



Santa Cruz County
Measure Q Citizens Oversight Advisory Board

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Approved 03/18/2026
Citizens Oversight Advisory Board



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MEETING MINUTES

Wednesday, January 14th, 2025
5:30pm – 7:30pm
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 5:34 PM.

Present: Julie Howard (District 1), Dennis Webb (District 2), Sandy Brown (District 3), Julissa Espindola (District 4), Scott Harway (City of Capitola), Rachel Dann (City of Santa Cruz), David Sanguinetti (City of Scotts Valley), Celeste DeWald (City of Watsonville)

Absent/Excused: Mark Correira (District 5)

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 Correction to pages 5 & 6 of the guidelines documents and addition of the Measure Q Grant Proposal Application.
3. ORAL COMMUNICATIONS No oral communications.
4. ACTION ON CONSENT AGENDA (item 7)

Approved consent agenda – Motion/Second: Brown/DeWald

AYES: 8
NOES: 0
ABSTAIN: 0
ABSENT: 1

Regular Agenda

- 5. COUNTY STAFF REPORT

Deputy Director Hurley provided a brief update on the status of the hiring process for the Senior Analyst position dedicated to supporting Measure Q.

Information Items

- 6. Review of Measure Q Grant Program..... page 3.

Director Reid and Deputy Director Hurley led the COAB through a discussion of the anticipated timeline, proposed structure and scoring rubric for the Measure Q Grant program.

COAB Discussion

What is the vision for how the scoring matrix will work? Who will be involved in the evaluation panel and what will the overall process look like?

- Funding has been allocated for a third-party reviewer to conduct the initial evaluation and scoring of grant applications. Following this review, a group of County staff will conduct an additional round of scoring. The County Staff will also review proposals holistically to assess the overall range of projects and ensure funds are distributed equitably across issue areas, geographic regions, and align with the Vision Plan.

Will the names of the evaluators remain private?

- County Counsel recommended that the identities of evaluators associated with specific scoring remain private, as evaluation documents will be publicly available. However, the names of the reviewers involved in the evaluation process will be publicly disclosed.

Does the Board of Supervisors have final approval over funding decisions?

- Technically, yes. However, County staff strongly encourage commissioners to maintain communication with the Supervisor or City Councilmember who appointed them regarding discussions and recommendations coming from the COAB.

With regard to the Cities, will applications only be reviewed for compliance?

- City allocations are already programmed. Cities will not participate in the grant application process, unless they are applying for grant funding, and will be required to submit reports on their use of funding allocations.

Would it be appropriate for City representatives to meet with their respective County Supervisors if they wish to discuss the program?

- Yes. County Staff encourages commissioners to communicate with and advocate to the Board of Supervisors regarding program matters.

Is there clarification on Section 9: Allowable and Restricted Costs?

- Equipment purchases will be allowable. As the administrative entity, the County will establish thresholds for reporting and accounting requirements related to these purchases and determine the appropriate level of accountability and documentation. Purchasing land will also be allowable.

A question was raised regarding the geographic set-asides on page 8 of the guidelines. Specifically, why the San Vicente Redwoods set-aside is not subject to the process while the Pajaro Valley set-aside is, and whether there are circumstances under which Pajaro Valley would also not be subject to the process.

- This provision is written as such in the tax measure. If an amendment is needed, the Board of Supervisors could be asked to consider a change.

Commissioners requested that staff be mindful of the timeframe between preliminary and final recommendations to ensure adequate time for them to consult with their respective County representatives.

Action

Adopted updated grant framework for the inaugural Measure Q Grant Program with additional direction for staff to reschedule the February meeting to March and provide a report back on the program – Motion/Second: Espindola/DeWald

AYES: 8
NOES: 0
ABSTAIN: 0
ABSENT: 1

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 November 19th, 2025**..... page 17.

Written Correspondence Listing

- I. None

Adjournment Meeting adjourned at 6:15 PM.

NEXT MEETING DATE:

~~5:30 PM Wednesday, February 18th, 2026 CANCELLED~~

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