

Rio del Mar Improvement Association Summer 2019 Newsletter

Summer 2019 RDMIA Newsletter Highlights:

- Members are the Heart of the Association
- Zach Friend, 2nd District Supervisor, Community updates
- RDMIA Health & Safety Committee Report
- 4th of July Community Festivities
- Save Our Shores



Save the Date – Members & Public Invited

*Rio del Mar Improvement Association
Semi-Annual Meeting*

*Please RSVP to info@rdmia.org
Wednesday, October 16th – 6:30 – 8pm
Rio Sands Hotel, 116 Aptos Beach Dr., Aptos*



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 and pay via PayPal (\$30 + \$2 = \$32)
- Complete membership form online at 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 3rd 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 Members are the Heart of the Association

Thank you to the over 140 members who support the RDMIA's mission to beautify, advocate and are a part of community engagement.

If you are receiving this newsletter and have not already paid your 2019 dues, we hope you will do so today!

Dues help sustain the association's commitment to landscape maintenance in addition to the special projects on tap in Rio del Mar.



Ways to Join:

Complete [online membership form](#) and pay via PayPal (\$30 + \$2 = \$32) using Donate button

Complete [online membership form](#) and mail check payable to RDMIA (\$30)

[Print out membership form](#) and complete along with check payable to RDMIA (\$30) and mail

Forms and fees should be mailed to
RDMIA, P.O. Box 274, Aptos, CA 95001 – 0274.

Thank you!

Enhancing our neighborhoods through beautification, advocacy and engagement



RDMIA continues the work of maintaining landscapes throughout Rio del Mar
[Learn more](#)



RDMIA hosts community public meetings during the year with local officials sharing current events and news to keep you informed.
[Learn more](#)



RDMIA volunteers continue to dedicate time and engagement to Save Our Shores beach clean-ups, Hidden Beach Park improvements, and our neighborhoods. [Learn more](#)

Community Updates from Zach Friend

2nd District County Supervisor



Addressing Fireworks in our Neighborhoods and Beaches

With Summer the number of complaints for fireworks begins to increase. Over the last few years our office, the Sheriff's Office and State Parks, have received numerous complaints about fireworks – from concerns about the noise to fire and environmental concerns. The issue was raised at a recent neighborhood association meeting I attended with concerns that they are becoming more common even outside of the summer.

The largest number of complaints come around July 4th with the majority of calls from the coastal areas of our district including Rio Del Mar. The exact location of the discharge is often difficult to pinpoint, as the sound reverberates throughout the coastal area, but there are some known hotspot locations on state beaches and some county beaches in the unincorporated area.

Over the last few years the Sheriff's Office has tried different enforcement approaches while the County has done a significant educational (including paid advertising outreach) to address the issue. Some of this enforcement, specifically along the coast, has caused concerns about increased fireworks activity in the more rural areas. Others have believed that when the enforcement is most directed there is a decline in activity along the coast. While others have contacted my office to express concern about the usage of law enforcement resources for fireworks in general (believing this is a low priority issue).

The County's position has been that since fireworks, even safe and sane fireworks, are illegal in the unincorporated area, there should be enforcement on this issue. Realistically, there are significant barriers to effective enforcement: the difficulty in pinpointing the exact location of the discharge, the delay between the report and arrival of law enforcement (as people that are discharging them often leave the scene), call prioritization (if there are other active calls that officers are on then they won't be able to respond immediately) and more. But the County is still committed to helping to reduce the issue.

