

# RIO DEL MAR Improvement Association

([www.rdmia.org](http://www.rdmia.org))

## Winter 2016 Update



### **New Year, New Start for the RDMIA**

While we love to take credit for the numerous the Rio del Mar Improvement Association's (RDMIA) accomplishments of last year, we have a secret to admit. They didn't all happen in just one year. In fact they were years in the making, some starting as long as 10 or 15 years ago. So, pardon us if we don't have a host of grand projects going on.

Yet we haven't stopped trying to improve Rio del Mar. In this newsletter we share what we are doing with the 4th of July Parade to celebrate RDMIA's 75th Anniversary. We announce beach cleanup dates for Save Our Shores that one of our Board members has personally championed. We reach out to help you and your neighbors address concerns over clutter, sign blight, and graffiti. We also announce an incoming project that is being supported by the RDMIA, Village Santa Cruz, that helps connect the community and helps people age in place.

We are not doing this alone. Many of you have volunteered to help and we hope some might even take over the leadership in the future. And we thank you for that. Let's all work to keep Rio del Mar improving.

# Annual July 4 "Worlds Shortest Parade" for 2016



The Rio Del Mar Improvement Association is the **second oldest Association in the State of California** founded on August 16, 1941. To **celebrate the 75th anniversary** the Board of Directors proposes to participate in the "Worlds Shortest Parade" on July 4th. We are asking for a few of our members, that means you, to serve on a Committee to organize participation in the Parade. The Committee will submit the application to the Aptos Chamber of Commerce, design a float or floats, possible 75th anniversary shirts, signs, vehicles , flags etc. The participants would include members, children, and grandchildren.

The above are just a few ideas for the parade entry. If you would like to participate on this committee please **contact Dan Rothenbush at 831-688-6381 or email at drothenbush@att.net**. We hope to have this Committee in place by February 15th.



## **News Alert!!!**

## **Real Estate Agents Sign Ordinance**

Did you know that “Open House” or other real estate temporary signs are not permitted in roundabouts or on any center traffic medians? These signs create traffic hazards by distracting drivers and also create “visual clutter” in the neighborhood, especially when multiple signs are placed in the same area. John Presleigh, the County Public Works Director, sent a letter in August of 2015 to the Santa Cruz Association of Realtors stating that open house and other real estate signs are not authorized in the roundabout and center traffic medians.

The RDMIA has been asked to monitor this situation, especially in front of the new Rio del Mar entrance sign. We continue to see real estate signs placed in unauthorized areas. Of special concern is the placement of real estate signs in the roundabout and on the center traffic island across from the Deer Park Center directly in front of the new entrance sign. Regardless, all medians are off limits for temporary signs. In addition, neighbors should not place garage sale or other signs in these areas either. We all need to be aware of the traffic hazards and visual distractions that these signs can create.



## **Save Our Shores (SOS)**

The Rio Del Mar Improvement Association, in cooperation with Save Our Shores, schedules four Hidden Beach cleanup days per year. High School students can earn community service hours as well.

The dates (so far) for 2016 are planned as:

April 6 (Wednesday)

July 5 (Tuesday)

Oct. 15 (Saturday)

Please meet us at the Hidden Beach Park picnic tables at 9 a.m. to pickup beach cleanup supplies and sign the waiver of responsibility (available at the picnic table). The clean up takes about one hour and is very much appreciated. (Note: cancelled in the event of rain).

If you have questions about this project, please contact Fay Levinson at [fayjoe1@yahoo.com](mailto:fayjoe1@yahoo.com).

Thank you for helping to keep our beaches clean, neighborhood friendly, and saving wildlife!!!



*Part of the National*



*Movement*

## **Village Santa Cruz for mutual neighborhood support**

One of our Board members, Carey Pico, is part of a founding committee developing a new project called Village Santa Cruz. It is modeled on “The Village Project” started in Boston aimed at helping older adults maintain their independence and community. In short, it works by getting everyone so busy helping each other. By the time they get to the point where it’s difficult to do things, they’re so busy helping people, they just keep doing. This extends both physical and mental independence and creates a community we all would value.

