



Santa Cruz County Latino Affairs Commission

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Meeting Minutes

DATE: Wednesday, December 4, 2024

TIME: 6:00PM

LOCATION: United Way of Santa Cruz County, 4450 Capitola Road, Ste 106, Capitola, CA 95010

PRESENT: Yadira Flores-Martinez (1st District), Oscar Sanchez (2nd District), Kassandra Flores (3rd District), Cesar De Santos (4th District), Micaela Lopez (City of Watsonville), Bibianna Rocha (City of Watsonville)

EXCUSED: Rebecca Hernandez (City of Santa Cruz)

ABSENT: Leo Gomez (5th District)

STAFF: Kaite McGrew (Commissions Manager)

GUESTS: Paz Padilla (Community Action Board Programs and Impact Director), Hannah Rogers (Community Action Board Development Director), and 2 members of the public were present.

1. Call to Order/Roll Call/Agenda Review

Meeting convened at 6:02 PM.

Commission welcomed new Commissioners Kassandra Flores (3rd District) and Bibianna Rocha (City of Watsonville).

2. Approve October 2, 2024 Minutes

Motion to approve minutes as written.

Motion/Second: Flores Martinez/Lopez

Motion passed unanimously.

3. Public Comment

4. New Business/Action Items

4.1. Community Action Board (CAB) Report

Padilla and Rogers shared key updates on CAB's ongoing work and recent achievements, emphasizing increased Latino and Zapotec representation in organization and Board leadership, strengthened connections to the farmworker community, and expanded bilingual communications. Major initiatives include long-standing programs like rental assistance and youth homelessness services, alongside new projects such as a planned shelter with tiny homes and 24/7 security. They also highlighted Cab's four focus areas: homelessness prevention, youth development and employment, the Davenport Resource Center, and crisis response efforts. Notable accomplishments include distributing \$14M in pandemic relief—60% of which supported undocumented individuals—and a commitment to responsive programming guided by biennial surveys of low-income communities.

CAB continues to advocate for immigrant rights through forums like a recent immigration event at Watsonville High School, offering legal consultations and "Know Your Rights" education. As the only Central Coast affiliate of Unidos US, CAB focuses on equity and leadership development while maintaining programs like Luna y Sol for youth and wrap-around day-worker services to promote job stability. Their 60th anniversary celebrations include a May community carnival and

an October celebration showcase. The organization welcomes support through sponsorships, referrals, and feedback while remaining committed to evolving with the needs of the communities it serves.

4.2. 2025 Hispanic Heritage Month Art Wall Exhibit Planning

Commission discussed partnering with Community Action Board staff to create an art wall display celebrating CAB's 60th anniversary and highlighting their achievements over the years.

Motion to discuss partnering with CAB staff to create an art wall display celebrating their 60th anniversary

Motion/Second: De Santos/Flores

Motion passed unanimously

5. Commissioner Reports

5.1. District 1 Report (Flores-Martinez):

Flores-Martinez requested that we advocate to reestablish the sanctuary community at the February meeting.

5.2. District 2 Report (Sanchez):

Sanchez suggested a discussion on advocacy in support of the immigrant community in the wake of the recent election. Flores-Martinez suggested inviting the County Public Defender's Office to present on the process involved in record clearance.

5.3. District 3 Report (Flores):

Flores shared a little about her background and focus related to advancing the interests of the Latino community in Santa Cruz County. Serving as Director of the United Way's 211 program, she is well informed on the needs of Latinos in the various County regions and connected with resources for appropriate to each community.

5.4. District 4 Report (De Santos): No Report

5.5. District 5 Report (Gomez): No Report

5.6. Santa Cruz City Report (Hernandez): No Report

5.7. Watsonville City Report (Lopez/Rocha):

Rocha shared a little about her background and focus related to advancing the interests of the Latino community in Santa Cruz County. As a County Tax Collection Supervisor for the Watsonville and Santa Cruz offices, Rocha is focused on equity ensuring services and communications with the public are bilingual. She is planning a presentation with a local Watsonville realty office to new Latino homeowners on property taxes.

Lopez reported on recent Watsonville Film Festival Dia De Los Muertos events.

6. Staff Report: No Report

7. Adjournment

Meeting adjourned at 7:24 PM.

Submitted by: Kaite McGrew, *Commissions Manager*