerry Cannella***

***Greg Horne***

***Fay Levinson***

***Vacant***

# Thank You Melanie Freitas!



*Melanie Freitas became a Board member in June 2013. In November 2013 she became the RDMIA Treasurer, a position she held for several years. She was always active as a Board member and recently resigned do to spend more time in her private consulting work and working for Zach Friend in helping with the environment.*

*When the Esplanade roundabout project was started, she became involved in several issues as RDMIA had significant involvement in the project. The roundabout created four additional planting areas at the Esplanade. Melanie worked on putting together a donation program to pay for the project. Donor's had their names placed on a plaque mounted to a rock and placed in the new roundabout.*

*In addition she contacted the Whaley Family to see if they would let us move the Whaley Monument from the island at Rio Del Mar Blvd and Clubhouse Drive to the new roundabout. The monument was placed there in honor of Thomas E Whaley, the designer of intersection and Rio Del Mar Blvd from Highway 1 to the end of Deer Park Shopping Center. Most residents did not know the monument existed do to the trees that had grown obstructing the view. She had to obtain Santa Cruz County Public Works permission and a permit to move it, which was no easy task.*

*Next she wanted to place a Welcome sign in the island as you enter Rio Del Mar. Using a portion of the original Rio Del Mar sign that spanned across Rio Del Mar Blvd. This sign was removed in 1948 with the building of the Highway 1 freeway. She worked with the Santa Cruz County Public Works and John Fuchs Construction to build the sign and Allterra Solar to light the sign. This process was very frustrating because, first a model of the sign was constructed and was placed in the proposed location. Some people complained that the sign would block the view of school children using the crosswalk on Rio Del Mar Blvd. The County suggested that the sign be moved to the median across from the Arco station. The County then issued a permit for the sign at the new location. Then complaints of that location was it blocked the view for people turning left or a U-turn could not see traf ic going towards Rio Del Mar.*

*The County then stopped the location and suggested the original location but reduced the allowed height, this is the sign you see today.*

*Melanie places decorations on the sign and will continue to do this in the future even though she is no longer a Board member but loves our community.*

***Let's give a shout out to a giving member.***

## WELCOME OUR NEWEST BOARD MEMBER



Dr. Greg Horne was born and raised in England and studied Physics at the University of Cambridge. While in Cambridge, he renovated a condemned property in an up-and-coming neighborhood and helped to save its local elementary school from closure. He moved to Chicago in 1978 for a postdoctoral research appointment, and to California in 1980 to work for a technology consulting firm. Now retired, Greg has lived in Rio Del Mar since 1995 with his wife Kathy and their two teenage children.

## Association Member Input

The Association over the last few years accomplished quite a bit (with significant help from you and others) including the Esplanade round-about, the Deer Park entryway, Save Our Shores, and general cleanup just to name a few. Well, what we need to know now is what more can we do to continue to make Rio del Mar that special place we know and love.

Over the next few months we will be sending you (under separate cover) a survey to help us continue improving our area and will be soliciting your ideas on what the next steps should be.

The survey should take about 5 to 10 minutes of your time.

The Board will take the results under advisement for future direction and the survey results will be published in the next newsletter.

Should you participate in this survey you could win a \$50 Café Rio Dinner check.

Watch for it in the coming months.

# **Trouble in Paradise? CERT May Be Answer**

**By Rob Gaskill**

**There can be trouble in paradise... and Rio Del Mar is no exception to the rule. As near perfect as our little beachside community may be, it pays to remember that we are situated in a county that purportedly has more geological hazards per square mile than any other in the State of California. Think of the Loma Prieta Earthquake that tumbled out from its epicenter in nearby Nisene Marks State Park in 1989... or the 2011 tsunami that wreaked so much damage in the Santa Cruz Harbor. We live in a very connected and fragile world one very susceptible to natural disaster, a manmade disaster like the San Bruno explosion, or even an extended power grid failure. Given the odds that something COULD happen in RDM, it seems to me that there are two questions that each of us should probably consider:**