Fireworks are sold legally in neighboring jurisdictions and often brought illegally into our community and fired off on the beaches, in the neighborhoods and even along the rail corridor and local parks. Over the last few years the County has increased the fines for fireworks (fireworks violations are subject to triple fines during July 4th, which means a citation can cost well over \$1,000 after court costs are added on.) Additionally, working with local community groups and the Sheriff's Office the County adopted a set of policies and approaches that included: improved tools of enforcement, better education locally, and outreach to neighboring jurisdictions that sell fireworks. Specifically, the plan included:

- Making triple fines for fireworks permanent on July 4th and other holidays (meaning possession of fireworks will cost you well over \$1000 in fines and court costs)
- Visits to local high schools by the Sheriff's Office School Resource Officer for education to students about the dangers and enforcement actions
- Producing public service announcements and other media outreach to local and regional media outlets about enforcement plans and the danger of fireworks before the summer
- Expanding digital signage near hot spot neighborhoods about enforcement
- Working with vacation rental owners to educate them about visitors bringing illegal fireworks and also the consequences associated with it

Community Updates from Zach Friend

Getting Involved Through County Commissions

Did you know that the Board of Supervisors appoints local residents to positions on more than 40 advisory bodies established to provide advice and recommendations to the Board? In addition, board members that serve on specific commissions such as the Monterey Bay Air Resources Board, make additional advisory appointments. There are at-large appointments, where any member of the Board can nominate an appointee and district appointments, where an individual Supervisor nominates appointees. Here is an overview of some of the commissions and how you can learn about openings and apply to get involved.



County commissions, committees and advisory bodies serve an essential function in the local policymaking process. There are current openings in our district that may interest you including the Mental Health Advisory Board, the Historic Resources Commission and the Equal Employment Opportunity Commission. Additionally, there are at-large appointments that you can consider.

How do I learn more?

More information about these commissions can be found on the County's website, www.santacruzcounty.us under the Government tab - then select "Committees, Commissions and Advisory Bodies." Once you're on this site you can see all the at-large and direct appointment opportunities. You can also click on specific commissions or advisory bodies to learn about how often they meet and what issues they specifically work on.

If you're interested in serving, you can fill out an application directly from that same page. Once the application is received by the Board of Supervisors it is routed to each Board member and then filed for further consideration by Board members when there is a vacancy on the advisory body. If a supervisor is interested in nominating you for appointment, you will be contacted to discuss the appointment, the appointment process, and requirements for the advisory body in question by Board of Supervisors staff.

Ultimately, the Board as a whole makes the final appointment during a Board of Supervisors meeting.

As always, if you have any questions please feel free to call me at 454-2200.

For more information about the SC County Firework Ordinance visit the Santa Cruz county website:
<http://www.co.santa-cruz.ca.us/Fireworks.aspx>

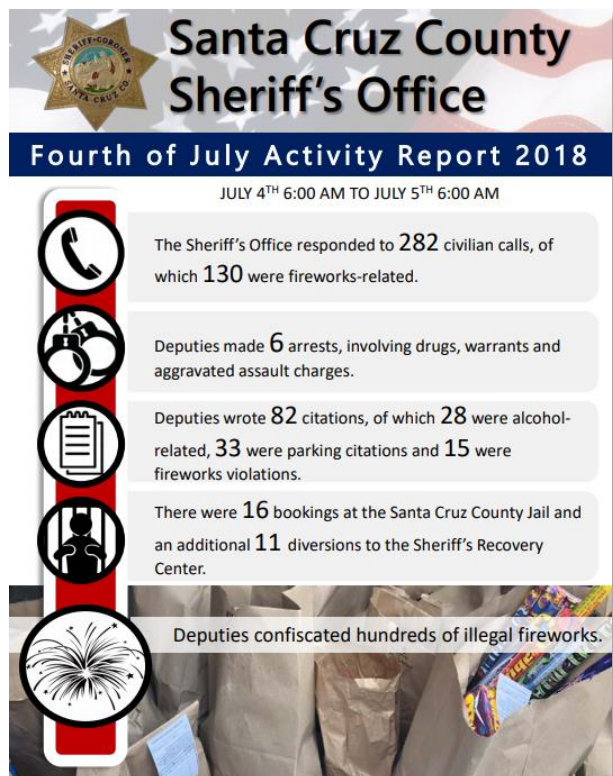
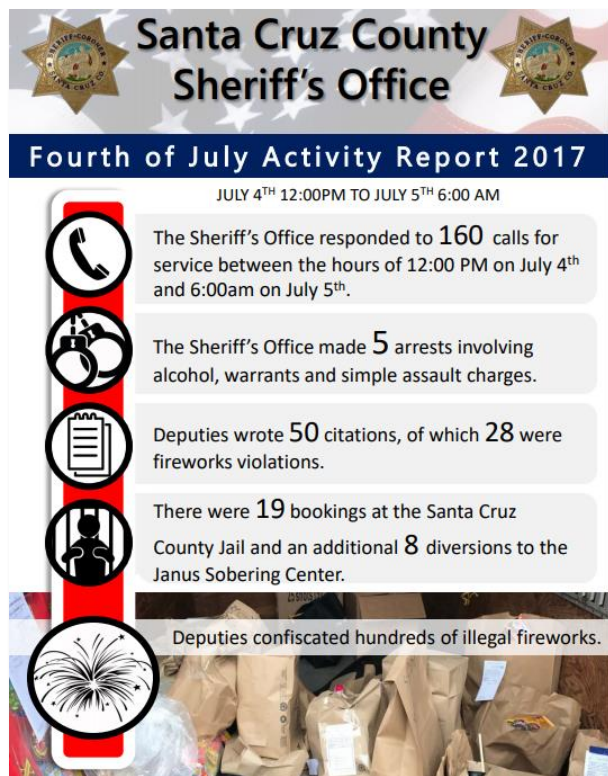


