

# Rio del Mar Improvement Association Summer 2018 Newsletter

## Summer 2018 RDMIA Newsletter Highlights:

- Zach Friend, 2<sup>nd</sup> District Supervisor, Community updates
- RDMIA Spring Meeting Recap
- SC County Sheriff's Department Fireworks Statement
- Human Race Fundraiser Success
- RDMIA Budget



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### *Save the Date*

*Rio del Mar Improvement Association  
Membership Meeting*

*Wednesday, October 17th – 6:30 – 8pm  
Rio Sands Hotel, 116 Aptos Beach Dr., Aptos*

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## Annual Membership Renewal and Information Update

The Rio del Mar Improvement Association annual membership per household is \$30 by check or \$32 by PayPal (includes \$2 PayPal fee). A \$500 lifetime membership is also offered.

### Ways To Join

- Complete membership form online at [www.rdmia.org](http://www.rdmia.org) and pay via PayPal (\$30 + \$2 = \$32)
- Complete membership form online at [www.rdmia.org](http://www.rdmia.org) and mail check payable to RDMIA (\$30)
- Print out membership form, complete along with check payable to RDMIA (\$30) and mail

Please mail to **RDMIA, P.O. Box 274, Aptos, CA 95001-0274** along with your payment. Your contact information is used solely for newsletter and RDMIA communications, and is not shared with any other member or 3<sup>rd</sup> party.

### Membership Information

Please print legibly – thank you

Name: \_\_\_\_\_

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

Rio del Mar Address (if different) \_\_\_\_\_

Primary Email \_\_\_\_\_ Secondary Email \_\_\_\_\_

Telephone number \_\_\_\_\_ I have no computer access \_\_\_\_\_

\_\_\_\_ New Member \_\_\_\_ Renewing Member Referred by \_\_\_\_\_

Please send the RDMIA Newsletter by email to save printing/mailing costs Yes \_\_\_\_ No \_\_\_\_

### Get Involved?

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

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

**What do you value most about RDMIA?** (check all that apply)

#### ***Community Outreach***

\_\_\_\_ RDMIA newsletter membership \_\_\_\_\_ General membership semi-annual meetings

\_\_\_\_ RDMIA website \_\_\_\_\_ Presenting interesting speakers

#### ***Community Advocacy***

\_\_\_\_ Interfacing with local government \_\_\_\_\_ Updating RDMIA Facebook

\_\_\_\_ Information concerning local issues such as transportation/roads

#### ***Beautification***

\_\_\_\_ Public area landscape improvements and maintenance

\_\_\_\_ Helping to maintain our beaches

## RDMIA Spring Meeting Recap

Many thanks to our members and guests who attended the Spring Rio del Mar Improvement Association meeting. The audience of over 100 attendees participated in an informative conversation with guest speakers, Scott Grady of Terra Mar about Rancho del Mar Shopping Center and Zach Friend, 2<sup>nd</sup> District Supervisor about Aptos Village Measure J housing and Cannabis cultivation. Both speakers addressed audience questions.



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*RDMIA appreciates their community partners and support in making this event a success!*

- *Rio Sands Hotel for accommodating meeting space*
  - *Mangiarno's for providing delicious pizzas*
  - *Flats Bistro for raffle prize gift card donations*
  - *Aptos Times for publishing meeting coverage*
- 

Meeting highlights included:

- Rancho del Mar shopping center's tenancy status of existing and new businesses. Some of the remodel completion as early as Fall 2018. Look for a destination complex serving multiple community needs.
- Aptos village Measure J housing – some of the 1<sup>st</sup> time homebuyer units will be ready by Fall 2018 and applications were accepted through May 18, 2018 with a drawing on Friday, June 1, 2018.
- Seabreeze vacant lot now owned by SC county is looking for non-permanent businesses with the future goal of the space being utilized as a public area.
- Cannabis regulations are being drafted by the county for both the medical and recreational cannabis industry.
- RDMIA is participating in the Human Race fundraiser for improvements to Hidden Beach Park.

