

# RIO DEL MAR Improvement Association ([www.rdmia.org](http://www.rdmia.org)) Fall 2016 Update



## **RDMIA Semi-Annual Fall Meeting: Wed. 6:30 pm Oct.19 (no coffee break) RDMIA Elections**

Come one and all to the Rio del Mar Improvement Association's semi-annual Fall meeting. We have moved up the meeting time to 6:30 pm and cut out the coffee break to accommodate those who need to get home earlier. In addition to our normal order of business, we will have two guest speakers, County Supervisor Zach Friend and John Hibble of the Aptos History Museum. We will also announce the winner of our new-membership raffle for a dinner for two at Cafe Rio.

Supervisor Friend will speak on the County's upcoming Transportation Tax initiative, Measure D, that includes funding street repair, Metro/Paracruz/Lift Line bus funding, Hwy 1 auxiliary lanes, trail, and rail. This is an important ballot measure that can affect us all and all should come to learn about. John Hibble always finds an interesting topic of Aptos history. We're also hoping to add a local merchant to speak about their particular issues of Rio del Mar.

### **ALSO INSIDE**

- 1) Articles on RDMIA activities
- 2) Election ballot
- 3) Reduction of illegal sign placement
- 4) Village Aptos Update

**REMEMBER TO RENEW YOUR MEMBERSHIP NOW FOR NEXT CALENDAR YEAR**



## RDMIA Wins “Most Unique” award at the 2016 Aptos July 4th “World’s Shortest Parade”

The Rio Del Mar Improvement Association celebrated its 75th anniversary by participating in the Aptos 4th of July parade. With lots of hard work from Board Members, everything came together. Our float that featured an upside down humpback whale (whoops!) and an awesome underwater whale sound track. This made us a shoe in to earn "The Most Unique Award" for the entry by the Aptos Chamber of Commerce. The kids that came out to high-five the whale's fin seemed to agree too! Thanks to everyone who helped.

## Save Our Shores Saturday, Oct. 15, 9 am 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.

Time: 9 a.m.-11:00 a.m.

Meet at Hidden Beach Park picnic tables to pick up cleaning supplies and sign a waiver of liability. School children may receive community service credit for their participation.

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](mailto:fayjoe1@yahoo.com)



## **Step Right Up. We Have a Winner. See if you've won the raffle**

Did you win a dinner for two at the Cafe Rio? The names will be announced at our RDMIA semi-annual meeting at the Rio Sands Hotel on October 19th at 6:30 pm.

For those of you not yet aware, the one prize will be drawn from a list of our 2016 newest members and a second drawing from the list of new member sponsors (i.e. the one that recruited the new member).

During the year we have encouraged existing members to solicit new members to the Association and this contest was designed to do just that.

## **Here's what your RDMIA membership supports**

Board members and community volunteers of the RDMIA have been vigilant in taking actions to improve the aesthetics and environment of our neighborhood. Examples include:

- RDMIA coordinates landscaping and weed abatement in the traffic medians and down at the "Flats" and Esplanade. Board member Patrick Kelley manages landscaping efforts as well as doing some volunteer weed abatement along with his wife. Board members Will Sutter and Dan Rothenbush assist Patrick in these efforts. Volunteer Joe Vela and Board member Jerry Cannella load up a "water camel" and drive it out to water our plantings at the Esplanade, entry sign, and other locations.
- Board member Fay Levinson continues to coordinate Hidden Beach cleanup days with Save Our Shore. Especially after major holidays, the beach area is often littered with cans, bottles and other debris which all needs to be cleaned up so that we all can enjoy our neighborhood beach area.
- The Board also has undertaken decorating the traffic island across from the Deer Park Center for the holidays. This past year's efforts were led by Melanie Freitas and her persistence to shine up the winter holidays, Easter, and Fourth of July along the traffic median and the new entrance sign. We hope you enjoyed them.





