



# 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 AGENDA

Wednesday, March 18<sup>th</sup>, 2026  
5:30pm – 7:30pm  
Special Meeting

**Simpkins Family Swim Center  
Community Rooms**  
979 17<sup>th</sup> 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 17<sup>th</sup> 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 10)**

### Regular Agenda

**5. COUNTY STAFF REPORT**

#### Information Items

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

#### Action Items

**7. Review and Approve COAB Meeting Schedule for Calendar Year 2026..... page 7.**

- 8. **Review and Approve Amendments to COAB Bylaws**..... page 9.
- 9. **Elect Chair and Vice-Chair for Calendar Year 2026**..... page 27.

**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.

- 10. **Approve minutes from January 14<sup>th</sup>, 2026**..... page 28.

**Written Correspondence Listing**

- I. None

**Adjournment**

**NEXT MEETING DATE:**

TBD

Simpkins Family Swim Center Community Rooms

979 17<sup>th</sup> 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](mailto: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](mailto: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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### REVIEW OF MEASURE Q GRANT PROGRAM (FY 2025–2026)

#### Recommended Action

1. Accept and file report on the status of the Measure Q Grant Program.

#### Executive Summary

This report provides a status update on the 2026 Measure Q Grant Program, which closed March 13, 2026. It summarizes preliminary observations and findings from the grant applications submitted during the application period (January 26, 2026 thru March 13, 2026). This report also outlines the proposed evaluation and award timeline, including two public meeting opportunities in May for the COAB to provide feedback before final award selection is presented to the Board of Supervisors in June.

#### Discussion

The inaugural 2026 Measure Q Grant Program launched January 26, 2026. The application period, originally scheduled to close March 6, was extended to March 13. County staff provided significant support to applicants with platform-related issues and documented feedback for future cycle improvements via email, phone and virtual meetings.

This memo is submitted prior to the close of the application period. The March 18 COAB presentation will include a full summary of applications across Tier 1, Tier 2, and the San Vicente/Pajaro Valley set-aside award categories.

Based on monitoring of incoming applications, the Measure Q Grant Program is expected to be oversubscribed in its first cycle. This underscores the importance of applying the evaluation criteria previously approved by the COAB consistently and transparently and a commitment to continuous improvement.

#### Third Party Evaluation

On January 26, 2026, the Measure Q Team issued a Request for Qualifications for an external third-party reviewer. One bid was received by the February 9 deadline. County staff have entered into a contract with County Parks, not to exceed \$22,000. The selected consultant team has five decades of experience in competitive public and private funding environments.

Following a compliance review by County staff, the evaluation team will score applications and produce an initial funding recommendations report. All applications, scores, and recommendations will be publicly accessible and published alongside future COAB meeting agendas where award selection is discussed.

Timeline

The table below outlines estimated dates for key milestones, with COAB feedback opportunities noted.

<b>Date</b>	<b>Grant Cycle / COAB Milestones</b>	<b>County Budget Milestones</b>
<b>March 13</b>	Application period closes	
<b>March 16 – 25</b>	Compliance review by County staff	
<b>March 16 – April 15</b>	External evaluation period; recommendations report submitted to County staff	
<b>April 22</b>	<p><i>COAB Meeting (proposed)</i></p> <p>Proposed grant award finalists and selection framework published; COAB members and Board members are encouraged to review</p>	

Date	Grant Cycle / COAB Milestones	County Budget Milestones
	the staff report and begin 1:1 outreach	
<b>May 6</b>	<b>COAB Meeting #1</b> – Preliminary funding recommendations discussed; COAB provides initial feedback	
<b>May 19</b>		Regular Board of Supervisors Meeting
<b>May 27</b>	<b>COAB Meeting #2</b> – Final funding recommendations presented, incorporating feedback from Meeting #1	
<b>June 9</b>	Final grant funding selections presented to Board of Supervisors	
<b>June 10 – 11</b>		County Budget Hearings
<b>June 24</b>		Last Day County Budget Hearing

*Mechanisms to Incorporate COAB Feedback*

The two-meeting structure is designed to give the COAB a meaningful opportunity in informing funding recommendations before they are finalized. The target release date of of April 22 also allows for COAB members to meet with their appointing representatives to ensure COAB feedback includes those parties’ feedback during the COAB meeting series.

At **COAB Meeting #1 (May 6)**, staff will present proposed grant award finalists and a selection framework. COAB members are highly encouraged to meet individually with their respective County Supervisor or City representative between April 22 and May 6 to ensure Board perspectives are reflected in the COAB’s feedback at Meeting #1. The COAB will have an opportunity to discuss

the recommendations and provide specific, documented feedback which will inform the final funding recommendations presented by County staff at Meeting #2.

At **COAB Meeting #2 (May 27)**, staff will present final funding recommendations reflecting any adjustments made following Meeting #1. Final recommendations will represent a synthesis from the external and internal evaluation, as well as project scope, geographic and thematic distribution as appropriate.

Final award selections will be presented to the Board of Supervisors on June 9.

