

# Marianne's Ice Cream opening in Seacliff

By JONDI GUMZ

jgumz@santacruzsentinel.com

## ON THE NET

To view a video at the Seacliff Center Market, visit [www.santacruzsentinel.com](http://www.santacruzsentinel.com) and click on this story.

Charlie Wilcox and Kelly Dillon, who bought Marianne's from longtime owners Sam and Dorothy Lieberman at the end of 2012, had pondered the idea of a second location before Sam died at 84 late in November.

"He gave us really good advice," said Wilcox, who invited Dorothy to the official hand-off Monday and wore his trademark suspenders and a straw fedora for the photo opportunity.

When Holdren made the call in December, "it was perfect tim-

ing," said Wilcox.

"It came together quick," said Dillon, noting the market building was put up in 1947, the same year as the Marianne's barn-red building. "That was fate."

The new owners plan to drop sales of lottery tickets and tobacco and expand grilling and picnic selections with an emphasis on local products.

"If they sell coffee and pastries, they'd have us hooked," said Rebecca Downing, president of the Seacliff Improvement Association, noting residents must make a hazardous walk on a freeway overpass to reach the closest coffee shop. "Folks in Seacliff have been waiting a long time for

SEE ICE CREAM ON B3



DAN COYRO/SENTINEL

Marianne's Ice Cream owners Charlie Wilcox and Kelly Dillon bought Seacliff Center Market and will put in an ice cream parlor. Former Marianne's owner Dorothy Lieberman is at right.

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EXTRA

## ICE CREAM

Continued from B1

things in our downtown."

The plea for coffee will not be ignored.

"We got the message," said Wilcox.

Added Dillon, "We're talking with coffee roasters."

The couple expects to be scooping ice cream in two or three months. They need new signs, and a lot more. They have to install freezers, a dishwasher and other restaurant equipment, and pass county inspections, which Wilcox said may necessitate occasional closures.

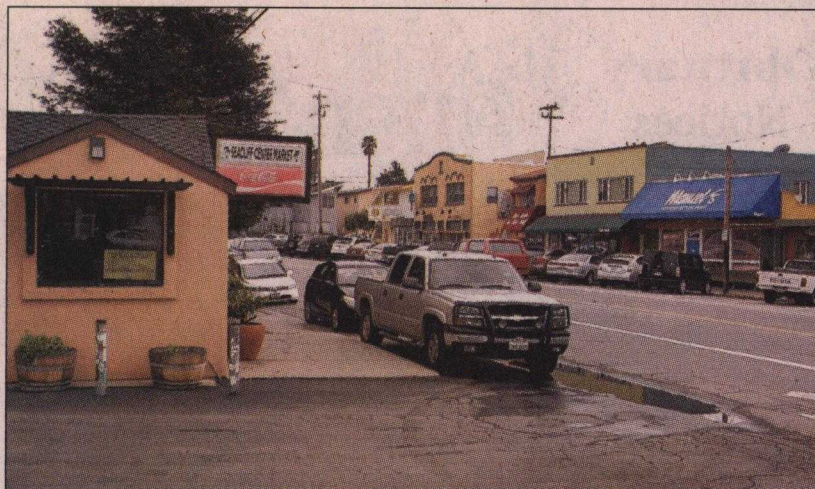
And they need employees. Wilcox expects to hire seven to eight part-time employees and one or two working full-time to keep scooping ice cream until midnight.

Holdren declined to provide details of the transaction.

He started working at the market when he was a fourth grader and has been running the place with the help of just one other person. Last year, he put the 2,000-square foot market up for lease.

He said the property has been in his family for 54 years and has offered to work two shifts per week at the new store.

"What makes it desirable is it's the only corner off the freeway," he



DAN COYRO/SENTINEL

Marianne's Ice Cream store No. 2 will move into Seacliff Center Market, across the street from Manuel's Mexican Restaurant.

said, noting the proximity to two of the most visited state parks, Seacliff State Beach, which is No. 4, and New Brighton State Beach, which is also highly visited.

The property has a gated courtyard, with mature hedges, an avocado tree planted by Holdren and a drainage area that flows to the ocean. Outdoor seating could be possible if the county installed a culvert, Holdren said.

Other improvements on the horizon for Seacliff include undergrounding utility poles, a new park on McGregor

Drive and new sidewalks, a median and planters, a removal of a retaining wall for another right turn lane by the Sno-White Drive-In.

Residents are pleased with changes new owner Bob Tapella brought to The Mediterranean restaurant and have organized gardening and cleanup parties.

The triangle property "got a huge haircut, it looks so much better," said Downing.

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