For a full summary of the meeting content please read Aptos Times at <http://www.tpgonlinedaily.com/rdmia-news/>

## The Mission

The Rio del Mar Improvement Association is a non-profit neighborhood organization with the mission is to ***“enhance our neighborhood through beautification, advocacy and engagement”***. The association actively engages in these activities on behalf of its homeowners and residents:

- Negotiate and initiate improvement projects, benefits and services that improve quality of life
- Educate homeowners and renters so they can more easily make informed choices
- Advocate and represent vital issues to government leaders on behalf of residents
- Host twice-yearly membership meetings covering important local issues and updates
- Broadcast useful community information via informative quarterly newsletters

Become a part of this vital association. Membership benefits include:

- Informative newsletters throughout the year
- Bi-annual meetings covering important community issues
- Email alerts about local government developments that impact Rio del Mar

# Community Updates from Zach Friend

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



## Santa Cruz County Budget Recap

The Santa Cruz County Board of Supervisors just concluded its annual budget process, and since it is often said that a budget is an expression of community values, I wanted to share some of the highlights of the budget for the coming year.

First, we've been responsible with your money. In the last few years we've tripled our reserves and negotiated with employees to reduce future pension and health care obligations. That has allowed us to reduce our debt to historically low levels while improving our credit rating so that we now have one of the highest ratings available. Additionally, we've held staffing levels below peaks – nearly 10 percent below pre-recession staffing. The budget we just passed includes no layoffs or cuts to critical services, which is happening in other communities around California.

Over the last year, we have invested in the community, establishing both the Nurse-Family Partnership and Thrive-by-Three programs to assist with early childhood development of underprivileged children. We greatly expanded drug and alcohol treatment, and in the first three months of 2018 saw the number of people seeking treatment more than double compared to last year.

Our Sheriff's Office has added service centers and staffing. In our district, we remodeled the Rountree Detention Facility to help offenders get the job training and life skills needed to keep from reoffending. We reopened the Blaine Street Center to help women transition from jail back into the community. The District Attorney opened the Multi-Disciplinary Center to help investigate crimes against children in a more comfortable environment.

We increased emergency winter shelter capacity for homeless residents by 30 percent and are looking to establish a year-round shelter.

We increased the number of veterans served through our Veteran's Service Office by 20 percent, and increased the number of families receiving CalFresh (formerly Food Stamps) by 14 percent. We made government more efficient, allowing people to submit electronic building plans and installed large solar arrays at many different County facilities, which saves money and improves our local environment.

We made enormous progress toward repairing the more than \$100 million in road damage from the 2017 winter storms and are pursuing the first set of Measure D funded road projects. Additionally, we created new tools making it easier to build accessory dwelling units, giving people a chance to age in place as well as helping alleviate our housing crisis. We made significant progress toward new a library in Aptos and a remodeled library in La Selva Beach, are building a new pump track for young mountain bikers at Pinto Lake County Park.

But we still have much more to do. During our community outreach on the strategic plan, we heard that many want additional investments in mental health and homeless resources, improved housing options as well as additional upgrades to parks and increased public safety. Sheriff Jim Hart has outlined a behavioral health partnership to get more people the treatment they need, but we have yet to find the money to pay for it. We have a significant homelessness crisis and we know that addressing this issue, and affordable housing (which is connected) are top priorities for our community. We have maintenance needs throughout our parks, including committed improvements to Hidden Beach Park, Aldridge and Seacliff Village Park in our district. We need to complete Chanticleer Park, which will include the County's first all-inclusive playground for children with disabilities. These are all issues you've brought to us, and I want you to know we have heard you and are working on solutions.

# Community Firework Safety Information and RDMIA Summer Meeting Recap

Recently neighbors inquired about local theft and their concerns about the upcoming 4<sup>th</sup> of July holiday. RDMIA listened and organized a community meeting held on Tuesday, June 12<sup>th</sup> with Zach Friend and Sgt. Kelly Kent to address these topics. Those in attendance discussed with Sgt. Kent and Zach how the illegal fireworks would be handled and received an update about the crime status. Key highlights about home safety and fireworks were:

## ***Auto and crime updates -***

- Remember to lock your automobile doors as well as your homes. Most break-ins occur into unlocked cars.
- Mailbox theft usually happens in rural areas. For peace of mind, consider a locked mailbox. When traveling, the Post Office provides a hold mail service. For more info visit, this [USPS](#) site or visit [What's New](#) on the RDMIA website.
- Call the Sheriff's office and ask for a vacation watch whenever you are traveling. The Sheriff will patrol your area while you're away. Details can be found [here](#) or visit [What's New](#) on the RDMIA website.
- If you see something say something. The Sheriff encourages you to call the non-emergency number 831.471.1121 any time if you suspect something. Better to be safe and alerting the Sheriff of usual behaviors often helps with handling potential future crimes.

