



**County of Santa Cruz Board of Supervisors
Agenda Item Submittal**

From: Board of Supervisors: Administration
(831) 454-2200

Meeting Date: February 6, 2018

Recommended Action(s):

1. Accept and file the report prepared by the Latino Affairs Commission highlighting their activities during calendar years 2016 and 2017.
2. Direct the Chair to thank the members of the Latino Affairs Commission for their work on behalf of County government.

Executive Summary

Accept and file the report prepared by the Latino Affairs Commission highlighting their activities during calendar years 2016 and 2017.

Background

The purpose of this report is to highlight the activities, accomplishments and future goals of the commission during calendar years 2016 and 2017.

Financial Impact

None.

Submitted by:

Zach Friend, Chair, Board of Supervisors

Attachments:

- a Latino Affairs Commission 2016-2017 Biennial Report

cc:

Board of Supervisors



County of Santa Cruz

Latino Affairs Commission

PERSONNEL DEPARTMENT

AJITA PATEL, INTERIM DIRECTOR

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(831) 454-2772 FAX: (831) 454-3463 TDD: 711

January 29, 2018

Board of Supervisors

Latino Affairs Commission 2016-2017 Biennial Report

Dear Members of the Board:

It is with pleasure that I forward this report to you.

I. ROLE OF THE COMMISSION

The Latino Affairs Commission was established April 7, 1992 and created an important and historical opportunity to advocate for the needs of the Latino community. Latinos continue to constitute the largest ethnic minority group in Santa Cruz County. The Latino Affairs Commission (LAC) was established by ordinance no. 4186 and added to the Santa Cruz County Code Chapter 2.117 on May 11, 1992.

The Commission exercises the following responsibilities in its efforts to ensure that the interests of the County's Latino population are protected and promoted:

- A. Respond to the interests of the Latino community, including public and private agencies, on concerns and issues affecting the needs of the Latino residents in the County of Santa Cruz.
- B. Collect critical data and information from both public and private agencies relating to the needs of the growing Latino community.
- C. Advise and make recommendations to the Board of Supervisors on relevant issues and matters concerning the Latino community.
- D. Monitor the various services made available to Latino residents by

public and private agencies within the County and help ensure the efficient delivery of those services.

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- E. Advise and make recommendations to the Board of Supervisors regarding socioeconomic needs of low income Latinos, including the County allocation of resources to County programs and community program funding.

II. MEETING DATES, TIME AND LOCATIONS

During reporting years 2016-2017, regular meetings were scheduled bi-monthly. All meetings convened at 6:30 p.m. Meetings were held at the United Way in Capitola, the Watsonville Community Hospital and at the Santa Cruz County Government Center located at 701 Ocean Street. In 2016, all meetings were scheduled for the first Wednesday of the month in February, April, May, August, October and December. In 2017, all meetings were held on the first Wednesday of the month in February, April, June, August, October and December. The Commission will continue this practice of meeting every other month to promote a regular meeting time throughout the community.

The Commission also held two retreats in 2017 over the summer which resulted in the creation of a Strategic Plan for the Commission. The Strategic Plan timeline was specifically set to align with the Future Goals of 2018 – 2019 found at the conclusion of this Report.

III. COMMISSION STRUCTURE

The Latino Affairs Commission consists of nine commissioners, five from the county and two each at-large for Santa Cruz and Watsonville. At the end of 2017, the Commission had seven seated members: four (4) members appointed by the Board of Supervisors; the City of Santa Cruz appointed one of their two members; the City of Watsonville appointed two members.

First District: Antonia Franco

Second District: Martin Vargas Vega

Third District: Antonia Franco

Fourth District: Brianna Del Franco

Fifth District: Vacant

An additional four (4) members are nominated by the cities of Watsonville and Santa Cruz:

City of Santa Cruz: Rebecca Hernandez Rosser and Gloria Nieto

City of Watsonville: Rebecca Garcia and Patricia Guevara

The following Commissioners completed their terms, resigned, or were replaced in the last two-year period: Yolanda Perez Logan and Liseth Guizar.

IV. COMMISSION STAFF

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Aimee Mangan, Commissions Coordinator, staffed the Latino Affairs Commission after Mary Thuerwachter retired in May of 2016.