By the next newsletter it is hoped the “Village” is ready to open here and look for starting members.

### **PVUSD No School Days**

January 18 (Mon) Martin Luther King Jr. Day

February 8 (Mon) Lincoln’s Birthday

February 15 (Mon.) Washington’s Birthday

March 25 - April 1: Spring Recess

May 30 (Mon.) Memorial Day

# **A Call for New Members and a Free Raffle!**

As many of you know, the Rio del Mar Improvement Association was the recipient of the 2015 Aptos Organization of the year award by the Aptos Chamber of Commerce. As a group we are very appreciate of this award and during 2016 it is one of our goals to increase the membership in RDMIA to continue to improve our community.

As of December, 2015 to date our records indicate we currently have 217 members. However Rio Del Mar has approximately 3,500 residential units which means that a very small percentage of our community actual are dues paying members.

So without incurring a significant cost, we are asking our current membership to help recruit your neighbors to join RDMIA. We will provide copies of our Fall 2015 and Winter 2016 newsletters with an application to join. In addition, we will provide you with information about what RDMIA does for the area. You would knock on your neighbor's door, explain what RDMIA does for our community and ask them to join.

On the application to join, you would write both your name and, in the Sponsor spot, add the name of your of Sponsor. There will be two drawings - one for the new members and one for the Sponsor. Each drawing is for a \$100 Dinner Gift Certificate at Café Rio.

E-mail RDMIA ([president@rdmia.org](mailto:president@rdmia.org)) or send a letter to our P.O. Box 274 Aptos CA 95001-0274 to request that the information be sent to you. Please include the number of copies and the street, block or addresses you intend to cover.

We very much appreciate your support and have a lot of other activities we would love to get started on, so please help us.



# RDMIA Receives Community Achievement Award!!!

The RDMIA Board of Directors was honored to receive the Community Achievement Award from the Aptos Chamber of Commerce at its annual awards ceremony and dinner on October 30, 2015 at the Seascape Beach Resort. In front of a sold out crowd of over 200 people, Board members Patrick Kelley and Melanie Shaffer Freitas accepted the award on behalf of the RDMIA.

The RDMIA was presented the award due for its multi-year beautification and improvement projects completed in the Rio del Mar community in the past year. These projects include:

- Landscaping improvements in the new roundabout area in the “flats,”
- Relocation and installation of the Whaley sculpture in the roundabout,
- Installation of “donor plaque” on large rock located in the roundabout,
- New entrance sign in traffic median across from Deer Park center,
- Periodic clean ups at Hidden Beach in coordination with Save Our Shores, and
- Continued maintenance of landscaping improvements in traffic medians.

The RDMIA Board was very proud to accept this award and intends to continue its efforts to improve the Rio del Mar community. We welcome any new project suggestions and participation. Please know that your annual dues (they are due now) for RDMIA membership and/or contributing additional funds for future help make these beautification projects possible.

# Report Graffiti Now



## **You can be a Graffiti Spotter!**

Did you know that you can report graffiti where you see it when you see it? Concerned citizens can call the graffiti hotline 24 hours a day or report it online. It's quick, easy, and confidential.

Hotline number: 831-427-0462

or online:

[www.scvolunteercneter.org/programs/graffiti-removal-project/report-graffiti](http://www.scvolunteercneter.org/programs/graffiti-removal-project/report-graffiti)

## **Want to get it done faster?**

### *Neighborhood Pride Volunteers:*

The Santa Cruz Graffiti Removal Project offers graffiti removal kits to anyone who wants to become a "Neighborhood Pride" volunteer/team - complete with paint, brushes, graffiti remover spray, gloves, mixers, etc. When the "Graffiti Hotline" gets a report of graffiti in your area, the Project contacts the Neighborhood Pride Volunteer in that area and they clean up the graffiti within 48-72 hours. This is usually a 3 hours per week commitment, and the Graffiti Hotline provides all the materials and training.

