



Gerardo Martinez

August 30, 1955 - July 16, 2024

Gerardo Martinez was a beloved figure in the Goleta community, remembered fondly by all who knew him as “Rifi.”

Born in the picturesque city of Durango, Mexico, Gerardo carried a deep love for his roots throughout his life, often visiting the place of his birth. However, it was in the charming town of Goleta that Gerardo made his home and raised his loving family.

For 68 years, Gerardo’s life was defined by the dedication to his wife Josefina and their three children Yolanda, Sofia, and Gerardo II.

Beyond Goleta, Gerardo found solace and joy at his tranquil ranch situated along Lake Nacimiento — a property he worked hard to purchase and build up from scratch.

There, surrounded by the natural beauty of the California countryside, Gerardo would spend countless hours spending time walking, fishing, and taking in the natural beauty. He also indulged his lifelong passion for the sport of fútbol.

Rifi was very skilled at planting, and held a deep passion for cultivating an array of vibrant chili plants. He took immense pride in his chili-growing,

spending countless hours pruning, watering, and monitoring the plants' progress.

The fruits of his labor were then transformed into the most mouthwatering, flavor-packed salsas, which Rifi delighted in sharing with his family, friends and co-workers.

Rifi's passions extended beyond the garden. He was also a lifelong devoted dog lover, with a particular affinity for the loyal, intelligent breeds of German shepherds, boxers, and Australian shepherds. Over the years, Rifi had opened his heart and home to numerous canine companions, showering them with love, attention, and the finest care.

Gerardo's legacy will forever be etched in the hearts of his adoring family, who will carry on his spirit of humor, generosity, and unparalleled love.

Though he has departed this world, Gerardo's memory will live on through the countless lives he touched, a testament to the profound impact one person can have.

As family and friends gather to bid him farewell, they will celebrate a life well-lived, filled with passion, joy, and an unwavering commitment to those he held most dear.

A viewing will be held 3-7 p.m. Tuesday, July 30 at Welch-Ryce-Haider, 15 E. Sola St., Santa Barbara. Rosary will begin at 7 p.m. Funeral Mass will be at 10 a.m. Wednesday July 31 at Saint Raphael Catholic Church, 5444 Hollister Ave., Santa Barbara.

Previous Events

Viewing

JUL **30**. 3:00 PM - 7:00 PM (PT)

Welch-Ryce-Haider - Downtown
15 E. Sola St.
Santa Barbara, CA 93101
(805) 965-5145
info@wrhsb.com
<https://www.wrhsb.com>

Rosary

JUL **30**. 7:00 PM (PT)

Welch-Ryce-Haider - Downtown
15 E. Sola St.
Santa Barbara, CA 93101
(805) 965-5145
info@wrhsb.com
<https://www.wrhsb.com>

Funeral Mass

JUL **31**. 10:00 AM (PT)

St. Raphael Catholic Church
5444 Hollister Ave.
Santa Barbara, CA 93111
<http://www.straphaelsb.com/>