V. ATTENDANCE – The 2016 and 2017 attendance reports are attached.

VI. GOALS ACCOMPLISHED IN 2016-2017

1. Attend and participate in community meetings that pertain to the Commission and its mission.

LAC commissioners attended many community meetings regarding health, safety, higher education, housing and immigration. In 2016 and 2017, Commissioner Garcia provided the Commission with reports, updates, and developments on her on-going participation with the countywide Youth Violence Prevention Task Force (YVPTF) Steering Committee. Commissioner Garcia is a member of the Watsonville City Council and routinely reports on Commission events and activities. Commissioner Garcia also serves on the Santa Cruz County Housing Authority, and Regeneration (Climate Change), in addition to attending Youth N.O.W. meetings. She also attended the Santa Cruz Community Coalition to Overcome Racism film presentation and community discussion in 2017.

Commissioner Perez Logan served as Assistant Division Director for the Probation Department until she retired in 2017. Throughout 2016 and 2017, Commissioner Perez Logan participated in the YVPTF Watsonville Work Group, South County BASTA Regional Operations Team, and the CSEC (Commercially Sexually Exploited Children) Initiative in addition to serving on the Project Thrive Leadership Team.

Commissioner Del Franco participated in multiple Dreamers events and invited Watsonville High School Dreamers Club members and their Advisor to a Commission meeting in 2016 to assist with brainstorming ideas for the Hispanic Heritage month art wall installation.

Hospice of Santa Cruz invited the Commission to assist with developing their curriculum and outreach strategies to be culturally appropriate. Commissioners Guevara and Garcia worked with Hospice on this project in 2016 and 2017.

Multiple commissioners attended a Town Hall featuring Congressman Jimmy Panetta and Congresswoman Anna Eshoo in 2017.

A historical overview of the Human Services Department's development of the Cultural Competence Plan was provided to the Commission by former Coordinator Teresita Hinojosa. This presentation helped Commissioners understand their mission better and promoted enhanced alignment between their proposed goals and mission. Hinojosa has Commission materials in her possession from the Commission's inception that will be archived at UCSC Library. The Commission will strategize approaches to sharing and making these materials available to the community in 2018.

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In 2017, the Commission designed and purchased name badges engraved with the Commission's name, logo and each Commissioner's name to improve visibility, recognition, and accessibility of the Commission within the community.

2. Continue ongoing review of Disproportionate Minority Contact task force project.

The DMC taskforce has not been active for the last two years. Their work has been adopted and institutionalized within many of the standing meetings throughout the county where appropriate.

3. Promote economic development for the Santa Cruz County community.

Commissioner Vargas Vega attended a Latino Policy Summit in Sacramento that featured a panel presentation on Latinos and the New Economy: Securing a Path to Progress.

4. Meet with elected officials to promote college readiness.

Commissioner Garcia often sends messages of concern and inquiries to Cabrillo College Trustees, and the Cabrillo Hispanic Affairs Council.

Commissioner Vargas Vega served as the 2014-15 Associated Students of Cabrillo College (ASCC) President and continues to promote college readiness and to keep the Commission abreast of related news and developments.

5. Continue to support community organizations and the County through the co-sponsorship of the local annual Citizenship and Immigration Forum, the Bi-National Health Week, the Watsonville Cesar Chavez Event, Stop the Silence Walk in Watsonville and other events/activities that inform and educate the entire community on issues affecting the Latino community.

The Commission did not co-sponsor any events during this window of time and recognizes that is an important activity to continue. To ensure they support events and activities during 2018 – 2019 they added Co-sponsorship of Events onto their regular meeting agendas at the end of 2017.

