

# RIO DEL MAR IMPROVEMENT ASSOCIATION

## New Year's Update: 2015



### Round and Round and Round We Go!

The Roundabout Project is just about done at the Esplanade. The palm tree is in. Installing the street light and the Whaley Monument were put on hold after the contractor hit water at four feet while trying to dig a six foot deep hole for the street light base. Besides this, the remaining work includes providing backfill in the planter adjacent to the Rio del Mar Beach restroom. Once this work is completed, RDMIA will be looking for volunteers to help landscape the roundabout and the three new planters. Watch the RDMIA website and Facebook pages for dates for landscaping work days weather permitting.

### Dues are Due...

Enclosed is an application to join RDMIA and a reminder that annual dues are now due and payable for 2015. If you have not paid, please send your dues payment by February 28, 2015. Mail to RDMIA PO Box 274 Aptos Ca 95001-0274

# Update on Beautification Projects

Last year, the RDMIA Board identified several projects for 2015 that would improve the Rio del Mar community. These included:

- Relocating the Whaley Sculpture to the new roundabout
- Installing landscaping in the new roundabout
- Creating a Memorial Bench Program for the Esplanade
- Constructing a new welcome sign in the traffic island by Deer Park Center



A total of fundraising goal of \$7000 was identified to complete these projects. To date, approximately \$4000 has been donated. But we need your help with additional contributions in order to reach our goal and complete these projects.

Please consider donating through either a check sent to the RDMIA or visiting our Facebook page and contributing through Pay Pal.

**Send checks to:** RDMIA, PO Box 274, Aptos, California 95001-0274

Or contribute through Pay Pal by visiting our Facebook page at Facebook/RDMIA.

Donation levels are as follows:

Whale Lover \$500 and up

Dolphin Lover \$250-\$499

Sea Otter Lover \$25-\$249

Please help us in continuing to improve and beautify this wonderful area where we live.

# Important Notices and Dates

## Save Our Shores Beach Clean Up Dates:

We need you! Our beautiful beaches need you. Save our Shores has scheduled clean up dates as follows:

9am: Hidden Beach - Meet at Hidden Beach Park

Feb. 13 (Friday)

May 13 (Wednesday)

July 5 (Sunday)

Sept. 19 (Saturday)

Supplies will be given out for participants. Waiver forms will be provided at the park. Our community thanks you for your help.

### **Did already I say dues are due...?**

See form in the back of this newsletter or the Front Page reminder

## PVUSD No School Days

Jan. 19 (Mon.) Martin Luther King Day

Feb. 13 (Fri.) and Feb. 16 (Mon.)

Apr. 3 (Fri.) - Apr. 10 (Fri.)

## There's a Drought Still... Conserve Water

Last I checked, we are 50% (half) below where we need to be just to not have a drought year. Add in the years of overdraft and... just keep conserving!



*Proposed Sign to be located on traffic median  
strip opposite Deer Park Center.*

## **Exciting News! Beautification Projects Underway for Rio del Mar**

The Rio del Mar Improvement Association (RDMIA) is guiding a series of beautification efforts in the Rio del Mar area. One of the most significant is the plan to install a new sign at the entrance to Rio del Mar. The design of the sign is based on the original sign built when Rio del Mar was first established in 1928.

In addition, the RDMIA is coordinating the relocation of the Whaley sculpture to the new roundabout at the beach area "Flats." The RDMIA will also be installing drought resistant landscaping at the roundabout. To help pay for all of these improvements, the RDMIA needs your help. Please contribute to the RDMIA's "2014--2015 Beautification Fund," the proceeds of which will be used to pay for the cost of the improvements.

There are various levels of contributions. The wonderful marine animals that live in our area inspired the names of our contribution levels. Depending on the amount of the contribution, the donor's name will be engraved on a plaque to be installed at one of the improvement sites or listed in the RDMIA periodic newsletter.