New RDMIA Health and Safety Committee

Focus on Illegal Fireworks

RDMIA recently formed a Health and Safety committee after several members expressed concern about continuing illegal fireworks use and its negative impact on people, pets and the environment. The Board determined this falls within the RDMIA mission to advocate on members' behalf. These fireworks are illegal for good reasons. Committee participants include Dick and Ramona Andre, Patrick Kelley, Peter Townsend, and Dan Rothenbush.

The committee's goal is a reduction of illegal fireworks activity within the RDMIA boundaries during the July 4th holiday season and beyond. Published statistics are county-wide only and not directly comparable from year to year due to differing time periods. The trend of issuing fewer illegal fireworks citations seems to be clear, however.



Many of the challenges to achieving a reduction of illegal fireworks use are well known and articulated by Zach Friend in his community update: limited enforcement resources and many considering it a low priority and episodic problem. What may not be well known is the Sheriff issues a citation only when disorderly conduct is observed or immediate threat to surrounding people or property. In addition, we understand the District Attorney routinely dismisses the citations. The deterrent message is contradictory.

Sergeant Jordan Brownlee and Supervisor Zach Friend met with the committee to discuss these issues. As a result of the committee's findings, RDMIA is recommending specific and low cost actions to have an impact.

The status on these actions are:

- Fire Department. Recommendation to position a fire truck along Beach Drive was not accepted as fire personnel have no citation authority so a truck sends a confusing message
- County Sheriff. Recommendation to allocate more personnel to the Rio del Mar area was taken. It is clear the enforcement focus is on the more northern beaches where large group disturbances are more frequent. The Sheriff's holiday resource plan has not been published yet
- State Parks. Requested adding temporary and permanent signage specific to "no fireworks"
- District Attorney. Letter written to request halting the routine citation dismissals
- County Supervisor. Zach is pitching for more resources to Sheriff and State Parks
- Seascope HOA. Concerned HOA member reported their Board does not consider fireworks a problem. Sent inquiry to the HOA administrator with no reply so far
- Communicated to local rental management companies confirming fireworks activity notices included in their rental agreements
- First Alarm. Inquiry in to the company founder about increased and focused Rio del Mar-area beach patrol activity for their clients

An update on actions and results will be provided in the next newsletter and community meeting.

