



Santa Cruz County Latino Affairs Commission

701 Ocean Street, Room 510, Santa Cruz, CA 95060

P: (831) 454-2772 F: (831) 454-2411 TTY/TDD 711

commissions@santacruzcounty.us

www.scclatinoaffairs.org

Notice of Public Meeting and Agenda

DATE Wednesday, June 7, 2023

TIME: 6:00 PM – 7:30 PM

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

****As a courtesy to those who are affected, kindly attend the meeting *scent-free* and *smoke-free*.****

1. Call to Order/Roll Call/Agenda Review
2. Approve *April 5, 2023 Minutes*
3. Public Comment
Any person may address the Commission for a period not to exceed three minutes on an issue within the jurisdiction of the Commission.
4. New Business/Action Items:
 - 4.1. Consider 2023 Strategic Action Plan
 - 4.2. Consider 2023 Commission Ad Hoc Subcommittee Membership
 - 4.3. Consider National Hispanic Heritage Month Activities
 - 4.4. Discuss Diversity, Equity, and Inclusion in County Law Enforcement Leadership
5. Commissioner District/City Reports
 - 5.1. District 1
 - 5.2. District 2
 - 5.3. District 3
 - 5.4. District 4
 - 5.5. District 5
 - 5.6. Santa Cruz City
 - 5.7. Watsonville City
6. Staff Report
7. Adjournment

Next Meeting Scheduled for 6:00 PM on Wednesday, August 2, 2023

The County of Santa Cruz does not discriminate on the basis of disability, and no person shall, by reason of a disability, be denied the benefits of its services, programs or activities. If you require assistance to participate in the meeting, please contact (831) 454-2772 or TTY/TDD: 711 at least 72 hours in advance of the meeting to make arrangements.



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Meeting Minutes

DATE: Wednesday, April 5, 2023

TIME: 6:00PM

LOCATION: Meeting held remotely

PRESENT: Yadira Flores-Martinez (*1st District*), Oscar Sanchez (*2nd District*), Cesar De Santos (*4th District*), Leo Gomez (*5th District*), Rebecca Hernandez (*City of Santa Cruz*), Kristal Salcido (*City of Watsonville*)

EXCUSED: None

ABSENT: Fe Silva-Robles (*3rd District*), Sylvia Mendez (*City of Watsonville*),

STAFF: Kaite McGrew (*Commissions Manager*), Juliette Burke (*Chief Deputy Clerk of the Board*), Miriam King (*Spanish Language Interpreter*)

GUESTS: No members of the public were present.

1. Call to Order/Roll Call/Agenda Review

Meeting convened at 6:01 PM.

Commission welcomed new Commissioners Kristal Salcido (representing the City of Watsonville) and Oscar Sanchez (representing District 2).

2. Approve December 7, 2022 Minutes

Motion to approve minutes as written.

Motion/Second: Gomez/Salcido

Motion passed unanimously.

3. Public Comment: None

4. Administration of the Oath of Office

Burke administered the oath of office to all Commissioners in attendance.

5. New Business/Action Items

5.1. Election of Officers

Motion to elect Sanchez to serve as Commission Chair.

Motion/Second: Hernandez/Flores

Motion passed unanimously.

Motion to elect Hernandez to serve as Commission Vice Chair.

Motion/Second: Gomez/Salcido

Motion passed unanimously.

6. Commissioner Reports

6.1. District 1 Report (Flores-Martinez):

Flores-Martinez encouraged Commissioners to promote participation in a local bicycling event.

6.2. District 2 Report (Sanchez):

Sanchez shared information about himself including his work as Quality Improvement Director for Santa Cruz Community Health, his drive to eliminate disparities and barriers to equity in public

health and his service on the boards of Encompass Community Service, the United Way of Santa Cruz County, and as Chair of the Emerging Leaders Circle. Santa Cruz Community Health is hosting an upcoming event at UCSC's Merrill Cultural Center featuring a panel of Santa Cruz County public health champions to discuss equity in public health.