- 1) Am I prepared to “go it alone” and sustain myself, my family, and the pets in my house for an extended period of time? And,**
- 2) Once I have determined that things are “OK” in my house, do I have the training, equipment, and organizational support to help some of my less fortunate neighbors in the immediate aftermath of a major disaster.**

**That’s where the Community Emergency Response Team (CERT) concept comes in. CERT provides both the training and the organizational support to help individuals prepare for, and respond to, anticipated disruptions and potential hazards following a disaster. CERT is about readiness, people helping people, rescuer safety, and the credo: Do the greatest good for the greatest number. The CERT training component was developed by the Los Angeles Fire Department following its study of the Mexico City earthquake.**

**Like so many of you, my wife and I took some steps to prepare ourselves for a potential disaster. We made sure we knew how to shut off the utilities... made certain we had the correct wrench for the gas main... and stocked away some food and water supplies.**

**While we were still working (and commuting), we even traveled with “bug out” backpacks that we could use to get back home in the event that roads became impassible. We thought we were ready for anything... but we weren’t.**

**The breakthrough for us came after we attended a RDMIA meeting and listened to a presentation by CERT Volunteer Grieg Rose. We both subsequently completed the free six-course CERT training program and were pleased to discover that some of our neighbors were also CERT-certified. We began meeting to discuss the formation of a Community Emergency Response Team (CERT) in our Rio Del Mar Flats area and to date we have identified captains for 9 of the 10 designated “neighborhoods.” You may have already received one or more of our flyers or talked to one of us about this work. Our own small grassroots movement is underway! We hope that you’ll participate in future neighborhood meetings and we highly encourage you to participate in the next free CERT Aptos training course. Find out more at [www.santacruzcountycert.org](http://www.santacruzcountycert.org). You’ll be glad you did.**

**(By the way, the neighborhoods that still need captains in the FLATS are: Treasure Island, Stephen/Hainline/Bennett (all west of Aptos Beach), Lake Ct/Earl, and Sands Hotel.) Also we need people for the Upper Cliff’s area.**

**Questions or interested in helping us with this work?**

**Please contact us:**

**RDM Flats Captains**

**Lori Nielsen [lorinielsen2000@yahoo.com](mailto:lorinielsen2000@yahoo.com)**

**Rob & Dondi Gaskill [beachnit@pacbell.net](mailto:beachnit@pacbell.net)**

**JoAnn Sherwood [doghaircafes@aol.com](mailto:doghaircafes@aol.com)**

**Eve Majure [evemajure@earthlink.net](mailto:evemajure@earthlink.net)**

**Jerry Canella [jerry@aljers.com](mailto:jerry@aljers.com)**

**Chuck Melton [chasmelton@hotmail.com](mailto:chasmelton@hotmail.com)**

**We’re in this together!**

## We're Looking for a New Board Member! That Could be You

Here's your chance to really become part of the Rio del Mar community and help improve it at the same time. We meet on the first Wednesday of the month at the Aptos/La Selva Fire station on Soquel near Mar Vista Elementary at 6:30 pm. There we discuss what and how we can make Rio del Mar a better place.

Come to our board meeting or send us an e-mail to: drothenbush@att.net  
Got an issue? Our board meetings are always open to all in the community.

## Save Our Shores *Wednesday, July 5th*

### 9 am - 11am: Hidden Beach



The Rio Del Mar Improvement Association along with Save Our Shores sponsors several beach clean ups annually at Hidden Beach in Aptos. We welcome you to participate with your neighbors at these events! All are welcome.

We will meet at the picnic tables at Hidden Beach Park. Pick up supplies and sign a waiver and head to the beach for a much needed clean up. Children welcome. School children may earn community service hours by bringing a form to be signed when they check in.

We had 85 people help out for the Earth Day clean up event....working with Save Our Shores, we are helping keep Hidden Beach a friendly, safe, clean environment for all to enjoy.

Again, meet at the picnic tables to sign in/sign waiver and head to the beach for an "after the Fourth" event. **We will be serving HOT DOGS and Soft Drinks to all participants !** Thank you for helping to keep our beaches clean, neighborhood friendly, and saving wildlife!!! We look forward to seeing you there!

