



Santa Cruz County Measure Q Citizens Oversight Advisory Board



701 Ocean Street, Santa Cruz, CA 95060
MeasureQ@santacruzcountyca.gov
www.santacruzcountyca.gov/MeasureQ

MEETING AGENDA

Wednesday, October 8th, 2025
5:00pm – 7:00pm
Special Meeting

Simpkins Family Swim Center
Community Rooms
979 17th Avenue
Santa Cruz, CA 95062

Agenda documents (including updates, revisions and additional materials) are available for review in person at the Simpkins Family Swim Center Community Rooms, 979 17th Avenue, Santa Cruz, CA 95062, and electronically on the County's website, Measure Q COAB Agendas and Minutes, at:

<https://www.santacruzcountyca.gov/MeasureQ/AgendaandMinutes.aspx>

Introductory Items

1. CALL TO ORDER / ROLL CALL

2. AGENDA MODIFICATIONS

3. ORAL COMMUNICATIONS

Any person may address the Commission during its Oral Communication period. Speakers must not exceed two (2) minutes in length, or the time limit established by the Chair, and individuals may speak only once during Oral Communications. All Oral Communication must be directed to an item listed on today's Consent Agenda, Closed Session Agenda, yet to be heard on Regular Agenda, or a topic not on the agenda that is within the jurisdiction of the Commission. Commission members will not take actions or respond immediately to any Oral communication presented regarding topics not on the agenda but may choose to follow up later, either individually, or on a subsequent Commission Agenda. Oral communications will normally be received by the Commission for a period not to exceed thirty (30) minutes. If, at the end of this period, additional persons wish to address the Commission, the Oral Communication period may be continued to the last item on the agenda.

4. ACTION ON CONSENT AGENDA (item 7)

Regular Agenda

5. COUNTY STAFF REPORT

Action Items

6. Approve Final Measure Q Five-Year Vision Plan..... page 3.

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 September 3rd, 2025.....** page 5.

Written Correspondence Listing

- I. None

Adjournment

NEXT MEETING DATE:

5:30 PM Wednesday, October 15th, 2025

Simpkins Family Swim Center Community Rooms

979 17th Avenue, Santa Cruz, CA 95062

TRANSLATION SERVICES/SERVICIOS DE TRADUCCION

Spanish language translation is available on an as needed basis. Please make advance arrangements at the Parks, Open Spaces, & Cultural Services Department, 979 17th Avenue, Santa Cruz, CA; or by email at MeasureQ@santacruzcountyca.gov.

Las sesiones de la Junta Asesora de Supervisión Ciudadana (COAB) pueden ser traducidas del inglés al español y del español al inglés. Por favor haga arreglos anticipadamente con el Departamento de Parques, Espacios Abiertos y Servicios Culturales, 979 17th Avenue, Santa Cruz, CA; o por correo electrónico a MeasureQ@santacruzcountyca.gov.

ACCOMMODATIONS FOR PERSONS WITH DISABILITIES

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 Simpkins Family Swim Center Community Rooms, located at 979 17th Avenue, Santa Cruz, CA, is an accessible facility. If you are a person with a disability and wish to participate in the meeting and require special assistance in order to participate, please contact the Parks, Open Spaces, & Cultural Services Department 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.



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ADOPTION OF MEASURE Q VISION PLAN (2025–2030)

Recommended Action

1. Adopt the Measure Q Vision Plan (2025–2030) as the initial five-year framework for Measure Q grant program implementation.

Executive Summary

The Measure Q Vision Plan (2025–2030) is Santa Cruz County’s first strategic roadmap for investing 40% of the \$7+ million generated annually by voter-approved Measure Q. The Plan establishes thematic priorities, core principles, and implementation strategies to ensure funds address water protection, wildfire resilience, biodiversity, coastal adaptation, equitable access, and working lands protection.

The Citizens Oversight Advisory Board (COAB) reviewed and discussed the Plan in early September, validating the framework and providing comments. The Vision Plan prioritizes efforts to further projects in three thematic focus areas, Water Quality, Wildfire Resilience and Parks access. These priority themes do not preclude grant eligibility of other thematic proposed projects but serves as the initial prioritization roadmap.

Discussion

Measure Q, approved by voters in November 2024, requires the creation of a Vision Plan reviewed and approved by the COAB. The Plan was developed through broad community and stakeholder engagement, including 944 survey responses, open houses, and two rounds of stakeholder meetings with over 120 participants. Feedback consistently highlighted the importance of:

- Six Thematic Areas: Water Resource Management; Wildfire Risk Reduction & Forest Health; Wildlife & Habitat Protection; Parks, Recreation & Public Access; Agriculture & Working Lands; and Coastal Protection & Adaptation.

- These 6 thematic areas were focused to 3 priority themes in the first Vision Plan – water resource management, Wildfire Risk Reduction and Forest Health, and Parks, Recreation and Public Access.
- Core Prioritization Principles: Multi-benefit outcomes, leveraging external resources, equity impact, and climate resilience value.
- Implementation Strategies: Delivering shovel-ready projects alongside planning investments, aligning and leveraging state and federal funding sources, and annual transparent reporting to COAB and the Board.
- Accountability Measures: A reporting web-based system to track environmental outcomes, equity impacts, and project performance.

Through prior review, COAB affirmed these elements and highlighted the importance of balancing technical expertise with community priorities, ensuring smaller organizations can participate, and providing clear criteria for grant awards.

