
RIO DEL MAR

Improvement Association

Spring 2023 Newsletter



RDMIA Semi-Annual Spring Meeting:
Rio Sands Hotel Meeting Room
Wednesday, April 19, 2023, at 6:30 PM

REMEMBER TO RENEW YOUR MEMBERSHIP NOW FOR 2023
The annual Membership Fee is \$30 (Use the enclosed form or pay online)

Spring 2023 RDMIA Newsletter Highlights:

- Supervisor Zach Friend: County Strategic Plan and new Website
- Sneak Preview of our April 19th meeting at the Rio Sands
- Rio Del Mar History Corner: "GOLF: Gentlemen Only; Ladies Forbidden", second of two parts by John Hibble



Spring Newsletter

**The Semi-Annual meeting of the RDMIA will be held on
Wednesday, April 19**

Rio Sands Meeting Room, 6:30 pm. Doors open at 6:00 pm.

Speakers will include:

Marcus Pimentel, Santa Cruz County Budget Manager

Marcus will explain how very little of our tax contributions are spent on county projects when compared to other counties in the state.

Kent Edler, P.E., Santa Cruz County Community Development & Infrastructure

Kent is a licensed professional engineer who is an authority on the drainage challenges we face in the Rio Flats neighborhood.

Sarah Christensen, Santa Cruz County Regional Transportation Commission

Sarah is the Senior Transportation Engineer in charge of key projects, including the Watsonville to Santa Cruz Multimodal Corridor Program and Coastal Rail Trail, and will provide us with Trail and Highway updates that impact our members.

Kieran Kelly, Santa Cruz County Supervisor District 2

Kieran will be on hand to take any questions related to county oversight of projects in District 2, including street and road repairs, storm recovery, etc.

The meeting is free to attend and open to all RDMIA residents, but you must RSVP.
Snacks and refreshments will be provided courtesy of Mangiamo Pizza!

Please RSVP to reserve seats: info@rdmia.org



Santa Cruz County Strategic Plan

Zach Friend

Second District Supervisor County of Santa Cruz

There is no question that the Santa Cruz County of today is different than it was 30 years ago, and we know that some elements will change 30 years from now as well. How do we invest in the current and future needs of the county? Where can the County improve our methods? Where should we focus our efforts?

A few years ago, after significant community input on priorities and goals, the Board of Supervisors adopted a countywide strategic plan to provide a framework to answer these questions. The Board emphasized the importance of having an actionable and measurable document - one that is reviewed, flexible and updateable. One key to this effort is County created measurable objectives with complete transparency about the progress of each objective. All of this information can be found online, and, if you haven't had the opportunity to explore it, there is a wealth of information about our plan at:



<https://www.santacruzcounty.us/VisionSantaCruz.aspx>

Some useful information from the performance metrics section includes:

- A Transparency Portal from the Sheriff's Office that displays crime rate, calls-for-service, use-of-force data and other safety measures.
- A Permit Center Portal from County Planning showing the median building permit review time, the number of permits issued this last year, the number of staff currently assigned to reviewing applications and information about disaster rebuilding.

- Data on the Road to Zero Waste that outlines the amount of local waste is diverted by recycling, yard waste, reuse or ends up in the landfill - with information on the status of the landfill.
- A Budget Transparency Portal that lets you easily view any element of the budget with specific department-level budgets to see where the County spends its funds.

2021-23 Operational Plan

The 2021-23 Operational Plan is the second of three blueprints that work toward achieving the County's vision, mission, and values. The plan is a living document whose successes and challenges will be documented here. Progress updates will be made biannually in December and June. More information can be found using the links below. Questions or feedback are welcome, and can be submitted to vision@santacruzcounty.us.



**Comprehensive
Health & Safety**



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Housing**



**Reliable
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**Sustainable
Environment**



**Dynamic
Economy**



**Operational
Excellence**



**Plan
Guide**

The County’s Operational Plan shows how we are performing on specific objectives including affordable housing, road repairs, storm damage repairs, natural resources, conservation and more showing near real-time progress in achieving those goals. This ensures transparency in our actions and helps inform policy decisions should funds need to be allocated differently in an upcoming budget to improve outcomes in specific sectors. It is an easy-to-navigate site and, if you have an interest in County operations, or simply want to know where your money is spent, taking a few minutes to review the detailed information here gives you a thorough picture of our county at work.

