



# Santa Cruz County Latino Affairs Commission

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## Meeting Minutes

DATE: Wednesday, August 5, 2020  
TIME: 6:00 PM to 8:00 PM  
LOCATION: Meeting held remotely  
PRESENT: Gilberto Reyes (*1<sup>st</sup> District*), Christina Granados (*4<sup>th</sup> District*), Leo Gomez (*5<sup>th</sup> District*), Diana Alfaro (*City of Santa Cruz*), Rebecca Hernandez (*City of Santa Cruz*), Rebecca Garcia (*City of Watsonville*), Patricia Guevara (*City of Watsonville*)  
EXCUSED: Abbygale Gonzalez (*2<sup>nd</sup> District*)  
STAFF: Kaite McGrew (*Commissions Coordinator*),  
GUESTS: Helen Ruiz-Thomas (*Elections Program Coordinator*), Dr. Catherine Sonquist-Forest (*PPE4CC*)

1. Call to Order/Roll Call/Agenda Review

Meeting convened at 6:04 PM.

2. Motion to Approve June 3, 2020 Minutes as amended

Motion/Second: Garcia/Guevara

**Motion passed unanimously.**

3. Public Comment: None

4. New Business/Action Items

4.1. 2020 Elections and the Latino Community – Helen Ruiz-Thomas

Ruiz-Thomas, Elections Program Coordinator for the County Clerk's Office, reported on County voter outreach efforts and preparation for the November vote-by-mail election. New service centers will be available conduct same-day registration, provide and receive ballots. Voters can vote from Saturday through Tuesday. Spanish-language ballots are only available by machine on-site at the service centers. No hard copies of Spanish-language ballots will be printed or mailed and no voters who require Spanish-language ballots will be able to vote-by-mail.

4.2. PPE for the Central Coast (PPE4CC) – Catherine Sonquist Forest, MD MPH FAAFP

Dr. Sonquist Forest reported on PPE4CC's efforts to supply PPE for agricultural workers in Santa Cruz and Monterey County. The organization is seeking grant-funding to conduct a large distribution of cloth masks and Spanish-language health education materials to agricultural workers in Monterey County. Many Santa Cruz County workers also work in Monterey. A media arts campaign is being developed, including a contest for local artists to develop culturally and linguistically-appropriate health education messaging for the Latino community.

**Motion to authorize Chair to send a letter of support to PPE4CC**

Motion/Second: Guevarra/Reyes

**Motion passed unanimously.**

**Motion to support PPE4CC's arts campaign launch via social media**

Motion/Second: Garcia/Guevarra

**Motion passed unanimously.**

#### 4.3. Pajaro Valley COVID-19 Outreach Task Force Update

Granados reported that the Task Force is hosting weekly meetings to develop consistent effective community outreach messaging in collaboration with community partners such as the County Office of Education, Digital Nest, PV Health Trust, and PVPSA. Resources developed by the Task Force are available on a website hosted by Watsonville City. At Garcia's suggestion, Granados will follow up with the Task Force about developing culturally and linguistically-appropriate mental health resources to address post-COVID trauma and other mental health issues potentially having a disproportionate impact on the Latinx community.

#### 4.4. Commission Social Media Presence

Granados requested that the Commission prioritize the frequency and reach of their social media presence and suggested an Instagram account in addition to their existing Facebook account. Granados volunteered to promote and maintain a more energized social media presence on behalf of the Commission and will develop a content calendar for discussion at the October meeting.

### 5. Commissioner Reports

5.1. District 1 Report (Reyes): Cradle to Career is helping families to prepare for distance learning with internet and tablets, as well as providing groceries and other support. Christina Cuevas is running for re-election on the Cabrillo Board of Trustees.

5.2. District 2 Report (Gonzalez): No Report

5.3. District 3 Report: Guerrero Rosas has regretfully resigned her seat on the Commission because the pandemic necessitated a relocation out of the County.

5.4. District 4 Report (Granados)

Granados reported on census-related activities including a bike parade and collaboration with the Food Bank and other community partners. The 2020 Census will conclude a month earlier than previously announced.

5.5. District 5 Report (Gomez): SLV School District notified parents that reopening process has not yet been determined, but some students may be able to attend in-person. Latinx families may be disproportionately impacted if parents are unable to remain home with their children.

5.6. Santa Cruz City Report (Hernandez): None

5.7. Santa Cruz City Report (Alfaro): Santa Cruz City is moving forward with the Cedar/Cathcart Library development. Nine diverse women are running for four City Council seats. The Metro downtown development is moving forward.

5.8. Watsonville City Report (Garcia): Watsonville City Manager will monitor evictions since expiration of State and local moratoriums. Commissioners are encouraged to volunteer for Census hard-to-count door-hanger duty.

5.9. Watsonville City Report (Guevara): No Report

6. Staff Report: No update on the status of the EEO/CC Plan.

### 7. Adjournment

Meeting adjourned at 8:12 PM.

Submitted: Kaite McGrew, *Commissions Coordinator*