Financial Impact

No financial impact. Measure Q generates approximately \$7.5 million annually, allocated as follows:

- 40% County-administered grant program
- 20% Incorporated cities
- 20% Unincorporated County
- 20% Resource Conservation District and Land Trust of Santa Cruz County

Submitted By:

David Reid, Director, Office of Response, Recovery and Resilience
 Jeff Gaffney, Director, Parks, Open Space and Cultural Services

Links

- [Measure Q Vision Plan 2025–30](#)
- [Measure Q Vision Plan 2025–30 Appendices](#)



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MEASURE Q COAB 09.03.2025 MEETING MINUTES

Recommended Action

1. Review and approve meeting minutes from September 3rd, 2025.

Executive Summary

Minutes for every meeting are taken and prepared by the Measure Q Staff Liaison. The Advisory Board is asked to review the minutes for accuracy and approve them for posting, in accordance with Bylaws and Santa Cruz County Code.

Discussion

Minutes are the official written record of what transpires during a meeting and serves as the permanent record of actions taken and gives future direction for staff, agencies, and the public. They include a brief summary of the discussion and comments made by the public.

In accordance with the Measure Q COAB Bylaws and SCC Code 2.38.160(B) "Official minutes recording the motions entertained and actions taken at each commission or committee meeting shall be prepared by the staff liaison or designee as authorized within the body's authorizing ordinance, submitted to the Board of Supervisors, and posted according to law." Upon approval by the Advisory Board, the meeting minutes will be posted to the Measure Q COAB website.

Submitted By:

Jeff Gaffney, Director of Parks, Open Space and Cultural Services
David Reid, Office of Response, Recovery and Resilience

Attachments

- a. Measure Q Citizens Oversight Advisory Board Regular Meeting
September 3rd, 2025 Minutes



Santa Cruz County Measure Q Citizens Oversight Advisory Board



701 Ocean Street, Santa Cruz, CA 95060
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MEETING MINUTES

Wednesday, September 3rd, 2025
5:30pm – 7:30pm
Regular Meeting

Simpkins Family Swim Center
Community Rooms
979 17th Avenue
Santa Cruz, CA 95062

Introductory Items

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

Present: Dennis Webb (District 2), Sandy Brown (District 3), 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: Julie Howard (District 1)

Staff: Dave Reid (Director – OR3), Rebecca Hurley (Deputy Director – Parks), Juan Perez Alvarez (Administrative Services Manager – Parks), Alexis Rodriguez-Rocha (Admin Aide/COAB Liaison – Parks)

2. **AGENDA MODIFICATIONS** No modifications.
3. **ORAL COMMUNICATIONS** No oral communications.
4. **ACTION ON CONSENT AGENDA** (item 8)

Motion to approve the consent agenda: Brown/2nd: Correia/All in favor.

Regular Agenda

5. **COUNTY STAFF REPORT**

Deputy Director Rebecca Hurley provided two updates:

- The County has put together a draft version of a survey for the stakeholder regarding the grant program.
- The Parks and OR3 Directors recently participated in a County Head meeting to discuss potential projects for the County funding.

Action Items

6. **Review Draft Measure Q Five-Year Vision Plan**..... page 3.

Deputy Director Hurley provided an overview of the item, noting the COAB would have time to review and discuss the draft Vision Plan.

Chair Dann outlined the order of discussion: County staff comments, public comments, and then COAB comments.

County Staff Comments

- Priorities were moved to the beginning of the Vision Plan to emphasize their role in guiding the Grant Program.
- Consideration was given to the authority of the Vision Plan, with the goal of alignment with City programs.

Public Comment

- Two members of the public provided comments.

COAB Discussion

Commissioner Webb asked for clarification on guiding principles. He emphasized that funds are for local priorities and warned against overemphasis on matching funds, which could disadvantage smaller organizations.

- **Chair Dann** suggested clarifying that a match is not required.
- **Commissioner Brown** supported language affirming that matches are optional.

Commissioner Brown noted concern that the plan favors shovel-ready infrastructure. Suggested recognizing operational readiness and ongoing management/maintenance of open space. Requested stronger emphasis on wildlife and habitat protection.

Commissioner Correia called the draft a good starting point but noted redundancy and the need for consistency with County Code, the initiative, and other plans.

- Director Reid asked for clarification on whether the advisory board's role should be defined in the Vision Plan or referenced in existing documents (e.g., County Code, bylaws).

Vice-Chair Espindola praised community needs assessment but requested clarity on the reference to "investments in projects within high hazards communities" in the Parks section.

- Rob Tidmore: explained it refers to natural disaster hazards, but the placement in the document may cause confusion.

Commissioner Harway & Sanguinetti: No comments.

Commissioner DeWald raised concern that some language implies cities must align with the plan. Emphasized that the Vision Plan should remain a guiding, not mandatory, document. Stressed the importance of parks as a priority.

Chair Dann thanked staff for their work on the Vision Plan. She agreed with other COAB members that cities are not bound by the plan and emphasized the need for the Vision Plan's language to remain consistent with Measure Q and the ballot initiative.

County Staff asked for clarification on suggestions made by the COAB and summarized areas of improvement to be made in the Vision Plan:

- Clarifying that the Vision Plan is a guiding document rather than a requirement, with consistent language throughout.

- Strengthening language to highlight the habitat and wildlife benefits of wildfire, forest health, and water projects.
- Include some language about how the Vision Plan will inform the grant program but not be prescriptive.

7. Approve special meeting on Wednesday, October 8th, 2025..... page 5.

Motion to approve a special meeting on Wednesday, October 8th, 2025, to begin at 5:00 PM:
Brown/2nd: Espindola/All in favor.

Consent Agenda

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8. Approve minutes from July 30th, 2025..... page 6.

Written Correspondence Listing

I. None

Adjournment Meeting adjourned at 6:51 PM.

NEXT MEETING DATE:

5:00 PM Wednesday, October 8th, 2025

~~5:30 PM Wednesday, October 15th, 2025~~

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