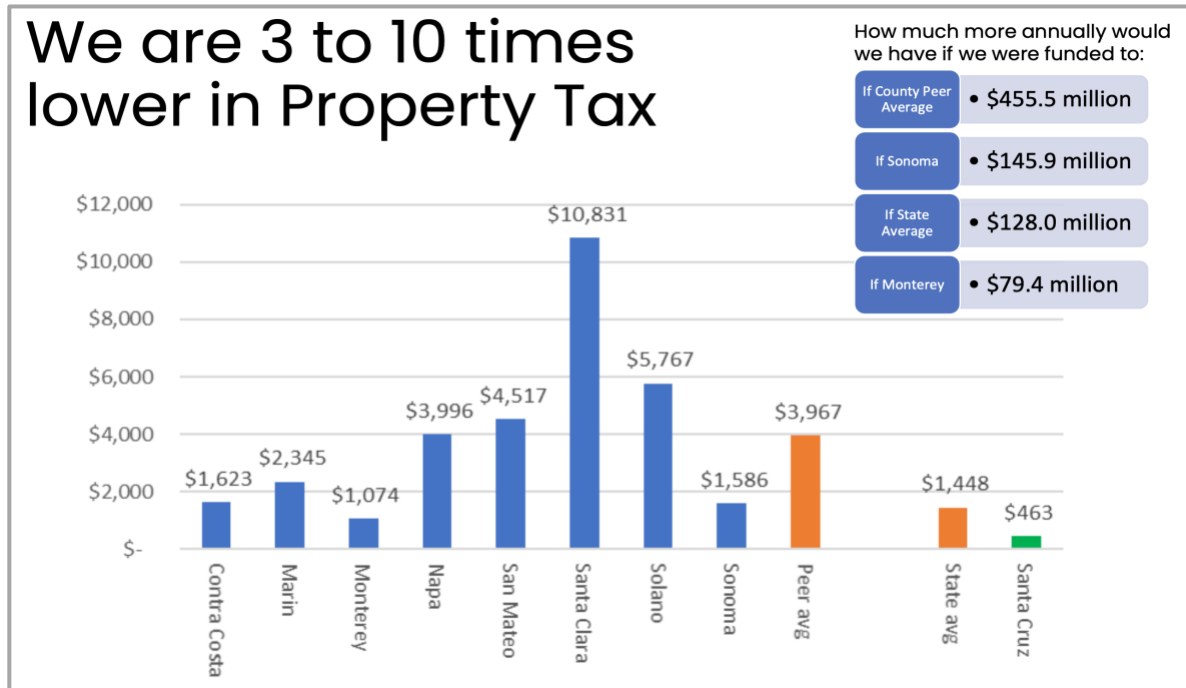
Working with the community to identify our community’s direction, this strategic plan prioritizes the use of limited resources, sets expectations and measurable objectives, helps address environmental uncertainty and change, and provides an objective basis for programmatic and policy evaluation that previously did not fully exist and now provides the community with something tangible to review programs and policies. The County Board of Supervisors created a two-year budget combined with a two-year operational plan to carry out the County’s strategic plan goals. This budget and operational plan provide funding alignment to meet specific community objectives.

I appreciate any feedback or questions you may have about the strategic plan or any other County issue. I maintain regular updates on social media at: <http://www.facebook.com/supervisorfriend> and you can always call me at 454-2200.

April 19 Rio Sands Meeting Sneak Preview:

Marcus Pimentel, Santa Cruz County Budget Manager

Marcus will explain how very little of our tax contributions are available to spend on county projects when compared to other counties in the state. Where's all our money going?



Kent Edler, P.E., Santa Cruz County Community Development & Infrastructure

Kent is a licensed professional engineer who is an authority on the drainage challenges we face in the Rio Flats neighborhood. Kent can talk to us about Beach Drive, too!



Could it be that the work done after the January storms will lead to a maintenance plan to keep the storm drain system working better than it has in the past? Let's find out!

