

# RIO DEL MAR Improvement Association

## Spring-Summer 2015 Update



### Projects' Successes Characterize This Report! Our community should take a bow!

Three major projects initiated by the community member Rio del Mar Improvement Association (RDMIA) are near completion or are underway. These include the Roundabout, Esplanade Beautification with benches, and a Rio del Mar entrance sign. The Roundabout and Esplanade with benches are essentially done with minor landscaping projects remaining (we're looking for volunteers to help plant) and the Rio del Mar entrance sign has just received a permit for installation.

Members of the RDMIA and volunteers should take a bow for these accomplishments. Go enjoy them. You can drive around and around the Roundabout to your hearts delight or just sit and bask in the sun on the first Memorial Bench at the Esplanade.

Inside here you'll see an update of where the RDMIA projects stand and a few stories behind them.

We're not done but we're getting there. Thanks to you all!

# The Story Behind the Rio del Mar Entrance Sign

(by Melanie Freitas)



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

The RDMIA undertook the sign project almost a year ago. It has been an arduous journey through design and regulation. We hope the sign will be completed by mid-May of this year. Here's how we made it happen.

Getting a design was a tough first step. John Fuchs came to our rescue and sketched a sign incorporating the lettering from the original sign when Rio del Mar was established in 1926.

We then began the process with the County Public Works Department to get a permit to install the sign in one of the traffic islands on Rio del Mar Boulevard.

At the same time we were trying to increase the Beautification Fund to pay for the sign. We experimented with two different sign locations for the sign as well as the actual sign dimensions. John Fuchs helped again by constructing plywood mock ups of the sign so that the County Public Works staff as well as the neighborhood could comment on the sign before it was constructed.

The traffic island in front of Arco station was abandoned in response to concerns of blocked driver's vision. It was agreed to place it on the traffic island across from the Deluxe Market at Clubhouse Dr. This site has been approved by Public Works with the condition the sign will be lowered to a 3 foot height to avoid issues with pedestrian safety.

LMNO Arts ( an Aptos-based business) is in the process of fabricating the metal letters using the font and style of the original sign. The RDMIA Board is looking forward to the sign finally being constructed. We hope everyone will agree that it will be a beautiful gateway to our wonderful neighborhood!



## Esplanade and Roundabout Update (by Patrick Kelley)

We've made great progress with the Esplanade and Roundabout. Santa Cruz County Public Works installed a Great Palm there that needed a new home. We renovated the old *Welcome to Rio del Mar Beach* sign. We relocated the Whaley

Sculpture from its hidden spot at Clubhouse and Rio del Mar Blvd. to the Roundabout as well thanks to the help of Toucan Crane company.

Three palms previously removed from the construction area were moved to a nice new home near the restrooms. They will be enhanced with some new landscaping and a new installation of some fresh plantings near the Rio Market as well as by the Bailey offices. Lastly, we are in the midst of installing some community volunteered succulents for the Roundabout planting itself. This will minimize watering needs and follow our philosophy of reuse, rethink, and re-install.

Many thanks to Earthworks for working so well on the project and always keeping us in the loop and for Toucan Crane and Todd Baird Landscape for big help as well.

We are rounding the corner and should have this project completed by the end of April. Getting people to use the crosswalks and having drivers follow 'Roundabout Etiquette' is a challenge. Roundabouts, by their nature, are a bit uncomfortable for all using them. This is part of their design. They heighten user awareness when navigating through them, thereby heightening safety. It may sound contradictory, but that's what studies show.

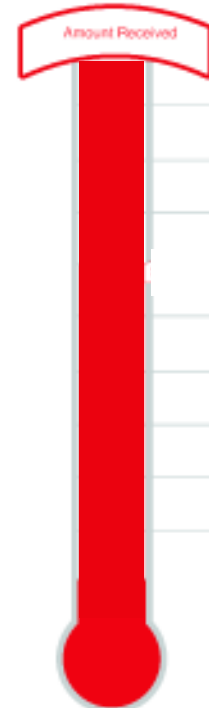
We hope you plan on attending the rededication ceremony when all is complete. We'll let you know when. Until then, enjoy your new Esplanade!

# Beautification Projects Fundraising Exceeds Goal!

We are nearing the finish line for several RDMIA projects to improve the Rio del Mar community. These include:

- 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

\$12,000!!!



Our goal

THANK  
YOU!

We have received over \$12,000 in contributions to the Beautification Fund. Thank you to everyone who has donated. We are using the funds to pay the bills coming due for the relocation of the Whaley sculpture (completed!), landscaping of the new roundabout, and the new Rio del Mar entrance sign. The names of donors as of March 26, 2015 are listed on the next page.