## BUTTERFLIES ARE FREE

We thought the community might like to know the RDMIA does more than meets the eye. Here are some of the issues brought to us by members that we have been working on:

- Butterflies: Can the RDMIA plant native milkweed in the arroyo to attract and increase the monarch butterfly population? This can be done; one must take into consideration the proliferation of poison oak in moving forward with this near Hidden Beach Park.
- Fireworks: Can the RDMIA do something to control the fireworks in the area? Referred member to the proper county agency to set up a meeting to work on this issue; result: community meetings and new enforcements for firework abusers.
- Memorial Benches: We have 8 persons/families interested in placing memorial benches at the Rio del Mar Esplanade. Working presently with County Parks and State Parks on designated areas and types of benches/plaques to accomplish this goal.
- Traffic controls: Members are concerned about speeding, about heavy traffic which impacts their ability to get in and out of their own driveways. We have arranged for the radar signs and speed signs to be placed in areas on a temporary basis. We have asked homeowners to discuss with Public Works ways in which it is safe for them to access their homes without having to stop traffic in order to gain access.
- Tree trimming: Worked with Public Works to have areas made safer for drivers to be able to see signs near stop signs; referred members to Public Works when a tree is on county land that needs trimming/removal for safety reasons.

These are a few issues that have come up recently. Members are welcome to address the Board at their monthly meetings which are held the first Wednesdays of each month, at the Aptos/La Selva Fire Station meeting room, on Soquel Drive, 6:30 p.m.

# BOARD ELECTION

Each year the Board holds elections for Board members. Board members are elected for a two-year renewable term. The RDMIA bylaws call for election of three board members on even numbered years and four Board members on odd-numbered years.

This year Jerry Cannella, Patrick Kelley, and Will Sutter will be on the ballot below. You are requested to vote for as many as three. Please return the ballot by regular mail before October 12.

Please fold as indicated, attach a stamp and mail to the address below.

Fold up (second, so address on back side is shown)\_\_\_\_\_.

RDMIA 2016 BOARD BALLOT (Submit/Mail by Wednesday, October 12 or  
bring to RDMIA October 19 meeting at Rio Sands Hotel)

Please print and vote for as many as three candidates:

\_\_\_\_\_ Jerry Cannella

\_\_\_\_\_ Patrick Kelley

\_\_\_\_\_ Will Sutter

Fold up (second, so address on back side is shown)\_\_\_\_\_.

# Ballot

Fold down and tape\_\_\_\_\_.

Stamp

Rio del Mar Improvement Association  
P.O. Box 274  
Rio del Mar, CA 95001-0274

Fold down and tape\_\_\_\_\_.



## Update on Village Aptos and Village Santa Cruz – Helping Us to Age In Place

by Carey Pico

Last spring newsletter I introduced “The Village Movement”: a neighborhood networking program with a focus on keeping our seniors healthy and in their own homes. I called it, Village Aptos, and it is a subset of a broader effort, Village Santa Cruz, aimed at creating local “Villages” or “Community Circles” within our County. Each Village will consist of members that both volunteer and request services among each other such as computer help or moving a table.

We are continuing to work on outlining of a self-running organization. This is typically a two-year process. Some organizations hire a local coordinator to arrange visits between members while others run purely voluntary. Money is an obvious need, especially if we go with the model of hiring a half-time coordinator, and we’ve been fundraising slowly. Several “meet and greet” open houses have been made in Aptos, Capitola, and the Westside. Don’t worry if you missed them. It is just an early effort to understand what our local areas are interested in. We are still a ways from getting started.

We are making efforts for a pilot project, the Westside Circle, which is proceeding slowly. The Westside has organized more community information events including in-home/condominium space to discuss topics of interest to seniors such as “Sharing Housing as We Age.” Most recently we sponsored a movie, The Age of Love, about speed dating for seniors at the Loudon Nelson Auditorium in downtown Santa Cruz.