April 19 Rio Sands Meeting Sneak Preview, continued:

Sarah Christensen, Santa Cruz County Regional Transportation Commission

Sarah is the Senior Transportation Engineer in charge of key projects, including the Watsonville to Santa Cruz Multimodal Corridor Program and Coastal Rail Trail, and will provide us with Trail and Highway updates that impact our members.

Rio Del Mar will benefit from several transportation programs. The Regional Transportation Commission working with Caltrans and other agencies is developing plans for a widened highway including Bus on Shoulder lanes, the Coastal Rail Trail Segment 12, and is studying the use of our rail line for eventual Zero Emission Rail Transit.



Learn more about the multimodal project here: <https://sccrtc.org/santa-cruz-county-receives-30-million-in-federal-grant-funding-for-multimodal-projects/>



Rio Del Mar History Corner

Courtesy of the Aptos History Museum

GOLF: Gentlemen Only, Ladies Forbidden” part II

By John Hibble

In 1935, with the repeal of Prohibition and an improving economy, Peninsula Properties expanded the hotel and remodeled the golf lodge. The improvements included a new Tap Room, a card room, and additional space for the golf pro. Ornamental ironwork and lamp fixtures were produced by the famous Santa Cruz artist, “Otar the Lampmaker,” including two tremendous torchieres of iron and copper with the club’s seal. They weighed over 500 pounds and graced the main entrance.

There once was a long suspension bridge across the ravine where the 17th fairway approaches the 17th green which was called the “Bridge of Sighs.” It “saves many steps if your tee shot carries the hazard.” It was named after the famous bridge in Venice Italy which was the last bridge prisoners crossed before entering prison. Tennis courts were added to the Golf Club in 1936. In August of 1937, a skeet range was added next to the golf shop.



Rio Del Mar Golf Lodge Lobby, Circa 1935

History Corner continued:

After enduring the depression, World War II was the next big challenge. The golf course became a vegetable garden planted mostly in corn and was closed from the Autumn of 1942 to the Summer of 1957. The Lodge became a rooming house for army officers stationed at Fort Ord & Camp McQuaide. A new group of investors purchased the assets of Peninsula Properties in 1955. Burt Stamp was hired to renovate and redesign the course. The lodge reopened as the Aptos Beach Golf Course in 1957.

The property was purchased again in 1963 by the Aptos Seascape Corporation which renamed it the Aptos Seascape Golf Course. The golf lodge and course were in for a series of upgrades. There were even plans to extend the course into Seascape along the ravines behind Dolphin Drive and Seascape Blvd. The following year the course was redesigned by the renowned William P. Bell & Son who had built over 400 courses. In 1965 the Lodge building began to be extensively refurbished. They added the Seascape Office to the Golf Lodge, enlarged the dining room, and remodeled the entrance. Ten years later, the Golf Lodge was expanded with a new building that included the banquet facility, locker rooms, a new pro shop, and the cart barn. The Golf Course was remodeled again in 1977 by Clark Glasson. In 1979, the dining room & lounge areas were completely refurbished again.

As the Seascape Corporation began to scale down their involvement in the area, they sold the golf course property to American Golf Corporation in 1986. The clubhouse was closed for extensive remodeling and modernization of the dining and banquet facilities. The kitchen was completely rebuilt & updated, and the clubhouse area was re-landscaped. The course was also upgraded. With the sale, the Seascape Corporation had retained the right to seek a permit to build a 101-room motel in the area between the driving range and the 9th fairway. A lengthy battle ensued against it by many locals and the application was denied in 1989.

In 1997, the golf course and lodge were remodeled again. The pro shop moved upstairs to its current location, and the front & back nines were switched back to the configuration first intended in 1925. The club was renamed Seascape Golf Club. I am reminded of the adage that a boat is a hole in the water that you pour money into. I think a golf course may well be 18 holes in the ground that the owner pours money into, in the hopes that golfers will pour more money into them.

The golf course was sold again in 2018. It was rescued by local residents Robert Ridino and Mark Holcomb, as partners, to purchase and manage this Aptos jewel. Improvements have been made to all areas of the club including the banquet facility, bathrooms on the course, the driving range, and the course in general. Please support the new vision for the Grand Lady of Rio Del Mar.

Thank you, John Hibble, for contributing to our Rio Del Mar History Corner!

RDMIA Appreciates New Members and Renewals!