Save Our Shores and RDMIA Annual July 5th Clean Up

Friday, July 5th – 9:00 – 11:00 am

Meet at Hidden Beach Park to sign in and for supplies



Rio del Mar Improvement Association continues its commitment to keep our beaches free of trash! We need your help, especially after the 4th of July holiday for our annual beach cleanup on July 5th.

Plan to spend part of your day doing something for the environment. This day is one of the dirtiest days for our local beaches, where over a thousand pounds of trash can be found at the edge of the Monterey Bay National Marine Sanctuary. RDMIA is excited to bring the community together to be a part of the solution to ocean pollution!



In addition to the annual July 5th clean-up, RDMIA will host the Annual Coastal Cleanup Day - the statewide effort is the biggest and largest volunteer effort on the planet, where tons of trash are removed from the coastline every year.

RDMIA greets all volunteers at Hidden Beach park picnic tables to sign in, gather supplies and answer any questions. We encourage volunteers to bring their own gloves if possible. Rain cancels events.

Aptos Community Celebrates the 4th of July



Holiday festivities start with the annual pancake breakfast serving eggs, sausage juice and coffee, and of course pancakes beginning at 7:00 am in the parking lot at Burgers in Aptos. \$10 for adult/\$7 for children. Just the right start for viewing or participating in the World's Shortest Parade!

Anchors Away is this year's theme for the 58th annual World's Shortest Parade in Aptos beginning at 10:00 am at the intersection of State Park Drive and Soquel Drive.

This year's Grand Marshal is retiring Aptos/La Selva Fire Captain, Greg Hansen. Captain Hansen served the Aptos community for more than 30 years.

The parade hosts a myriad of entries from classic antique cars, floats, bands walkers, dancers, pets. Cheer from the sidelines, or perhaps you are planning to enter the parade – we look forward to seeing you celebrating America's birthday!

After the parade, join in the party at Aptos Village Park from noon to 4pm. There is something for the whole family: kids crafts and games, face painting, pony rides, zorbs, bounce houses, food trucks and beer and wine. Enjoy the local favorite band EXTRA LARGE too!



For more information about the day's events please visit the [Aptos Chamber of Commerce](#).

Summer Fun in the Flats



Pixie Deli and Good Eats - Have you visited the newly designed patio at Pixie Deli and Good Eats? Same great place with a fresh new look. A most popular hangout on any given summer day. Check out the cool [Pixie Deli and Good Eats](#) webcam [here](#) and stop by for a bite to eat next time you're at the Flats.

SUP at the Rio del Mar Beach – Stand Up Paddle or SUP Shack joins the Flats this summer for all your water rental needs. Conveniently located at the refurbished "vacant" lot (100 Esplanade Rd.) For more information about SUP visit supshacksantacruz.com.



CERT News

Emergency readiness work continues in Beach Flats area



As near perfect as our little beachside community may be, it pays to remember that we are situated in a county that purportedly has more geological hazards per square mile than any other in the State of California. Think of the Loma Prieta Earthquake that rumbled out from its epicenter in nearby Nisene Marks State Park in 1989... or the 2011 tsunami that wreaked so much damage in the Santa Cruz Harbor. We live in a very connected and fragile world—one very susceptible to natural disasters like the horrific Camp Fire, manmade disasters like the

San Bruno explosion, or extended power grid failure.

Given the odds that something COULD happen in Rio Del Mar and that help from over-extended professional first-responders could be delayed, there are two questions that each of us should probably consider:

- 1) *Am I prepared to “go it alone” and sustain myself, my family, and the pets in my house for an extended period of time? And,*
- 2) *Once I have determined that things are “OK” in my house, do I have the training, equipment, and organizational support to help some of my less fortunate neighbors in the immediate aftermath of a major disaster.*

That’s where the **Community Emergency Response Team (CERT)** concept comes in. 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 developed by the Los Angeles Fire Department following its study of the Mexico City earthquake.

Some of your neighbors have been hard at work to create a **Communtiy Emergency Response Team (CERT)** in our Rio Del Mar Flats area and to date captains have been identified for eight of the twelve designated “neighborhoods”.