### *Group Paint-Outs:*

About once a month the Santa Cruz Graffiti Removal Project holds group paint-out/cleanup events throughout the county. The Project would love to schedule one in the Aptos/Rio del Mar area as early February if anyone knows of a large area in town that gets tagged frequently.



# **Time to Renew Your Annual RDMIA Membership**

It is time to renew your membership in the Rio del Mar Improvement Association. Your membership provides funding for supporting community projects and keeping you informed about what is going on in our neighborhood. For previous members just send a check or use pay pal for \$25.00 for 2016 Membership. New members need to print and fill out the membership form included in this newsletter.

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

## **Why is it important to be a member of RDMIA?**

RDMIA provides many valuable services to you. In 2014-2015, the RDMIA:

- Managed regular landscaping of traffic islands on Rio del Mar Boulevard and is now starting regular landscaping of the Roundabout and "Flats area"
- Constructed the new entrance sign to Rio del Mar across from Deer Park Center
- Relocated the Whaley Sculpture and added new landscaping to the Roundabout area
- Installed a plaque listing major donors for the 2014-2015 Beautification Fund in the Roundabout
- Coordinated Dedication Ceremony in June 2015 for the new roundabout
- Worked with the County Public Works Department to prohibit real estate "open house" signs on County traffic medians and the roundabout to reduce visual clutter
- Managed regular clean ups for Hidden Beach in coordination with Save our Shores
- Worked closely with Supervisor Zach Friend and other elected/appointed officials to improve the Rio del Mar community
- Coordinated RDMIA semi-annual meetings as an opportunity for Rio del Mar property owners and residents to discuss issues of concern.

**FOR ALL OF THE ABOVE REASONS AND MORE, PLEASE PARTICIPATE AND SUPPORT THE RIO DEL MAR IMPROVEMENT ASSOCIATION!!**

# 2016 Annual Membership Renewal and Information Update

The 2016 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 \_\_\_\_\_

Sponsor/Referred By \_\_\_\_\_

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):

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

## Improving Your Street's Appeal!



We are constantly asked what can be done to clean up neighborhood clutter that has become an eyesore. We have looked into this and here is what we've learned:

First, you can help improve Rio del Mar streets and neighborhoods by maintaining your own property, especially with removal of trash, unwanted cars and limiting the use of temporary storage containers/pods to only the legally allowed amount of time on the property. There's a subtle note in here - these are illegal already except with special permits.

If you are aware of or suspect property code violations in your neighborhood, you please report them to the County Planning Department. You can do this on line by going to (not all internet browsers work): [www.sccoplanning.com/PlanningHome/CodeCompliance/CodeComplaintForm.aspx](http://www.sccoplanning.com/PlanningHome/CodeCompliance/CodeComplaintForm.aspx)

To find the parcel number of the complaint property, go to: [http.sccounty01.co.santa-cruz.ca.us/ASR/](http://http.sccounty01.co.santa-cruz.ca.us/ASR/) to put in the address. Click search. Then copy the apn and past it in the Complaint form.

The identity of anyone reporting code violations is kept confidential and is protected under California government code section 6250 et. seq. The information and informant will remain confidential.

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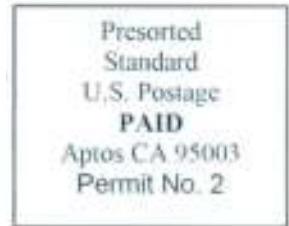
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# RIO DEL MAR

IMPROVEMENT ASSOCIATION



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Vice President Pat Kelley

Treasurer Melanie Freitas

**Directors:**

Fay Levinson

Carey Pico

Will Sutter

Jerry Cannella

**Secretary:**

Carey Pico

## Upcoming Events

### **Rio Del Mar Improvement Association Semi-Annual Meeting**

Wednesday, April 20, 7-9 pm

### **Save Our Shores Beach Clean Up Dates**

2016: 9 am (Hidden Beach Park)

Wednesday, April 6

Tuesday, July 5

Saturday, October 15