Thank You to those who have already paid their 2023 dues 😊

Current Board members:

- President: Dan Rothenbush
- Vice Pres/ Membership: Jerry Cannella
- Treasurer: Sam Nazzal
- Secretary: Christina DeLapp
- Website / Social Media: Barry Scott
- Communications: Joseph Foster
- Director: Patricia Perry
- Director: Linda Neuman

Renewal time is upon us for members to contribute for 2023.

Dues enable RDMIA to maintain area landscapes, improve local parks and engage in community interests.

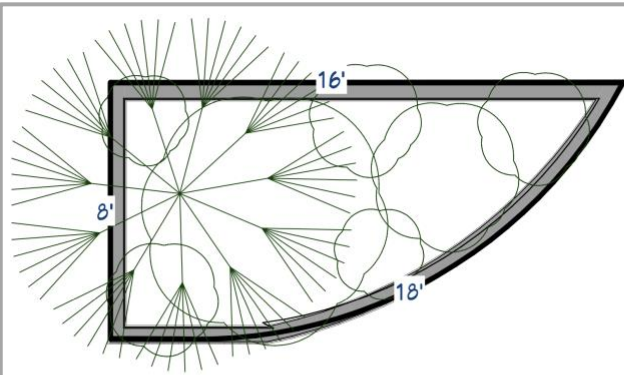
2023 RDMIA highlights in the community.

- *Improved solar lighting.*
- *Tree trimming for solar lighting enhancement.*
- *Continued landscape care – renovated median landscapes.*
- *Ongoing communication and outreach*



New Project: Rio Market Median Raised Planter Installation!

Because the current planting areas only have 6 inches of soil, and to prevent erosion, we are planning to create taller planters using decorative concrete blocks with one-way drain to permit water to drain out without letting any water from the street.



$18' + 16' + 8' = 42'$
 $42' \times 12" = 504"$
 $504" / 11.75" = 43$ BLOCKS PER ROW
 $20" / 4" = 5$ ROWS
 5 ROWS X 43 BLOCKS/ROW = 215 BLOCKS FOR A 20" HIGH RETAINING WALL

AREA IS APPROX. 98 SF
20" HIGH PRODUCES A VOLUME
OF APPROX. 163 CUBIC FEET OR
6 CUBIC YARDS OF FILL



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Thank you, Aptos Chamber of Commerce & Aptos History Museum!



<http://aptoschamber.com/>



<https://aptoshistory.org/>

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FREE ON-SITE PARKING

- Spacious king rooms with patios
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RDMIA is extending our gratitude to the many sponsors who grace our newsletter with their advertisements. It is a win-win for all. The community learns of our supportive businesses in the area and the community will, hopefully, return the favor by supporting those partners. In the past, it has been customary to ask for a donation from those businesses that advertise in the newsletter.

During Covid, we waived sponsor fees as a showing of support as we knew that all businesses were impacted. As we return to a more traditional model with costs associated with meetings and the work we do in the community, we are reinstating the sponsor fees of \$100 per year, which includes ad space on our website and in this newsletter.

We look forward to a continued partnership!

**Rio del Mar
Improvement Association**

PO Box 274
Aptos, CA 95001-274



Annual Membership: \$30

Please complete this form and 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 3rd party.

RDMIA annual membership per household is \$30 by check or \$32 by PayPal (including \$2 PayPal fee).

A \$500 Lifetime "LEGACY MEMBERSHIP" is eternal: membership can be passed to a resident family member!

Ways To Join:

- Complete membership form online at www.rdmia.org and pay via PayPal (\$30 + \$2 = \$32)
- Complete the membership form online at www.rdmia.org and mail a check payable to RDMIA (\$30)
- Print and complete this membership form and mail it to RDMIA, P.O. Box 274, Aptos, CA 95001–0274.

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.

Please Email my newsletter to save printing and postage

New Member Renewing Member Referred by _____

Get Involved?

I want to volunteer or contribute time or funding for RDMIA projects. Please call or email me.

I am interested in becoming a RDMIA Board member.

What do you value most about RDMIA? (please 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, water, and community events.

Beautification

Public area landscape improvements and maintenance

Helping to maintain our beaches

Rio del Mar
Improvement Association
PO Box 274
Aptos, CA 95001-274