6. Prepare an exhibit for the Community Wall in the County Building to raise awareness of Hispanic Heritage month in September 2016 and 2017.

a. For Hispanic Heritage month September 2016, the Commission mounted an exhibit on the Community Wall at the Government Center at 701 Ocean Street promoting Hispanic Heritage Month events and activities throughout the county including:

- Mole and Mariachi Festival 2016
- Mexican Independence Day Parade & Festival
- Third Friday at the Museum of Art and History
- Beach Flats Mural Celebration

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- Watsonville Film Festival
- Family Fitness Fun with Jovenos Sanos
- La Vida Latina
- Day of the Dead Teen Craft
- Day of the Dead Family Crafts
- Community Altar Decoration

b. For Hispanic Heritage month September 2017, the Commission mounted an exhibit on the Community Wall at the Government Center at 701 Ocean Street focusing on local non-profits throughout the County that serve Latinos including:

- Community Action Board of Santa Cruz County
- Regeneración
- Mountain Community Resource Center
- SCC Community Health Centers
- SACNAS (The Society for Advancement of Chicanos/Hispanics and Native Americans in Science)

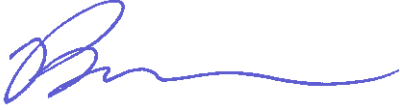
VII. FUTURE GOALS FOR 2018-2019

1. Enhance the Commission's engagement with the County's Cultural Competence Plan through remaining informed on progress of the plan, inviting County leadership to Commission meetings, participating in cultural competence trainings offered by the County and other community organizations, and fostering and maintaining relationships with County leadership.
2. Improve efforts to promote civic engagement within the Latino community through collecting and distributing data on voter participation to local government and non-profit organizations and meeting with local City Managers to identify potential partnership and sponsorship opportunities.
3. Remain involved in Youth Violence Prevention issues through touring juvenile hall and evening center, providing education and outreach to the Spanish-speaking community, and developing a link to events and resources on the Commission's webpage.
4. Raise public awareness and visibility of the Commission through attending community events in Watsonville and Santa Cruz, sponsoring events which further the purpose and mission of the Commission, presenting to community organizations on Commission projects, and maintaining an active presence on social media.
5. Continue to support community organizations and the County through the co-sponsorship of the local annual Citizenship and Immigration Forum, the Bi-National Health Week, the Watsonville Cesar Chavez Event, Stop the Silence Walk in Watsonville and other events/activities that inform and educate the entire community on issues affecting the Latino community.

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6. Prepare an exhibit for the Community Wall in the County Building to promote awareness of Hispanic Heritage month in September 2018 and 2019.

Submitted by:



Britt Harmssen, Esq.
EEO Officer

**Santa Cruz County Latino Affairs Commission
Attendance of Meetings for 2016**

Commissioner/ Supervisor	Feb 3	Apr 6	June 1	Aug 3	Oct 5 (No Quorum)	Dec 7
Yolanda Perez Logan 5th District	X	X	X	X		X
Rebecca Hernandez Rosser City of Santa Cruz	--	--	--	--		E
Antonia Franco, Chair 3 rd District	X	X	X	X		X
Liseth Guizar 2nd District	X	A	--	--		--
Brianna Del Franco, Co Chair 4 th District	X	X	X	X		X
Rebecca Garcia City of Watsonville	X	X	X	X		E
Gloria Nieto City of Santa Cruz	--	X	X	X		X
David Ortiz III City of Santa Cruz	A	--	--	--		--
Patricia Guevara City of Watsonville	X	E	X	E		E
Martin Vargas Vega 1 st District	--	--	--	--		X

Codes: X=Present E=Excused Absence U-Unexcused
V=Vacancy --not on commission

**Santa Cruz County Latino Affairs Commission
Attendance of Meetings for 2017**

Commissioner/ Supervisor	Feb 1	Apr 5	June 7	Aug 2	Oct 4	Dec 6 No quorum
Gilberto Reyes 1 st District	X	X	X	E	X	
Martin Vargas Vega 2nd District	X	X	X	X	E	
Antonia Franco, Chair 3 rd District	X	X	X	E	X	
Brianna Del Franco, Co Chair 4 th District	E	X	X	X	X	
Yolanda Perez Logan 5th District	X	X	X	X	X	
Rebecca Hernandez Rosser City of Santa Cruz	X	E	E	X	X	
Gloria Nieto City of Santa Cruz	E	E	X	X	X	
Rebecca Garcia City of Watsonville	X	X	X	X	E	
Patricia Guevara City of Watsonville	X	X	X	X	E	

Codes: X=Present E=Excused Absence U-Unexcused
V=Vacancy --not on commission