



## Santa Cruz County Measure Q Citizens Oversight Advisory Board



701 Ocean Street, Santa Cruz, CA 95060  
[MeasureQ@santacruzcountyca.gov](mailto:MeasureQ@santacruzcountyca.gov)  
[www.santacruzcountyca.gov/MeasureQ](http://www.santacruzcountyca.gov/MeasureQ)

### MEETING MINUTES

Wednesday, June 18<sup>th</sup>, 2025  
5:30pm – 7:30pm  
Regular Meeting

**Simpkins Family Swim Center**  
**Community Rooms**  
979 17<sup>th</sup> Avenue  
Santa Cruz, CA 95062

### Introductory Items

1. **CALL TO ORDER / ROLL CALL** Meeting called to order at 5:32 PM

**Present:** Julie Howard (District 1), Dennis Webb (District 2), Julissa Espindola (District 4), Mark Correia (District 5), Scott Harway (City of Capitola), Rachel Dann (City of Santa Cruz), David Sanguinetti (City of Scotts Valley), Celeste DeWald (City of Watsonville)

**Absent:** Sandy Brown (District 3)

**Staff:** Dave Reid (Director – OR3), Elissa Benson (Assistant Executive County Officer), Alexis Rodriguez-Rocha (Admin Aide/COAB Liaison – Parks), Juan Perez Alvarez (Administrative Services Manager – Parks)

2. **AGENDA MODIFICATIONS** No modifications.
3. **ORAL COMMUNICATIONS** 2 members of the public.
4. **ACTION ON CONSENT AGENDA (item 7)**

**Motion** to approve the consent agenda: Correia/2<sup>nd</sup>: DeWald/All in favor.

### Regular Agenda

#### Information Items

5. **Water Resources 101** – Sierra Ryan, Water Resources Program Manager..... page 3.

Sierra Ryan presented information about local water resources, risks and data that is being collected by Santa Cruz County's Environmental Health Division. Background on local water resources.

- **Commissioner Harway:** *How many different areas are tested per week?* It depends per week on the season. Some areas are monitored more throughout the summer. About 50 sites they go to at various durations throughout the year. Depends on the risk and what is being monitored.
- **Commissioner Howard:** *What would you say are the top reasons water usage has gone down since the 1980s?* Usage has gone down primarily due to conservation efforts – both mandatory and voluntary. Also, there has been a change in lifestyle due to droughts and the changes in water rate structures to a usage charge.

- **Vice-Chair Espindola:** *Do you have graphs showing City wide usage and habits? Is farmland considered in City usage?* The farmland is usually on wells and not reliant on municipal water. Most wells are metered, so there is data on how water usage has changed. However, there are no graphs readily available, but could be created to show changes in usage over time in agricultural areas.
- **Commissioner Sanguinetti** asked for information regarding chemical pollutants in the Scotts Valley community along Carbonera Creek where there were many plumes. There is a Hazardous Materials and Site Mitigation Program within Environmental Health that is responsible for chemical contaminant plumes. These plumes are being monitored and tracked as part of the State-led CUPA Program. *Is there a source people can go to if they want to track where the plumes are located?* Yes, GeoTracker.
- **Commissioner Howard:** *Can you elaborate on ways Measure Q can contribute to bettering water issues?* Measure Q is not going to be a water supply fund but might be able to do rebates or rain barrels, etc., to support low water use. From a water quality perspective, lots can be done – robust treatment systems, low impact development support projects on public lands, restoration and nature-based solutions.

**6. Consultant Intro & Vision Plan Development Presentation – Matt Freeman, Matt Freeman Consulting.**

Matt Freeman and Logan Woodruff, from the Vision Plan Consultant Team, presented an update on the development of the Measure Q 5-Year Vision Plan. Freeman reviewed completed work—including stakeholder meetings, community meetings, and a literature review—as well as the feedback received so far. He also outlined the remaining tasks and the COAB's role in the process.

- **Vice-Chair Espindola** asked if the COAB could see the public response distribution up to this point to see if it needs to be shared more within their respective areas. If the data can be analyzed at this point, Staff will pull the information and share the geographic distribution of responses so far.
- **Chair Dann:** *Is the next meeting where the COAB will be looking at a draft Vision Plan or what's on deck for the July 30<sup>th</sup> meeting?* Director Reid informed the Board that a substantive draft would likely not be available until August. However, the annotated outline should be available for the next meeting. *Can the COAB receive that ahead of the next meeting to be able to review and provide feedback?* Following the outreach meetings, County staff will be reviewing the timeline with the consultant team to ensure materials are available ahead of conversations requesting feedback.
- **Chair Dann** recommended clarifying the COAB's role, noting that while various responsibilities have been discussed, the Measure Q language is unclear about the Board's authority. She asked how the ballot language aligns with the Vision Plan and which takes precedence. Freeman responded that both should work in support of each other. CEO Benson noted that the Measure outlines eligible uses but doesn't set priorities, and supported defining the COAB's role after the Vision Plan is finalized. Director Reid added that the Measure language is intentionally broad, with the Vision Plan intended to guide implementation across the County and cities.
- **Commissioner Howard** voiced another point for clarification – according to the Measure language, is the grant program the only one required to follow the Vision Plan? CEO Benson noted that this is an ambiguity within the initiative. The County has been

talking about what they hope the Vision Plan will accomplish and how to create a document that benefits all parties involved.

- **Commissioner DeWald:** *How much weight do you put on something based on feedback received? If you start to see trends that are conflicting between one another, how are you going to bring that together?* Freeman acknowledged that identifying discrepancies and finding common ground could be challenging. However, the Vision Plan team hopes the second round of stakeholder meetings will serve as an opportunity to prioritize and identify projects that address multiple themes simultaneously.
- **Commissioner Howard** *added to the discussion of conflicting priorities and provided feedback, suggesting that the Vision Plan could consider unique characteristics of the cities and County areas in which certain themes are more relevant and suggest projects that relate to those specific themes, rather than prioritizing specific projects. She also suggested being general about external funding sources to avoid issues of projects potentially not qualifying for those funds.* Freeman thanked Commissioner Howard for her comments and noted that they hoped stakeholders and community members would suggest projects specific to their areas in their feedback that could be used to help guide the development of the Vision Plan.
- **CEO Benson** *addressed concerns for potential conflicting themes and priorities.* Commissioner DeWald asked for transparency, from the Project Team, regarding conflicting themes that arise during the outreach process. Director Reid explained that some issues may be addressed through the structure of the upcoming grant program. Ongoing stakeholder conversations will help begin aligning the Vision Plan with the grant program.

### **Consent Agenda**

Consent items include routine business that does not call for discussion. One roll call vote is taken for all items. Only a Board Member may pull items from Consent to Regular Agenda. Members of the public must request that a Board Member pull an item from the Consent Agenda prior to the start of the meeting.

7. **Approve minutes from May 21<sup>st</sup>, 2025.....** page 5.

### **Written Correspondence Listing**

- I. None

**Adjournment** Meeting adjourned at 6:58PM.

### **NEXT MEETING DATE:**

5:30 PM Wednesday, July 30<sup>th</sup>, 2025

Simpkins Family Swim Center Community Rooms

979 17<sup>th</sup> Avenue, Santa Cruz, CA 95062