



Santa Cruz County Measure Q Citizens Oversight Advisory Board



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

MEETING MINUTES

Wednesday, October 8th, 2025
5:00pm – 7:00pm
Special 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 5:04

Present: Dennis Webb (District 2), Sandy Brown (District 3), Rachel Dann (City of Santa Cruz), Julissa Espindola (District 4), Scott Harway (City of Capitola), David Sanguinetti (City of Scotts Valley)

Absent: Julie Howard (District 1), Mark Correia (District 5), Celeste DeWald (City of Watsonville)

Staff: Dave Reid (Director – OR3), Rebecca Hurley (Deputy Director – Parks), Juan Perez Alvarez (Administrative Services Manager – Parks)

2. **AGENDA MODIFICATIONS** No modifications.
3. **ORAL COMMUNICATIONS** No oral communications.
4. **ACTION ON CONSENT AGENDA** (item 7)

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

Regular Agenda

5. COUNTY STAFF REPORT

Deputy Director Hurley provided an update on the Senior Admin Analyst. Additionally, she mentioned that County Staff has been having discussions about projects the County could allocate their Measure Q funds to. Projects will be presented to the Board of Supervisors on October 21st with the completed Vision Plan.

Action Items

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

Director Reid thanked the consultant and County Staff for their work on the Vision Plan. He briefly discussed the process and the work that had been done between meetings. He expressed support for allowing public comment and proceeding with comments and suggestions from the COAB.

Public Comment

- Four members of the public provided public comments.

COAB Discussion

Chair Dann expressed appreciation to staff on their implementation of suggestions from the last meeting. She also requested adding captions to the photos included that identified the locations.

Commissioner Harway asked how implementation and accountability described in the Vision Plan and Measure Q language would be carried out, specifically regarding the submission of annual reports from Cities and grantees and the COAB's role in that process.

- **Director Reid** explained that Cities and awardees will submit annual reports for review by staff, the COAB, and ultimately the Board of Supervisors. The report format has not yet been developed, but the first set of reports should be expected in late 2026.

Commissioners Sanguinetti and Espindola both supported the plan, highlighting *transparency and inclusion of South County projects* (e.g., Valle del Pajaro).

Several commissioners questioned and requested clarification of the term "Green Tape."

- **Director Reid and Rob Tidmore** explained it refers to streamlining environmental restoration permitting (not deregulation). Conversation favored keeping the term in the Vision Plan but better explaining it to add clarity for member's of the public who are not familiar with it.

Commissioners Brown and Webb raised concerns about requiring local matching funds amid declining federal resources.

- **Director Reid and Rob Tidmore** mentioned making matching optional or a bonus scoring factor rather than mandatory. More conversation on this factor will be had when discussing the rating matrix for the grant program, which is still in development.

Commissioner Espindola emphasized the need for transparency and accessibility, expressing concerns about ensuring underserved communities can participate in the conversation.

- **Director Reid and Consultant Matt** noted the plan allocates \$600K to South County. A scoring criterion for disadvantaged areas is in development.

Director Brown and Deputy Director Hurley discussed improving meeting advertisement and community engagement. County to promote through official channels and encourage COAB members to spread awareness.

Vice-Chair Espindola sought clarification on whether the Vision Plan applies only to the grant program or also to cities.

- **Director Reid** confirmed that it is not legally binding for cities but serves as a guiding framework to ensure general alignment.

Motion to adopt the final Measure Q Five-Year Vision Plan with the addition of a better explanation of the term “green tape,” better differentiating the relationship between the Vision Plan and the jurisdictions decision making, addition of Valle del Pajaro County Park, correct typos and grammatical errors, and add captions and credits to photos where possible:
Brown/2nd: Espindola/All in favor.

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. [Letter from Laurie Egan, Executive Director – Coastal Watershed Council.](#)

Adjournment Meeting adjourned at 6:13 PM.

NEXT MEETING DATE:

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

Simpkins Family Swim Center Community Rooms

979 17th Avenue, Santa Cruz, CA 95062