## ***Firework Deterrent Program***

- The Santa Cruz County Sheriff's office outreached to vacation rental owners alerting them of firework illegality and the \$1,000 fines. All renters must be informed of this law, in addition to tourists staying in local accommodations.
- The County of Santa Cruz, in conjunction with the SC County Sheriff's department launched a social media campaign about the dangers and violations related to firework use. The press release can be read [here](#) or visit [What's New](#) on the RDMIA website.
- Safety tips for a safe holiday and pet care are outlined [here](#) or can be found visit [What's New](#) on the RDMIA website.

***RDMIA wishes all our neighbors and visitors a safe and festive holiday. It is a perfect time to get together, enjoy a good BBQ or picnic, fun and games and great conversation. Family safety comes first and we hope these friendly reminders of the County's efforts to deter illegal fireworks will make your 4<sup>th</sup> of July holiday one of the best.***

For other holiday event celebrations please visit <http://www.santacruz.com/guides/4th-july-events-santa-cruz>.



## RDMIA Hidden Beach Park Human Race Fundraiser Success – Raises over \$1,700

Many thanks to the RDMIA members, Rio del Mar community, and partners for all your donations! The association exceeded the \$1,500 fundraising goal and with the promised match from the Santa Cruz Parks Department have generated over \$3,400 for Hidden Beach Park improvements.

The funds will go directly to replace the broken water faucet at the park. An upgraded model, designed specifically to help prevent blockages, includes water outlets for adults, children and pets is on its way.

The new water faucet is scheduled to be installed this summer. In addition to the water faucet, SC Parks has committed to repairing the broken sidewalk along the grass area leading to the playground. We will keep you posted on progress and announce when the work is complete.



EXAMPLE OF FAUCET DESIGN

The Rio del Mar Improvement Association also thanks the Community Foundation for their support and funds, along with the exceptional help of the Volunteer Center of Santa Cruz.



And another shout out to SC Parks for their support and engagement. This effort, along with important direct neighborhood resident donations, have helped prioritize these improvements for our local neighborhood park. Your efforts and contributions are making a difference!

**RDMIA Human Race Team Thanks you for your donations!**



### Santa Cruz County Parks Message from Jeff Gaffney, Director of Parks, Open Space and Cultural Services



- Thanks to the fund-raising efforts of the Rio Del Mar Homeowners Association a new drinking fountain will be ordered and installed in the coming months. The new drinking fountain will be a 'trough' style that is resistant to being clogged with sand and other debris.
- The Santa Cruz Parks Department is awaiting word on its grant application to KOMPAN Playgrounds. The grant could provide \$50,000 towards a new KOMPAN playground structure at Hidden Beach Park. The Department has committed to matching the grant for a total of \$100,000 that will be used to replace the structure and surfacing. A pirate ship theme is proposed.
- Parks staff recently completed a leak repair on an irrigation mainline and will be repairing the raised concrete sidewalk.
- Thank you so very much!!

# Community Emergency Response Team Update



## *CERT Fundraiser a Big Success*

Did you ever wonder if that fenced-in, vacant lot nestled between the Seabreeze Tavern and the Flats Bistro would EVER be put to good use?



Well for at least one moment in recent history, it was when many your friends and neighbors teamed up to hold a successful daylong rummage sale on Saturday, May 19 that raised a higher-than-anticipated \$1,772.75 to support our local **Community Emergency Response Team (CERT)** effort. Fifteen CERT-trained residents of our flats area joined with other interested volunteers on-site during the day and/or by donating items to sell at this special event.

Proceeds will be used to purchase supplies and equipment (e.g. walkie-talkies) to support a sound response effort in the event of a disaster in our beautiful area.

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 originally developed by the Los Angeles Fire Department following its study of the Mexico City earthquake.

You may have already received one or more of our flyers or talked to one of us about this ongoing work. Our own small grassroots movement is underway and to date we have identified captains for most of our ten designated "neighborhoods" in our Rio Flats area. Captains still needed in these neighborhoods:

Treasure Island, Stephen/Hainline/Bennett (all west of Aptos Beach), Creek Dr., and Lake Ct/Earl

We hope that you will join us at future neighborhood meetings and events 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.

Questions or interested in helping us with this work? Please contact any of the following CERT-trained neighborhood captains. We're in this together!