6.3. District 3 Report (Silva-Robles): No Report

6.4. District 4 Report (De Santos):

De Santos met with Supervisor Hernandez to discuss County response to Pajaro Valley flooding and advocate for an increase in Latino representation in leadership roles within County law enforcement. Commission will consider elements for the 2023 Strategic Action Plan and discuss potential opportunities to address the matter of Latino representation in County law enforcement leadership roles during the next meeting.

6.5. District 5 Report (Gomez):

Gomez reported that Supervisor McPherson and Representative Jimmy Panetta convened a panel of local, statewide, and federal agency representatives for a town hall in Ben Lomond to share updates about the ongoing storm response in the Santa Cruz Mountains and address community concerns. Commissioners are encouraged to speak to their District Supervisors about holding similar events. Work on reopening Hwy 9 in the wake of a mudslide in February is ongoing. Commissioners are encouraged to participate The mudslide damage that closed Hwy 9 i

6.6. Santa Cruz City Report (Hernandez):

Hernandez reported on a variety of issues including the Community Foundation's online directory of community flood recovery resources, Supervisor Cummings' support for the Commission's efforts, and an upcoming free screening of the documentary "Dolores," a portrait of labor and feminist activist Dolores Huerta to be held at the Del Mar Theatre.

6.7. Watsonville City Report (Mendez/Salcido):

Salcido shared information about her background including her service on the Watsonville City Council, the Police Activity Leagues Board, and her work as a County Deputy District Attorney. She reported on a variety of issues including the disparate Federal response to Pajaro Valley flooding relative to other areas of Santa Cruz County, a recent *Community Organized for Relational Power in Action* (COPA) meeting to address the housing crisis, Watsonville City's upcoming grand reopening of Ramsey Park and the expansion of *Si Se Puede*, the only Spanish-speaking drug and alcohol treatment program in Santa Cruz County.

7. Staff Report:

Staff reported that the Office of Recovery, Response, and Resilience has an exceptional webpage with great community information and flood recovery resources. The County is standardizing Commission protocols and standards, and the Commission is encouraged to ensure that all activities fall within their purview, and to consider how they can support

8. Adjournment

Meeting adjourned at 7:07 PM.

Submitted by: Kaite McGrew, *Commissions Manager*

2.117.050 Powers and duties.

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

- (A) Advise the Board of Supervisors on any significant problems currently encountered by the County's Latino residents;
- (B) Review the needs of Latino citizens in the County, and recommend comprehensive goals and objectives for effectively meeting those needs;
- (C) Monitor the various services made available to Latino citizens by public and private agencies in the County and make recommendations to the Board of Supervisors on how County government can help ensure effective and efficient delivery of those services;
- (D) Develop a procedure to identify and set priorities regarding the areas of greatest need for County support and/or attention, and prepare biennial recommendations to the Board of Supervisors regarding specific courses of action in response to identified needs and priorities;
- (E) Advise the Board of Supervisors how best to cooperate with local, State, Federal and private agencies serving Latino citizens, and assist in the preparation, implementation, and review of any regional plan or program designed to serve Latino citizens;
- (F) Advise the Board of Supervisors how best to cooperate with local, State, Federal and private agencies in order to maximize the availability of funds to meet the specific economic needs of the Latino population, with the objective of leveraging such funds to the greatest degree possible. [Ord. 5278 § 26, 2018; Ord. 4186 § 1, 1992].

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The Santa Cruz County Code is current through Ordinance 5431, passed January 31, 2023.

The Santa Cruz County Codes are provided here as a public service. This online version of the County Code should not be relied upon for legal determination. Official Santa Cruz County Codes are on file in the Office of the Clerk of the Board. The County of Santa Cruz is not liable for any omissions or inaccuracies and is not liable for any reliance on these codes by the reader. It is recommended that you consult official Santa Cruz County Codes in the Office of the Clerk of the Board.

