



COUNTY OF SANTA CRUZ

PERSONNEL DEPARTMENT

701 OCEAN STREET, Rm 510, SANTA CRUZ, CA 95060-4073

(831) 454-2772 FAX: (831) 454-2411 TDD: 711

LATINO AFFAIRS COMMISSION MINUTES

Wednesday, April 4, 2018 6:00 p.m.

United Way of Santa Cruz County, 4450 Capitola Road, Suite 106, Capitola, CA 95010

Present: Brianna del Franco (District 4), Antonia Franco (District 3), Gilberto Reyes (District 1), Rebecca Garcia (City of Watsonville), Patricia Guevara (City of Watsonville), Diana Alfaro (City of Santa Cruz)

Excused: Martin Vargas Vega (District 2), Gloria Nieto (District 5), Rebecca Hernandez Rosser (City of Santa Cruz)

Staff: Britt Harmssen, Esq., EEO Officer

Meeting was convened at 6:03 pm

- I. Roll Call of Commissioners**
- II. Approval of Minutes**
Approve Minutes of the February 2018 meeting.
Motion/Second: Garcia/Franco. Passed unanimously.
- III. Agenda Review**
Staff to add "Advocating for Immigrants' Rights" as Action Item 5 under Goal 2: Civic Engagement in the Strategic Plan.
- IV. Oral Communications** by Commissioners or Members of the Public (on items not on the agenda)
 - a.) del Franco welcomed new Commissioner, Diana Alfaro, who introduced herself as an advocate and project manager for affordable housing development whose civic engagement includes participation in various local political and social committees and advocacy groups.
- V. Election of Officers**
Garcia nominates Franco and del Franco to continue their service as Co-Chairs.
Motion/Second: Garcia/Guevara. Abstain: (2) Passed.
- VI. Strategic Plan Update**
 - a.) The Commission discussed where to add Affordable Housing within the Strategic Plan. Alfaro reported that a 40 unit Senior housing development recently received 800 applicants, while 1300 applications were received for an 88 unit affordable housing development in Watsonville. The waiting list at the Housing Authority continues to be very long.
 - b.) Garcia reported that a Housing Study was performed in the City Council Subcommittee, and there will be a series of public meetings regarding the bond measure for affordable housing to be included on the November ballot. A Press Conference is scheduled for April 5th on the Government Center Courthouse steps at 10:30 am. The dates and locations for the public meetings are as follows:
 - 5:30-7 p.m. Wednesday, April 11. Twin Lakes Church, 2701 Cabrillo College Drive, Aptos.
 - 7-8:30 p.m. Tuesday, April 17. Simpkins Family Swim Center, 979 17 Ave., Santa Cruz.
 - 5:30-7 p.m. Thursday, April 19. Watsonville Civic Plaza Community Room, 275 Main St.,

Fourth Floor, Watsonville.

5:30-7 p.m. Thursday, April 26, Santa Cruz Police Community Room, 155 Center St.

5:30-7 p.m. Wednesday, May 2. Felton Community Hall. 6191 Hwy 9. Felton.

Commissioners will attend the public meeting within their district and make a recommendation at the next meeting regarding whether to draft and approve a letter of support for the bond measure.

VII. Community Events: Co-sponsorships

a.) Cesar Chavez Community Awards

1.) Garcia distributed a brochure from the March 22nd event in which the Latino Affairs Commission was listed as a co-sponsor.

b.) Garcia discussed additional potential co-sponsorship opportunities, including Watsonville's 150th Sesquicentennial Anniversary Time-Capsule (cost is \$150 to participate, or \$18/Commissioner); an October event hosted by Carlos Santana's lead singer, Andy Vargas, at the Mello Center benefiting his foundation which helps children learn music; the Strawberry Festival in Watsonville in August; the Mole and Mariachi Festival in September; and the Festival del Nopal in Downtown Santa Cruz. Staff suggested that the Commission look at the event calendar for the Santa Cruz Museum of Art and History downtown for possible co-sponsorship opportunities.

VIII. Commissioner Reports

a.) District 1: No report

b.) District 2: No report.

c.) District 3: No report.

d.) District 4: Watsonville's 150th anniversary discussed under event co-sponsorships.

e.) District 5: No report.

f.) City of Santa Cruz:

1.) Alfaro announced that the data for Watsonville collected through UCSC's "No Place Like Home" Study, which researched the issue of affordable housing in Santa Cruz County, will be publicly released. The findings of the research project will be discussed at an event scheduled for May 2nd at 7:00 pm at the Watsonville Civic Center- Community Room, 307 Church St., Santa Cruz.

2.) Alfaro reported that UCSC will present its draft environmental impact report regarding two proposed student housing locations on campus at a community event scheduled for May 2nd at 6:30 pm at the Loudon Nelson Community Center, 301 Center Street in downtown Santa Cruz. Members of the public will have the opportunity to comment on the draft report.

g.) City of Watsonville:

1.) Garcia announced an upcoming Watsonville Film Festival series showing, entitled "PINK SARIS," scheduled for Thursday, April 12th at the Appleton Event Lounge in Watsonville. A film will be shown on the second Thursday of each month through June. The May 10th Film will be "NO MÁS BEBÉS" which documents how Mexican immigrant mothers in Los Angeles were forced into sterilizations while giving birth in the 1960s and 1970s. The June 14th showing will be "ADIÓS AMOR" which documents the story of a woman from Texas who organized farm workers years before Cesar Chavez and Dolores Huerta launched the UFW.

IX. Staff Report

None.

X. Hispanic Heritage Month Review

a.) Commissioners provided an overview of the process and tradition of the Art Wall Installation. Garcia suggested that this year's Art Wall might showcase artwork by local Latino artists with the theme "Art as Resistance."

XI. Adjournment: 7:10 pm

Submitted: Britt Harmssen, EEO Officer

The next Latino Affairs Commission meeting is scheduled for Wednesday, May 30, 2018 at 6:00 pm at the United Way of Santa Cruz County (4450 Capitola Road, Suite 106, Capitola, CA).

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. The meeting location is an accessible facility. If you are a person with a disability and require assistance in order to participate in the meeting, please contact the Personnel Department at 454-2600 (TDD 711) at least 72 hours in advance of the meeting to make arrangements. Persons with disabilities may request a copy of the agenda in an alternative format. As a courtesy to those affected, please attend the meeting smoke and scent free.

Commissioners

District 1

Gilberto Reyes

District 2

Martin Vargas Vega

District 3

Antonia O. Franco

District 4

Brianna del Franco

District 5

Gloria Nieto

City of Santa Cruz—Diana Alfaro and Rebecca Hernandez Rosser

City of Watsonville—Rebecca Garcia and Patricia Guevara