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

Tim Barroca [timbarroca@msn.com](mailto:timbarroca@msn.com)

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

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

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

JoAnn & Kathleen Sherwood [doghaircafes@aol.com](mailto:doghaircafes@aol.com) [kathleensherwood12@gmail.com](mailto:kathleensherwood12@gmail.com)

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Wanda Bagnall & Rita Slobodian [wandabagnall@gmail.com](mailto:wandabagnall@gmail.com) and [r\\_slobodian@yahoo.com](mailto:r_slobodian@yahoo.com)

Please visit the Santa Cruz CERT website for more information and complete details.

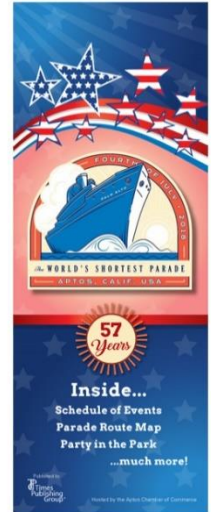
[www.santacruzcountycert.org/cert-training-classes](http://www.santacruzcountycert.org/cert-training-classes).

## News and Upcoming Events

### Aptos World's Shortest Parade & 4<sup>TH</sup> of July Festivities

Wednesday, July 4<sup>th</sup> 7:00 am – 4:00 pm

The Aptos 4<sup>th</sup> of July festivities have been bringing communities together for over 55 years and there's something for every generation to enjoy! Start your holiday at the Pancake Breakfast before staking claim to a front row seat for the Worlds Shortest Parade. Round out the afternoon at the Party in the Park in Aptos Village Park. For complete event details or to volunteer please contact the Aptos Chamber of Commerce at 831-688-1467 or the Chamber [website](#).



### Hidden Beach 5<sup>th</sup> of July Clean-up

Thursday, July 5<sup>th</sup> 9:00 – 11:00 am

The Rio del Mar Improvement Association and Save Our Shores sponsors a post 4<sup>th</sup> of July holiday beach clean-up at Hidden Beach, Aptos, on Thursday, July 5<sup>th</sup> 9-11 a.m. Meet at the picnic tables at Hidden Beach Park to sign in and pick up supplies. Students may earn community service credit.

All helping hands are appreciated for this important beach clean-up after the 4<sup>th</sup> of July celebrations on the sand. Your engagement is greatly appreciated to keep Hidden Beach clean of trash.



Event sponsored by the Rio Del Mar Improvement Association and Save Our Shores. For more information visit [What's New](#) on the RDMIA website.

### Save the Date – RDMIA Semiannual Fall Meeting



Wednesday, October 17<sup>th</sup> 6:30 - 8:00 pm

Rio Sands Hotel, 116 Aptos Beach Dr., Aptos



Save the date for Wednesday October 17, 2018 for the next RDMIA Semi Annual membership meeting.

Our meetings, open to members and the public, are an opportunity to learn more about current events and the status of ongoing projects. The association strives to bring relevant speakers and the community together for an open discussion about Rio del Mar. We appreciate all who participate and attend.

Do you have an agenda item that you would like to discuss? The Board welcomes your comments and suggestions as we finalize the meeting's agenda. Feel free to share your ideas at [info@rdmia.org](mailto:info@rdmia.org)

# Welcome New RDMIA Members



Thank you neighbors for joining and contributing to the community!

Cynthia Allen

Kurt and Kathy Madden

Wendi Eggleston

Linda and Keith Mowen

Valerie Freer

Michael Mulcahy

Don and Katherine Genesy

Betty Sue Naegele

John and Patty Hannegan

Renate Radke

Steven Harowitz

Gina Ramsey

Lloyd Hennessy

John Zawistowski

Jennifer Holm

*Many thanks to our over 200 members and their participation!*

Brooks Lambert



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## ***RDMIA Logo Mug***

*Calling all members to reach out and refer a neighbor or friend to join RDMIA. With every new paid membership, receive the RDMIA's new logo mug as our way of saying thank you for spreading the word. Make sure the new member lists your name on their membership form.*

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The current Board members are:

President:	Dan Rothenbush	<a href="mailto:president@rdmia.org">president@rdmia.org</a>
Vice President:	Jerry Canella	<a href="mailto:vicepresident@rdmia.org">vicepresident@rdmia.org</a>
Treasurer:	Will Sutter	<a href="mailto:treasurer@rdmia.org">treasurer@rdmia.org</a>
Secretary:	Donna Townsend	<a href="mailto:secretary@rdmia.org">secretary@rdmia.org</a>
Director:	Peter Townsend	<a href="mailto:website@rdmia.org">website@rdmia.org</a>