# **We Thank You... Beautification Fund Donors**

*(as of March 26, 2015)*

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

Whaley and McClure Families  
Robert and Marilyn Hoyt  
Mike Freitas and Melanie Shaffer Freitas  
Steve and Renee Robbins  
Finkelman Family Charitable Foundation  
Ginny Solari Mazry  
Allen Property Group  
Marc Monte  
Pelagia Butler Family  
Joyce Burnett and John Giovannetti  
Bob and Judy Sanchez  
County of Santa Cruz (in kind donation of permit fee)  
John Fuchs Construction (in kind donation of services)

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

Fay Levinson and Jose Vela  
Jeanne Harrison (Café Rio)  
Jay Hughes  
Ken and Patti Lindsay  
Bill and Nancy Jackson  
Robert Wall Family  
Dan Rothenbush  
Les White  
Jeremiah and Sandra Murphy

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

Anonymous  
Aptos History Museum  
Supervisor Zach Friend  
Cathleen Galas and Dan Ingalls  
David Kassel  
Julie Lambert  
Chrisie and Robert Pfeil  
Peggy Eklund  
Carroll and Carol Caminata  
Norman Lescure  
Debbie Calhoun  
Patrick and Caroline Kelley  
Rosemary Shaffer  
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Jason and Lori Mersman  
Sutter Family  
Thomas Pistole  
Cindy Jewell  
Patrick and Debra Carroll  
Jacob Sidman and Kris Sidman-Gale

**Businesses that Have  
Donated Labor and/or Material**  
LMNO Arts  
Alterra Solar



# Important Notices and Dates

## **Join Us for the RDMIA Semi-Annual Meeting: 7-9 pm, April 29, 2015**

The Rio del Mar Improvement Association holds its Semi Annual Meeting on Wednesday April 29, 2015, 7 to 9 pm at the Rio Sands Hotel, 116 Aptos Beach Drive. The Meeting will begin with an introduction of the Board of Directors.

We'll have two guest speakers in addition to an update on the Association's projects which include installation of benches on the Esplanade, relocating the Whaley Monument, the Roundabout reconstruction/new landscaping and the new "Welcome to Rio del Mar" sign at Rio Del Mar Blvd. and Clubhouse Drive.

Our first guest speaker is Santa Cruz County Supervisor Zach Friend. He will update us on the new Vacation Rental Ordinance and the County's new process to issue citations for code violations. He will also update the status of the investigation into the vandalism that occurred last November that affect over 20 cars, including arson caused car fires, and other property damage.

Our second guest speaker is Mary Gourlay of Barry Swenson Builder. She will review and update us on the Aptos Village Project slated for construction starting later this year. This will be a topic you won't want to miss.

## **Still time to renew your RDMIA membership**

It is not too late to renew your membership in the Rio del Mar Improvement Association. Your membership provides funding for keeping you informed about what is going on in our neighborhood by sending newsletters and improvement projects in the neighborhood. At last count 37 members in 2014 and 75 members in 2013 have not renewed their membership. For those previous members all you need to do is send a check or use pay pal for \$25.00 for 2015 Membership.

Send checks to RDMIA PO Box 274 Aptos CA 95001-0274.

Also we still have a Board Member vacancy. If you are interested in helping out please contact Dan Rothenbush at 831-688-6381.

# Important Notices and Dates (cont.)

## Save Our Shores Beach Clean Up Dates:

We need you! Our beautiful beaches need you. The Rio Del Mar Improvement Association, working with Save Our Shores, has adopted Hidden Beach for neighborhood clean-up days.

Save our Shores (SOS) has scheduled clean up dates as follows:

9am: Hidden Beach - Meet at Hidden Beach Park picnic tables

May 13 (Wednesday)

July 5 (Sunday)

Sept. 19 (Saturday)

To participate, wear comfortable walking shoes, sunscreen, a hat, and be ready to spend about one hour or a bit more helping keep Hidden Beach clean for all our families to use.

SOS supplies the materials used for clean-up (bags, gloves) and participants must sign a liability waiver for SOS (available at the picnic table).

High School Students can earn community service hours as well.

For further information, please contact Fay Levinson at [fayjoe1@yahoo.com](mailto:fayjoe1@yahoo.com).  
Thanks for helping RDMIA!!!!

## PVUSD No School Days

May 25 (Mon.) Memorial Day

End of School: June 5

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

Last I checked, we are 65% (two-thirds) of where we need to be just to not have a drought year. Add in the years of overdraft and... just keep conserving!

# 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:**

---

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

**RDMIA**

**2014 ☒ 2015 Beautification Fund**

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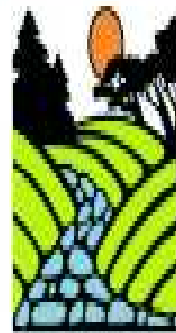
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# RIO DEL MAR

IMPROVEMENT ASSOCIATION

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Vice President Pat Kelley

Treasurer Melanie Freitas

## **Directors:**

Fay Levinson

Carey Pico

Les White

Vacancy

## **Acting Secretary:**

Carey Pico

## **Upcoming Events**

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Wednesday, April 29, 7-9 pm

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Sunday, July 5, 9 am (Hidden Beach Park)

Saturday, Sept. 19, 9 am (Hidden Beach Park)