Questions? Please contact fayjoe1@yahoo.com

**Welcome New Members!**

Debi Cavin	Barry Scott
Lisa Vischer	Peter Townsend
Bill and Betsy Hare	Tod Anderson
Micheal Saint	Joseph Foster

Also the winner of our 2016 new member drawing was Tonya Deruosi. Her prize was a dinner check for \$125 to Café Rio, please enjoy.

We thank all 250 member households and friends for your continued support!

Our board of directors meets on the first Wednesday of the month. Our meetings are held at the Aptos/La Selva Fire station at 6:30 pm. All are welcome.

We have a few openings on our board. If you are interested in serving on the board please send us a E-Mail: [drothenbush@att.net](mailto:drothenbush@att.net)

Thanks to Those Who Came Out on Saturday May 27th

A big Thank You, to those folks that volunteered to help plant and spread mulch at the Esplanade on Saturday May 27th. Special thanks to Joyce B., Dan, Jerry, Will and others who joined us. We sure could have used more help from others, maybe next time.

Next scheduled clean up date is **June 24<sup>th</sup>** See you then.

**Financials as of May 31, 2017**

Beginning Balance as of:	
January 1, 2017	\$ 4,400.47
Income:	
Membership Dues	\$ 4,418.97
Expenses:	
Landscaping	\$1 876.78
Post Office	\$ 270.00
Newsletter	\$ 148.00
Café Rio- Farewell Checks	\$ 200.00
Linux Hosting-Website	\$ 95.88
Total Expenses:	\$2,590.66
Ending Balance on:	
May 31 <sup>st</sup> , 2017	\$ 6,228.78

Have a Concern?	Contact	Contact Information
Noise	Santa Cruz County Sheriff	24 hour non-emergency: 471-1121
Abandoned Vehicle Please provide: <ul style="list-style-type: none"> <li>• Location and Color</li> <li>• Make and model</li> <li>• License plate number</li> <li>• How long it has been since it was last moved, if known</li> </ul>	Santa Cruz County Sheriff	<a href="http://www.scssheriff.com/Home/AbandonedVehicles.aspx">http://www.scssheriff.com/Home/AbandonedVehicles.aspx</a> 454-3139
<ul style="list-style-type: none"> <li>• Car Blocking the street</li> <li>• Parking in a no-parking zone</li> <li>• Non-injury accidents</li> </ul>	California Highway Patrol	796-2160
Animal Control/Barking	Santa Cruz Animal Shelter	<a href="http://www.scanimalshelter.org/complaint_process">http://www.scanimalshelter.org/complaint_process</a>
Code Compliance	Santa Cruz County Planning Department	<a href="http://www.sccoplanning.com/PlanningHome/CodeCompliance.aspx">http://www.sccoplanning.com/PlanningHome/CodeCompliance.aspx</a>
Graffiti Removal	Graffiti Hotline	(800) 526-1185



To report some of the above and other neighborhood concerns, use the Citizen Connect App: <https://sccappstore.co.santa-cruz.ca.us/>

### Rio Del Mar Community Contacts

Santa Cruz County Offices	2nd District Supervisor, Zach Friend	454-2200
Aptos/LaSelva Fire District	Fire Chief, Jon Jones	685-6690
Sheriff's Sub-Station Rancho Del Mar Center	Sergeant Patrick Dimick	662-0690
Seacliff State Beach	Park Office	685-6442 or 685-6500
Aptos Chamber of Commerce	Executive Directors: John and Karen Hibble	688-1467

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# RIO DEL MAR

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Remember:  
Meeting at Rio Sands  
Wed. October 18, 6:30 pm!  
(see front page for details)

***Share your newsletter with a neighbor and invite them to join!***

Membership Application/Renewal-Newsletter

Annual Dues: \$30 (January-December) **2018**

Name(s): \_\_\_\_\_

Rio del Mar Address: \_\_\_\_\_

Mailing Address (if different): \_\_\_\_\_ State: \_\_\_ Zip: \_\_\_

Telephone Number: (\_\_\_\_\_) \_\_\_\_\_

E-mail: \_\_\_\_\_

Please include your check and mail to:

Rio del Mar Improvement Association, P.O. Box 274, Rio del Mar, CA 95001