Last May, volunteers held a successful daylong rummage sale that raised a higher-than-anticipated \$1,775 to support our local emergency response effort. Some of these dollars will be used to purchase walkie-talkies and ham radio equipment to maintain vital lines of communication in a disaster when the use of cell phones could prove problematic.

You may have already received one or more of our flyers or talked to one of us about this work. We hope that you’ll participate in future neighborhood meetings and we highly encourage you to participate in the next **free CERT Aptos training course**. Find out more at www.santacruzcountycert.org. You’ll be glad you did!

Questions or interested in helping us with this work? We are especially interested in connecting with those of you who are interested in serving as a neighborhood captain... or who have ham radio experience. Please contact us:

Lori Nielsen lorinielsen2000@yahoo.com
Eve Majure evemajure@earthlink.net
Rob & Dondi Gaskill beachnit@pacbell.net

Jerry Canella jerry@aljers.com
JoAnn Sherwood doghaircafes@aol.com
Chuck Melton chasmelton@hotmail.com

RDMIA Semiannual Fall Meeting – Save the Date



Wednesday, October 16th 6:30 - 8:00 pm

Rio Sands Hotel, 116 Aptos Beach Dr., Aptos

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.

RDMIA Appreciates New Members and Renewals

Welcome to our new members and thank you for your support!

- Peter & Susan Canepa
- Robert & Crystal Ridino
- Shari & Christopher Baker
- Ed & Karen Spinardi
- Bennie & Linda Schulman
- John Braucher
- Kate Minott
- Debra Johnson



Many thanks to our members who have renewed for 2019 and 2020 and especially to our 15 Lifetime Members. If you haven't paid your 2019 dues it's easy! Visit RDMIA.org to [renew or join today](#).

Board Member Outreach and Volunteer Call Out

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:



- Treasurer
- Secretary
- Social media
- Landscape coordinator
- Project coordinator

Current Board members:

- President: Dan Rothenbush president@rdmia.org
- Vice Pres: Jerry Canella vicepresident@rdmia.org
- Treasurer: open treasurer@rdmia.org
- Secretary: open secretary@rdmia.org
- Director: Donna Townsend info@rdmia.org
- Director: Peter Townsend website@rdmia.org

Thank You to Our Sponsors!



PC Solutions

discounts for Rio del Mar residents



Computer Support for the home.
Let me make it easy for you!

New Computer setup
Repairs and tune-ups
Home networks
Application training
On-line support service

(831) 688-8669

Will Beckett

<http://beckettpcsolutions.com>

Mangiamo
PIZZA APTOS

ASSURED LANDSCAPE

Roger Martin
(831) 663-9255
1943 San Miguel Canyon Road
Salinas, CA 93907



**NOBODY KNOWS
YOUR NEIGHBORHOOD**
like your neighbor!

**REAL ESTATE WITH A
PERSONAL TOUCH!**

Contact me!



ANNE MARIE SORCENELLI

(831) 227-4567

annemarie@serenogroup.com

CABARET 01406660

*Service you Expect,
Results you Deserve!*



CHESHIRE *Rio*

Vacation Rentals in Santa Cruz County

Contact us today at 831-688-2041



Bailey Properties

[Login](#) [Contact](#) [Create Account](#)



Sales: (831) 688-7434

Long Term Rentals: (831) 685-8588

Vacation & Interim Rentals: (831) 688-7009

Times
Publishing
Group

Aptos Times



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

**Rio Sands
HOTEL**

**FREE
ON-SITE
PARKING**

- Spacious king rooms with patios
- 24/7 Guest Services/Business Center
- Year-round heated swimming pool
- Complimentary WiFi and HBO

100 steps to the beach...

116 Aptos Beach Drive | Aptos, CA 95003 | riosands.com | Reservations: 800.826.2077

bhg BARTFIELD
HOTEL
GROUP