# Support Form

**Yes**, I support the wonderful beautification projects planned for Rio del Mar.  
I have enclosed a check for the following donor level:

- ' \$500.00 and up      **WHALE** Lover \*
- ' \$250.00 -- \$499.99      **DOLPHIN** Lover\*
- ' \$25.00 -- \$249.99      **SEA OTTER** Lover\*\*

\* Donor's Name engraved on plaque

\*\* Donor's Name Listed in RDMIA periodic newsletter

**Please list my name** (*e.g. John and Mary Smith, Rodriguez Family, Dr. Mary Vu, etc.*) **in the donor acknowledgments as:**

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**Please send this form with your check to:**

**RDMIA**

**2014 -2015 Beautification Fund**

**PO Box 274**

**Aptos, CA. 95001- 0274**

# Our First Memorial Bench

Come rest on our first Memorial Bench at the Rio del Mar Esplanade. This bench and each additional one has a special loved one to remember with a engraved placard. We thank the donor and hold a place in our hearts for each.



## We Thank You... Beautification Fund Donors

*(as of December 30, 2014)*

*(This list needs your name)*

### **Whale Level (\$500 +)**

Robert and Marilyn Hoyt  
Mike Freitas and Melanie Shaffer Freitas  
Steve and Renee Robbins  
Finkelman Family Charitable Foundation  
County of Santa Cruz (in kind donation of permit fee)  
John Fuchs Construction (in kind donation of services)

### **Dolphin Level (\$250-499)**

Ginny Solari Mazry  
Fay Levinson and Jose Vela  
Jeanne Harrison (Café Rio)  
Ken and Patti Lindsay  
Robert Wall Family

### **Sea Otter Level (\$25 to 249)**

Aptos History Museum  
Supervisor Zach Friend  
Les White  
Chrisie and Robert Pfeil  
Carroll and Carol Caminata  
Norman Lescure  
Debbie Calhoun  
Patrick and Caroline Kelley  
Whaley/Mc Clure Family  
Rosemary Shaffer  
Patrice Shaffer  
Jan Fincher  
Richard English  
Jim and Linda Hall  
Maruyama Family  
Walsh Family  
Jeanne and Bill Weseloh



# How the Benches Got Here (by Patrick Kelly)

It seems as if it's been on the agenda for years... "Can we please get some benches down at the Esplanade?" And it has been. All great beaches have benches. Why not RDM?

Why? Here's why: The authorities stated the benches were not allowed. Too much liability. They'll become a nuisance. But "No" was not an option to us.

Finally, last year we got an audience with Rangers Todd Allen and Jeffery Long who oversee a large section of the Central Coast's State Parks and Beaches. The main sticking point... maintenance and monitoring of the Benches. We offered to a solution: RDMIA will buy and install the Benches, - starting with one as a pilot project - maintain them, and deal with any vandalism or Graffiti that may occur. Also, if the Bench become too much of a nuisance or become burdensome for Parks, they could ask us to remove it. Step one, accomplished!

We then turned our attention to the real difficult task - money. Donations! As luck would have it, we had a one lined up who was happy to pay for the Bench, installation, and memorial plaque. Step two, done.

We ordered up the first Bench made of powder coated steel and heart Redwood. I must say it didn't look like much out of the box. But after building it and getting it down to the Beach, it started to look much more at home.

Our plan was to piggyback on the Roundabout construction and get them to pour the bench cement support pad. But a problem hit. The construction crew hit the water table just below street level. Cancel their pour... In came the volunteers: Dan Rothenbush ran down to get the concrete and we became instant journeymen concrete mixers. The next morning the Bench looked as if always belonged there... and still does!

So, go on down to the Esplanade. Enjoy a seat on the new bench some afternoon. Three more are on the way hopefully this year. We do have to keep an eye out for vandalism and Graffiti. But, after so many years, RDM finally gets the place to sit it deserves. Enjoy the view!

# 2015 Annual Membership Renewal and Information Update

The 2015 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 \_\_\_\_\_

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



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# RIO DEL MAR

IMPROVEMENT ASSOCIATION



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Les White

## IMPORTANT NOTES AND REMINDERS

### **Annual Meeting**

Please come to the Rio del Mar Improvement Association Annual Meeting at 7:00 PM on October 22 in the Rio Sands Hotel Conference Room.

Our guest speakers will be Patrick Mulhearn (Zach Friend's Analyst), Kim Adamson from Soquel Creek Water District. Patrick Kelley and Melanie Freitas will make a presentations. Coffee, tea, and refreshments will be provided. Please come!!!

### **Dues**

If you haven't yet paid your annual dues of \$25 per household for 2014, please do. Your support helps in the many projects we undertake for our community. Please mail your check to our return address (see this page).