



# County of Santa Cruz 39

## BOARD OF SUPERVISORS

701 OCEAN STREET, SUITE 500, SANTA CRUZ, CA 95060-4069

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JANET K. BEAUTZ  
FIRST DISTRICT

WALTER J. SYMONS  
SECOND DISTRICT

MARDI WORMHOUDT  
THIRD DISTRICT

TONY CAMPOS  
FOURTH DISTRICT

JEFF ALMQUIST  
FIFTH DISTRICT

AGENDA: 2/9/99

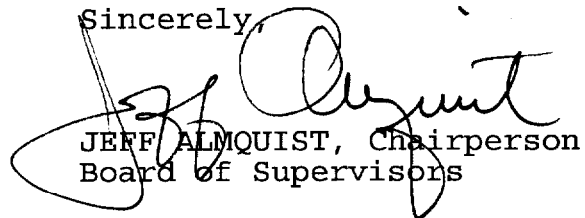
February 2, 1999

BOARD OF SUPERVISORS  
County of Santa Cruz  
701 Ocean Street  
Santa Cruz, CA 95060

RE: ANNUAL REPORT OF THE LATINO AFFAIRS COMMISSION

Attached is the Annual Report of the Latino Affairs Commission for calendar year 1998. I recommend that the Board accept and file this report and direct the Chairperson to thank the members of the Commission for their efforts on the County's behalf.

Sincerely,

  
JEFF ALMQUIST, Chairperson  
Board of Supervisors

JA:ted

cc: Latino Affairs Commission

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# County of Santa Cruz

## LATINO AFFAIRS COMMISSION

(83 1) 454-4058

FAX (83 1) 454-4642

1000 Emeline Ave., Santa Cruz, CA 95060

January 30, 1999

Jeff Almquist, Chairperson  
Santa Cruz County  
Board of Supervisors  
701 Ocean Street  
Santa Cruz, CA 95060

Dear Supervisor Almquist:

Attached for your information is the Latino Affairs Commission Annual Report of 1998.

Sincerely,

DANIEL DODGE  
Chairperson

DD\n: :\arm-rpt.98

cc: Clerk of the Board



# County of Santa Cruz

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## LATINO AFFAIRS COMMISSION

(83 1) 454-4058  
FAX (83 1) 454-4642  
1000 Emeline Ave., Santa Cruz, CA 95060

## LATINO AFFAIRS COMMISSION

## ANNUAL REPORT

1998

**I. INTRODUCTION**

The Latino Affairs Commission was established April 7, 1992 and created an important and historical opportunity to advocate the needs of the Latino community. Latinos continue to constitute the largest ethnic minority group in Santa Cruz County.

**II. OVERVIEW**

The Latino Affairs Commission (LAC) was established by ordinance no. 4186 and added to the Santa Cruz County code Chapter 2.117 on May 11, 1992, at which time selection of commissioners commenced by the appointing authorities.

The nine member commission of selectively appointed Santa Cruz County residents are highly qualified to represent the interests of Latino residents in the County of Santa Cruz.

**III. ROLE OF COMMISSION**

The commission exercises the following responsibilities in its efforts to ensure that the interests of the County's Latino residents are protected and promoted:

- A. Respond to the interests of the Latino community, including public and private agencies, on concerns and issues affecting the needs of the Latino residents in the County of Santa Cruz.
- B. Collect critical data and information from both public and private agencies relating to the needs of the growing Latino community.
- C. Advise and make recommendations to the Board of Supervisors on relevant issues and matters concerning the Latino community.
- D. Monitor the various services made available to Latino residents by public and private agencies within the county and help ensure the efficient delivery of those services.
- E. Advise and make recommendations to the Board of Supervisors regarding socioeconomic needs of low income Latinos, including the county allocation of resources to county programs and community program funding.

#### IV. MEETING DATES, TIMES AND LOCATIONS

The first meeting of the Latino Affairs Commission for 1998 was held on January 7, 1998. During reporting year 1998, regular meetings were held monthly on the first Wednesday of each month with the exception of May, and July. Meetings convened at 6:00 p.m. The location of each meeting alternated between Watsonville and Santa Cruz. Meetings are not held during the months of July and December unless the Commission has a need to conduct official business.