I’ll keep you posted on our progress and will certainly announce if and when the Village comes to Aptos. If you’d like more information or if you’d like to help, you can contact Carey Pico by e-mail: [carey\\_pico@yahoo.com](mailto:carey_pico@yahoo.com)

# 2017 Annual Membership Renewal and Information Update

The 2017 Rio del Mar Improvement Association annual dues per household:  
\$25 or \$500 lifetime membership.

- o Please write your check to RDMIA
- o Please complete the membership information update below.
- o Please mail you check and your completed membership update form to:

**RDMIA, P.O. Box 274, Aptos, CA 95001 - 0274**

Name: \_\_\_\_\_  
First Last

Mailing Address: \_\_\_\_\_

Rio del Mar Address  
(if different from mailing address) \_\_\_\_\_

Email address \_\_\_\_\_ No computer access (Y/N): \_\_\_\_\_

Telephone number \_\_\_\_\_

Are you willing to receive (and/or print) the RDMIA Newsletter by email to save our  
mailing and print costs (please circle one): YES NO

\_\_\_ I am interested in becoming a RDMIA Board member

\_\_\_ I want to volunteer or contribute (time, \$, or in-kind) for RDMIA projects! Please  
call or email me.

Please let us know what you most value about RDMIA (you may check more than one):

- |                                       |  |
|---------------------------------------|--|
| ___ Controlling graffiti              | ___ Providing the RDMIA website            |
| ___ Information concerning local      | ___ Providing RDMIA Facebook               |
| government plans and actions          | ___ Outreach and liaison with other        |
| ___ Helping to maintain our beaches   | local organizations.                       |
| ___ Landscape improvement and         | ___ Opportunities to get to know neighbors |
| maintenance in public areas           | ___ Transportation/Roads                   |
| ___ Presenting interesting speakers   | ___ Semiannual meetings for the general    |
| ___ Providing the RDMIA newsletter    | membership                                 |
| ___ Interfacing with local government | ___ Other                                  |
| about community concerns              |  |





## Hats Off to Realtors! Stepping Up to Improve Rio Del Mar!

The Rio del Mar Improvement Association was asked to look into the realtor sign clutter as well as other commercial signs. At the time there were as many as 10 real estate signs in the traffic median by the Deer Park Center alone. We reached out to local realtors, reminding them that County Ordinance prohibits temporary, unpermitted signs in traffic medians and may be confiscated.

Today we find the number of realtor signs is way down... to about two on a bad day. More than none, but much better. We want to thank those realtors for stepping up to the issue and taking charge. We also ask them to remind their colleagues of the sign Ordinance and of the potential \$45 fee required for each confiscated sign. Of course, the sign Ordinance applies to other unpermitted, temporary signs as well.

## Going to the Weeds... Looking for Help

Did you know the RDMIA coordinates landscaping and weed abatement in the traffic medians and down at the "Flats." Board member Patrick Kelley manages landscaping efforts as well as doing some volunteer weed abatement along with his wife. Board members Will Sutter and Carey Pico also assist Patrick in these efforts.

Want to help? Contact Pat Kelley: [patrickkelley@sbcglobal.net](mailto:patrickkelley@sbcglobal.net)

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# RIO DEL MAR

IMPROVEMENT ASSOCIATION

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**Officers:**

President Dan Rothenbush

Vice President Pat Kelley

Treasurer Will Sutter

**Directors:**

Jerry Cannella

Melanie Freitas

Fay Levinson

Carey Pico

Secretary and Newsletter Editor:

Carey Pico

## Upcoming Events

**Can't Miss:**

Rio Del Mar Improvemen Association's

Semi-Annual Meeing: Rio Sands Hotel

Wednesday, October 19th, 6:30 - 8 pm (new start time)

Save Our Shores Beach Clean Up:

9 am (Hidden Beach Park)

Saturday, Oct. 15

PVUSD No School Days:

Nov. 11 (Fri), Nov 23-25 (Wed-Fri), Dec 23-Jan 17 (Fri - Tues)