



# 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@santacruzcountyca.gov](mailto:commissions@santacruzcountyca.gov)

[www.scclatinoaffairs.org](http://www.scclatinoaffairs.org)

## Notice of Public Meeting and Agenda

DATE: Wednesday, October 4, 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 *June 7, 2023 Minutes*
3. Approve *August 10, 2023 Minutes*
4. 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.*
5. New Business/Action Items:
  - 5.1. County Public Health Equity Office Report – Jen Herrera (*Assistant HSA Director*) and Adilene Hernandez (*HAS Program Specialist*)
  - 5.2. National Hispanic Heritage Month Art Wall Report
  - 5.3. Consider 2023 Strategic Action Plan
  - 5.4. Consider 2023 Commission Subcommittee Structure and Membership
  - 5.5. Diversity, Equity, and Inclusion in County Law Enforcement Leadership Data Collection Update
6. Commissioner District/City Reports
  - 6.1. District 1
  - 6.2. District 2
  - 6.3. District 3
  - 6.4. District 4
  - 6.5. District 5
  - 6.6. Santa Cruz City
  - 6.7. Watsonville City
7. Staff Report
8. Adjournment

### Next Meeting Scheduled for 6:00 PM on Wednesday, December 6, 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.*



# 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

## Meeting Minutes

DATE: Wednesday, June 7, 2023

TIME: 6:00PM

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

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

EXCUSED: None

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

STAFF: Kaite McGrew (*Commissions Manager*), Jenny Van Natta (*Spanish Language Interpreter*)

GUESTS: No members of the public were present.

1. Call to Order/Roll Call/Agenda Review

Meeting convened at 6:02 PM.

2. Approve April 5, 2023 Minutes

**Motion to approve minutes as written.**

Motion/Second: Hernandez/Gomez

**Motion passed unanimously.**

3. Public Comment: None

4. New Business/Action Items

4.1. Consider 2023 Strategic Action Plan

Commission reviewed previous SAP and discussed possible revisions. Subcommittee will bring recommended revisions to the August meeting for consideration.

**Motion to establish an Ad Hoc 2023 Strategic Action Plan Subcommittee**

Motion/Second: Sanchez/Flores Martinez

**Motion passed unanimously.**

Chair appointed Gomez, De Santos, Hernandez, and Sanchez to serve on the subcommittee.

4.2. Consider 2023 Commission Ad Hoc Subcommittee Membership

Commission pended item to the August meeting, pending a finalized SAP.

4.3. Consider National Hispanic Heritage Month Activities

Commission reviewed and discussed potential signage, historical activities, and potential participation in activities to celebrate and raise awareness of the Commission and Hispanic heritage. Staff will print name badges and Commissioners will forward events for publication.

**Motion to establish an Ad Hoc National Hispanic Heritage Month Subcommittee**

Motion/Second: De Santos/Sanchez

**Motion Passed Unanimously**

Chair appointed Flores Martinez, Hernandez, and Sanchez to the new ad hoc subcommittee.

4.4. Discuss Diversity, Equity, and Inclusion in County Law Enforcement Leadership  
Commission discussed various policies and procedures that could help to eliminate unconscious bias in the promotional/hiring process for County law enforcement. Some ideas were implementation of required unconscious bias training as part of the hiring panel onboarding, promotions done in order by seniority on a prequalified list, organized and monitored mentoring/training for promotion program (rather than subjective, random mentoring based on personal opinions/familiarity) and a detailed review of hiring procedures for law enforcement through an equity lens. Staff will work with Personnel to obtain detailed current and historical data on Latino representation in leadership roles. Other suggestions included inviting representation from the Sheriff's office and from the County Data & Equity Group to speak to the Commission and making recommendations to the BOS.

5. Commissioner Reports

5.1. District 1 Report (Flores-Martinez):

Flores-Martinez reported on a variety of events including a local cultural art presentation with photographs of the children's artwork to consider for the Commissions Art Wall exhibit, County Parks efforts to get feedback from the Latinx community in South County, repainting the BLM mural, and the Equity Board's survey.

5.2. District 2 Report (Sanchez):

Sanchez plans to meet with Supervisor Friend re: efforts to engage with Latinx community in District 2. He reported on a variety of events including participating in Pride and free cultural events for the BIPOC community hosted by *Mi Gente*.