#### V. COMMISSION STRUCTURE

The Latino Affairs Commission consists of nine (9) members appointed by the Board of Supervisors. Five (5) members are appointed by Supervisorial District. Supervisorial appointments include: **First District: S. Ted Lopez; Second District: Mara Woodworth Elliott; Third District: vacant (formerly Benigno Delgado); Fourth District: Theresa Ontiveros (formerly Edward Din); Fifth District: Yolanda Perez-Logan.** An additional four (4) members are nominated by the Cities of Watsonville and Santa Cruz. Members appointed are: **City of Watsonville: Daniel Dodge and currently vacant (formerly Elias Alonzo); City of Santa Cruz: Alex Reveles, and currently vacant (formerly Mara Woodworth Elliott).**

#### VI. COMMISSION STAFF

The commission was staffed by Cecilia Espinola, the Human Resources Agency Administrator, and Teresita Hinojosa-Pereira, Associate Human Resources Agency Analyst.

#### VII. ATTENDANCE

Roster attached.

#### VIII. GOALS ACCOMPLISHED IN 1998

- A. To conduct a retreat during calendar year 1998.
  1. LAC held its annual retreat on May 16, 1998. New commissioners were welcomed and received an orientation to LAC policies and procedures. Additionally, annual goals and objectives were formulated through December 31, 1998.
- B. Review and focus on implementation of the Latino Strategic Plan.
  1. LAC Commissioners have continued to actively participate in the LSP implementation process, and have established Sub-Committees based on the LSP subject areas and recommendations. Additionally, some of the

commissioners are now sub-committee co-chairs in the LSP implementation process.

- C. Continue to collaborate and meet with other local, state, federal and private agencies.
1. LAC Commissioners invited Supervisors Wormhoudt and Beautz to attend LAC Commission meetings to discuss matters of importance to the Latino community. Additionally, City of Santa Cruz Council members Michael Hernandez and Mike Rotkin were invited to attend LAC Commission meetings to discuss matters of importance to the Latino community.
  2. The County of Santa Cruz Superior Court of California has invited LAC to participate in its Courts and Community Planning Committee.
  3. The City of Watsonville has invited LAC to participate in its Census 2000 Complete Count Committee.
  4. LAC invited several representatives of the community to its commission meetings. Meeting attendees included: Argelia Flores, Vecinos Project Coordinator for the Community Foundation of Santa Cruz County, Arcadio Viveros, Executive Director of Salud Para La Gente, Enrique Sahagun, parent member of the Bayview Elementary School Advisory Council, Gabriel Gutierrez Vela, Greg Elliott, UCSC student, Ana Espinoza, Executive Director of Familia Center, Vince Sanabria, consultant, Richard Dye, Principal at Loma Prieta High School, Tom Alejo of Hope Ministries, Jim Logsdon, Felix Robles, Trustee, Santa Cruz City Schools Board, Marylou Alejo, Eileen Fogarty, Planning Director for the City of Watsonville, Rafael Lopez of the City of Watsonville, Marina Malikoff, Chuck Moody, Health Services Agency Administrator, Maria Camacho Dodge, Danita Carlson and Maribel Peñaloza of Santa Cruz County Health Options, Diana Olander, and Karena Pushnik of the Santa Cruz County Regional Transportation Commission.
  5. LAC Commissioners attended and participated in various meetings throughout the community in Santa Cruz county which included the Pajaro Valley Unified School District (PVUSD) Oversight Committee, Watsonville Community Hospital Sale/Co-Sponsorship of Forum, Pajaro Valley Coalition to Save Community Health Care, Attorney General's Public Hearing on the sale of Watsonville Community Hospital, Watsonville Community Hospital Charitable Trust now known as the Board of the Pajaro Valley Health Trust, National Strawberry Commission for Workers Rights/California Central Coast Chapter,

Measure A Bond Committee, Latino Chamber of Commerce, “Celebrating Language” sponsored by the Pajaro Valley Coalition for an Educated America featuring Dr. Eugene Garcia of UC Berkeley, the annual Monterey Bay area naturalization ceremony sponsored by Congress Member Sam Farr, Proposition 227 Committee, Safer Cinco de Mayo, Speak Out Against Racism rally, Together For Youth, Watsonville High School Latino Oversight Committee, Soquel High School Principal Selection Committee, Santa Cruz Countywide Alcohol and Drug Prevention Council, United Farmworker Coastal Berry Cooler, City of Santa Cruz Beach Area Committee, Xilonen Ceremony of Corn, CareerWorks Annual Your Day In the Sun Awards Luncheon, Hands Off Halloween Campaign, Santa Cruz Barrios Unidos Open House, mural restoration at the Mona Lisa Restaurant in Watsonville, and the Santa Cruz County Regional Transportation Commission Open House.

6. LAC co-sponsored with the City of Santa Cruz a forum on the Beach and South of Laurel Comprehensive Plan, August 20, 1998, at the Beach Flats Community Center.
7. LAC members attended several Board of Supervisor meetings to keep abreast of County policies and actions. LAC Commissioners agreed at their annual retreat, that attendance at the Board of Supervisor meetings was important to the Commission and its work.