County Website: <https://www.co.santa-cruz.ca.us/>

County Telephone: (831) 454-2323

[Code Publishing Company](#)

Santa Cruz County Latino Affairs Commission

2023 Strategic Action Plan

Objective #1:

Monitor and assess issues impacting the Santa Cruz County Latino community, and advocate to address barriers and inequities.

Ad Hoc Advocacy Subcommittee:

ACTION 1A:

Prioritize, research and make recommendations as needed to the Board of Supervisors on issues that impact the Latino community in Santa Cruz County.

ACTION 1B:

Receive and review communications from the community on matters of interest to the Latino community and make recommendations as needed.

ACTION 1C:

Monitor County cooperation with other agencies and community partners and make recommendations as needed to promote the interests of the Latino community.

ACTION 1D:

Monitor regional plans, programs, and funding and make recommendations as needed to promote the interests of the Latino community.

Objective #2:

Promote the Interests of the Santa Cruz County Latino Community through Outreach and the Provision of Resources.

Ad Hoc Community Outreach Subcommittee:

ACTION 2A:

Provide resources and referrals to services that support the Latino community in Santa Cruz County.

ACTION 2B:

Invite community partner reports and presentations on matters of interest to the Santa Cruz County Latino

ACTION 2C:

Host, support or participate in community events and exhibits that promote the interests of the Santa Cruz County Latino community.

ACTION 2D:

Monitor local redistricting efforts and promote civic engagement, voter education, voter registration and voter participation in the Santa Cruz County Latino community.

Santa Cruz County Latino Affairs Commission

2023 Strategic Action Plan

Objective #3:

Monitor and Promote Diversity, Equity and Inclusion in Santa Cruz County.

Ad Hoc Diversity, Equity & Inclusion Subcommittee:

ACTION 3A:

Monitor County implementation of embedded equity principles in County policy, programs and legislation and make recommendations as appropriate.

ACTION 3B:

Monitor *CARES Justice Advisory Group* activities and engage where appropriate

ACTION 3C:

Monitor *County Equal Employment Opportunity and Cultural Competence Plan* implementation and outcomes.

ACTION 3D:

Objective #4:

Promote Affordable Housing for the Santa Cruz County Latino Community.

Ad Hoc Affordable Housing Subcommittee:

ACTION 4A:

Monitor affordable housing efforts of local government agencies and make recommendations as needed.

ACTION 4B:

Share information about affordable housing and promote affordable housing events online, through social media and at events. Participate in Affordable Housing Month events.

ACTION 4C:

Advocate for policy, programs and legislation that creates or maintains affordable housing stock in Santa Cruz County.

ACTION 4D:



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Scheduled Meetings

Unless otherwise specified, regularly scheduled Latino Affairs Commission meetings are generally held as follows:

DAY: First (1st) Wednesday
MONTH: Every other month (February, April, June, August, October and December)
TIME: 6:00 PM – 7:30 PM
LOCATION: **United Way of Santa Cruz County***
4450 Capitola Road, Ste 106, Capitola, CA 95010

***Changes to the schedule**, including special meetings, changes of location, or meeting cancellations, will be listed on the website at www.scclatinoaffairs.org as soon as information becomes available.

2023 Meeting Dates		
DATE	TIME	LOCATION
February 1, 2023	6:00 – 7:30 PM	Remote
April 5, 2023	6:00 – 7:30 PM	United Way
June 7, 2023	6:00 – 7:30 PM	United Way
August 2, 2023	6:00 – 7:30 PM	United Way
October 4, 2023	6:00 – 7:30 PM	United Way
December 6, 2023	6:00 – 7:30 PM	United Way

Public Participation

- Please check the meeting agenda to learn details about how to participate in the commission meeting.
- If you need special accommodations, please call 454-2935 or TDD: 711 (California Relay Service) at least 48 hours before the meeting.