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

5.4. District 4 Report (De Santos):

De Santos reported on the A Santa Cruz County Like Me workshops to get feedback from the community on potential barriers to serving on County Commissions. The County is working to establish equity in representation on their advisory bodies.

5.5. District 5 Report (Gomez): No Report

5.6. Santa Cruz City Report (Hernandez):

Hernandez reported that UCSC will be holding graduation ceremonies in two weeks and recommended avoiding Santa Cruz City during that weekend to avoid traffic jams. .

5.7. Watsonville City Report (Mendez/Salcido): No Report

6. Staff Report:

Staff reported updates to Commission social media and website. County Counsel has reiterated that all Commission activities should fall within the Commission's mandate.

7. Adjournment

Meeting adjourned at 7:30 PM.

Submitted by: Kaite McGrew, *Commissions Manager*



# 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

## Special Meeting Minutes

DATE: Wednesday, August 10, 2023

TIME: 6:00PM

LOCATION: Santa Cruz County Building, 5<sup>th</sup> Floor – Sunset Room, 701 Ocean Street, Santa Cruz, CA 95060

PRESENT: Yadira Flores-Martinez (1<sup>st</sup> District), Oscar Sanchez (2<sup>nd</sup> District), Cesar De Santos (4<sup>th</sup> District), Leo Gomez (5<sup>th</sup> District), Rebecca Hernandez (City of Santa Cruz)

EXCUSED: Fe Silva-Robles (3<sup>rd</sup> District), Kristal Salcido (City of Watsonville)

ABSENT: None

STAFF: Kaite McGrew (Commissions Manager)

GUESTS: No members of the public were present.

### 1. Call to Order/Roll Call/Agenda Review

Meeting convened at 6:02 PM.

### 2. Public Comment: None

### 3. New Business/Action Items

#### 3.1. Consider Commission Logo

Commission reviewed a proposed Commission logo.

#### **Motion to adopt the proposed Commission logo**

Motion/Second: De Santos/Hernandez

**Motion passed unanimously.**

#### 3.2. Consider National Hispanic Heritage Month Art Wall Proposal

Commission reviewed and discussed a proposal to exhibit photographs from the June 29<sup>th</sup> Catrin/Catrina and Pinata Presentation (hosted by County Park Friends and the Youth Outdoor Leader program) on the Community Art Wall from September 15<sup>th</sup> through October 31<sup>st</sup>, and to host a kickoff meet and greet event to celebrate.

#### **Motion authorizing the subcommittee to implement the National Hispanic Heritage Month Art Wall Proposal**

Motion/Second: Sanchez/Gomez

**Motion passed unanimously.**

### 4. Adjournment

Meeting adjourned at 6:28 PM.

Submitted by: Kaite McGrew, *Commissions Manager*

**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.**

**Advocacy Team:**

**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.**

**Community Outreach Team:**

**ACTION 2A:**

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

**ACTION 2B:**

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

**ACTION 2C:**

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

**ACTION 2D:**

Promote civic engagement, voter education, voter registration and voter participation in the Santa Cruz County Latinx community.

**Santa Cruz County Latino Affairs Commission**

**2023 Strategic Action Plan**

**Objective #3:**

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

**Diversity, Equity & Inclusion Team:**

**ACTION 3A:**

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

**ACTION 3B:**

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

**ACTION 3C:**

Monitor and advocate for hiring, mentoring, and promotion policies and procedures that support appropriate Latinx representation in County law enforcement leadership roles.

**ACTION 3D:** TBD

**Objective #4:**

**Monitor and Promote Key Areas of Well-being Impacting the Santa Cruz County Latinx Community**

**Equitable Impact Team:**

**ACTION 4A:**

Monitor and advocate for policy, programs and legislation to create and maintain affordable housing stock in Santa Cruz County and make recommendations as needed.

**ACTION 4B:**

Monitor and advocate for policy, programs and legislation to identify and address disparities in health care utilization and outcomes for the Latinx community and make recommendations as needed.

**ACTION 4C:**

Monitor and advocate for policy, programs and legislation to identify and address any criminal justice inequities impacting the Santa Cruz County Latinx community.

**ACTION 4D:**

Monitor and advocate for policy, programs and legislation to advance cultural preservation (languages, traditions and cultural practices) and inclusion for the Santa Cruz County indigenous Latinx community.