D. To develop broader community participation on the following LAC Sub-Committees:

1. As a result of the annual retreat which was held on May 16, 1998, the Sub-Committee structure changed as did some of the goals and objectives for 1998. The Sub-Committees now include:
  - a. **Latino Equity**-- refer to item E.
  - b. **Latin0 Strategic Plan Implementation**
    - i. **Economy**-- LAC members have been involved in the Latino Chamber of Commerce, Beach and South of Laurel Comprehensive Plan, and the sale of the Watsonville Community Hospital.
    - ii. **Education**-- LAC has been intricately involved and was a key player in the formation of a permanent parent-teacher, community group now called the PWSD Latino Oversight Committee to deal with issues in the Pajaro Valley Unified School District. A member of the

Education Committee were involved in the selection process of the Principal for Soquel High School. A LAC Commissioner participated in the Soquel High School Principal Selection Committee. Commissioners have attended several meetings with parents, school district officials, Board of Trustees, Latino leaders in the community, and various community members.

As participants of the Education Sub-Committee of the Latino Strategic Plan, a grant proposal was submitted to the David and Lucile Packard Foundation for a mentorship program at Lakeview Middle School and Mission Middle School. The Latino Strategic Plan Collaborative has received a \$30,000 grant from the Packard Foundation and will begin implementation of this grant in January 1999.

- iii. Public Safety-- LAC has supported various initiatives throughout the year such as to support and sponsor the "Hands Off Halloween" Campaign, and the Safe 5° de Mayo celebration.

- E. Recommend your Board increase Latino Equity funding appropriations to a minimum of \$120,000 for community non-profit agencies.
  - 1. In conjunction with the Human Services Commission, LAC actively participated on the Latino Equity Ad-Hoc Sub-Committee. The Ad-Hoc Sub-Committee recommends Latino Equity funding to the Board of Supervisors. This year LAC was instrumental in achieving an additional \$30,000 increase to the previously approved Latino Equity budget amount of \$60,000, for a total of \$90,000 for FY 98/99.
- F. Recommend Supervisor Wormhoudt appoint a representative to LAC. Recommend City of Santa Cruz and City of Watsonville make an appointment to LAC.
  - 1. Supervisor Belgard appointed a representative in June 1998, and Supervisors Symons in November 1998.
- G. Continue to pursue acquisition of county resources for a part-time commission coordinator/staff person.

LAC continues to support and advocate the creation of a part-time (20 hour per week) staff position for the LAC. LAC made this request to the Board on February 24, 1998. LAC submitted its request to HRA for a staffing position.



This request was not recommended by the CAO's office, and was not submitted as part of the FY 98/99 budget.

LAC continues to advocate that this staffing position be created in order to: ensure that issues are addressed on a priority basis; research and analysis be prepared; legislative and public policy issues affecting Latinos be reviewed; and act as a central contact point for community issues and efforts.

Additionally, LAC believes staffing of the LAC would make LAC an equitable commission as compared to other staffed County Commissions (Children's, Disabled, and Women's Commissions.)

## **IX. GOALS FOR 1999**

The Latino Affairs Commission establishes the following goals for 1999:

- A. Conduct a retreat during calendar year 1999.
- B. Review annual work plan of the Latino Strategic Plan (LSP), and continue the work of the LSP.
- C. To continue to collaborate and meet with other local, state, federal and private agencies.
- D. Recommend your Board increase Latino Equity funding appropriations for a minimum of \$120,000 for community non-profit agencies.
- E. To acquire funding for a part-time (20 hour per week) commission coordinator/staff person.
- F. To continue attendance on at least a monthly basis to the Board of Supervisor meetings.
- G. To attend other community meetings that give visibility to the Commission and its mission.
- H. To continue to support community organizations through the sponsorship of events, and other activities that inform and empower the Latino community.

LATINO AFFAIRS COMMISSION  
ATTENDANCE  
1998

	1/98	2/98	3/98	4/98	5/98	6/98	7/98	8/98	9/98	10/98	11/98	12/98
Elias Alonzo	A	<b>Meeting Cancelled</b>	X	X	X	X	X	X	A			
Benigno Delgado	X		X	U	X	U	A	U	U	U		
Daniel Dodge	X		A	X	X	X	X	X	X	X	X	X
Mara Elliott	X		X	X	X	X	X	X				A
S. Ted Lopez	X		X	A	X	X	A	X	X	A	X	A
Theresa Ontiveros							X	X	X	X	X	X
Alex Reveles	X		X	A	X	X	X	X	X	A	X	X
Yolanda Perez-Logan	X		x	x	x	x	x	x	x	x	x	x



- Not a member of the Commission at this time

A - Excused Absence

U - Unexcused Absence