The Association welcomes members that are interested in volunteering time and expertise to fulfill the mission to "Enhance our neighborhood through beautification, advocacy and engagement." Please contact any Board member to discuss. We especially need more resources in these areas:

- Landscape coordinator
- Membership coordinator
- Project coordinator

The RDMIA Board meets on the first Wednesday of the month at the Aptos/La Selva Fire Department on Soquel Drive next to Mar Vista Elementary School at 6:30 pm. The meeting is open to the public and we welcome your input. For more info please contact [president@rdmia.org](mailto:president@rdmia.org)

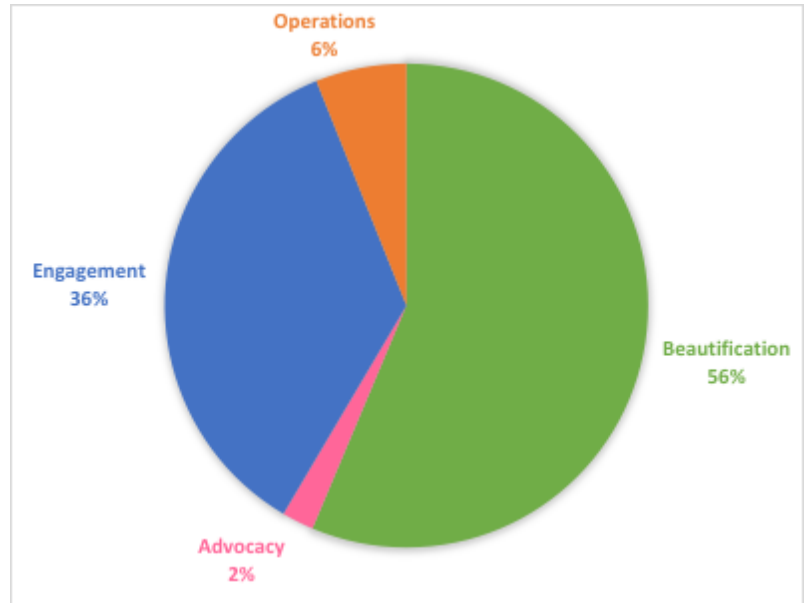
## Financial

RDMIA depends on membership dues and donations to fulfill the goal of beautification, advocacy and engagement in the community.

To answer the question “Where does the money go?” the association is improving the transparency of annual member dues stewardship.

**Beautification** is the backbone of the organization and fulfills the responsibility of maintaining landscape median public space:

- Rio del Mar freeway exit at the Arco gas station
- Rio Del Mar Blvd traffic islands at Deer Park Shopping Center
- Rio del Mar Blvd @ Sumner Drive island
- Treasure Island and Spreckles Drive
- Esplanade and the Flats roundabout



**Engagement** expenses include community and new member outreach. The 2018 cash outlays include two unique expenditures:

- In all its years of existence, RDMIA has never directly reached out to Rio del Mar residents that were not already members. The first mailing consisted of 1,000 newsletters to residents communicating membership benefits and the good work of the association. Going forward, future outreach will be handled on a smaller scale with each newsletter publication to minimize overall expenses
- A new logo coffee mug was designed and an order was placed to replenish the stock on hand. Current stock should last a couple of years. If you are interested in a mug see page 9.

**Operations** outlay is mostly a fixed spend with Director’s insurance as the primary component. This percentage will decrease as membership increases to fund more beautification and maintenance projects.

Your membership dues of only \$2.50 per month is an important investment the Rio del Mar community helping to keep it a special place to live.

The Board of Directors welcomes your questions or comments to [info@rdmia.org](mailto:info@rdmia.org). We would like to hear from you!

## Thank You to Our Sponsors



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 FOR GOOD

Do you own a business or know a business interested in RDMIA's community engagement? RDMIA business sponsorships help fund various projects from inception to completion and those that require ongoing maintenance.

Support is greatly appreciated and it really makes a difference!

A business sponsorship includes:

- Ad placement in the association's quarterly newsletter depending on sponsorship level
- Acknowledgment of support at the association's meeting held twice yearly
- *New this year* - Sponsorship recognition on the RDMIA.org website, newly refreshed and launched

If interested please contact [treasurer@rdmia.org](mailto:treasurer@rdmia.org). for more details and to sign up



## Rio del Mar Improvement Association

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