### **Financial Impact**

No direct financial impact associated with COAB's review and adoption of grant program framework. The program will distribute its portion of annual Measure Q revenue—approximately 40% of the \$7.5 million generated each year—consistent with the Measure Q Vision Plan previously adopted by the Board.

### **Submitted By:**

Clare Peabody, Senior Analyst, Office of Response, Recovery and Resilience



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### COAB 2026 MEETING SCHEDULE

#### Recommended Actions

1. Review and approve the Measure Q Citizens Oversight Advisory Board Meeting schedule for calendar year 2026.

#### Executive Summary

In compliance with Santa Cruz County Code 2.38.130, the Advisory Board shall review and approve this year's meeting schedule.

#### Discussion

The Measure Q Citizens Oversight Advisory Board (COAB) will meet no less than quarterly on the third Wednesday of the month, in accordance with the bylaws. The Chair or the majority of the Board may call for a special meeting, or special meeting times, to conduct timely business.

During the review and award of the inaugural Measure Q Grant program, the COAB may meet more frequently to work in partnership with County Staff on recommendations to the Board of Supervisors. Meeting dates and times are listed in the Measure Q Citizens Oversight Advisory Board Meeting Schedule. COAB meetings will be held at the Simpkins Family Swim Center Community Rooms, 979 17<sup>th</sup> Avenue, Santa Cruz, CA 95062. If the location changes, it will be posted on the meeting agendas and Measure Q website.

#### Submitted By:

Rebecca Hurley, Deputy Director of Parks, Open Space and Cultural Services  
David Reid, Office of Response, Recovery and Resilience

#### Attachment

- a. Measure Q Citizens Oversight Advisory Board 2026 Meeting Schedule



## Santa Cruz County Measure Q Citizens Oversight Advisory Board



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### MEASURE Q CITIZENS OVERSIGHT ADVISORY BOARD (COAB) MEETING SCHEDULE

The Measure Q COAB shall meet no less than quarterly on the third Wednesday of the month, in person at an identified County facility. Additionally, the Commission may call for *special public meetings*\* in order to conduct timely Commission business.

Meetings are held at the **Simpkins Family Swim Center Community Rooms**, 979 17<sup>th</sup> Avenue, Santa Cruz, CA 95062 or at an alternate location specified in the public notice. Please check the meeting agenda to confirm the location. For questions, contact [MeasureQ@SantaCruzCountyCA.gov](mailto:MeasureQ@SantaCruzCountyCA.gov).

#### 2026 Meeting Schedule

*Wednesday, January 14<sup>th</sup> at 5:30 P.M.\**

Wednesday, February 18<sup>th</sup> at 5:30 P.M. – CANCELLED

*Wednesday, March 18<sup>th</sup> at 5:30 P.M.\**

Wednesday, April 22<sup>nd</sup> at 5:30 P.M.

Wednesday, May 6<sup>th</sup> at 5:30 P.M.

Wednesday, May 27<sup>th</sup> at 5:30 P.M.

Wednesday, August 19<sup>th</sup> at 5:30 P.M.

Wednesday, November 18<sup>th</sup> at 5:30 P.M.



## Santa Cruz County Measure Q Citizens Oversight Advisory Board

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### MEASURE Q COAB BYLAWS

#### Recommended Actions

1. Review the proposed amendments to the bylaws of the Santa Cruz County Measure Q Citizens Oversight Advisory Board; and
2. Approve the amended bylaws for submission to the Santa Cruz County Board of Supervisors; and
3. Direct County Staff to submit a Staff Report on behalf of the Measure Q Citizens Oversight Advisory Board asking the Santa Cruz County Board of Supervisors to ratify the amended bylaws.

#### Executive Summary

This item requests that the Measure Q Citizens Oversight Advisory Board (COAB) review and approve an amendment to its bylaws. If approved, staff will forward the amended bylaws to the Santa Cruz County Board of Supervisors for final consideration and adoption.

#### Discussion

The bylaws establish foundational procedures for the COAB, including meeting structure, officer roles, voting requirements, quorum, and other rules of order necessary for the board to carry out its responsibilities under Measure Q. These bylaws are intended to support transparency, consistency, and effective governance as the board conducts public meetings, reviews funding reports, and develops its five-year vision plan.

The COAB adopted its bylaws at its April 30, 2025 meeting. County staff recently identified the need to clarify reporting deadlines, add a report that was inadvertently omitted, and provide greater flexibility in meeting scheduling to address commission business needs. The proposed amendments address these items.

In accordance with the current bylaws, County staff worked with County Counsel to review and approve the proposed amendments and notified the COAB of the intent to amend.

If approved by the COAB, County staff will prepare a staff report for the Santa Cruz County Board of Supervisors for final consideration and adoption. The amendments to the bylaws will take effect only after ratification by the Board of Supervisors.

**Submitted By:**

Rebecca Hurley, Deputy Director of Parks, Open Space and Cultural Services  
David Reid, Office of Response, Recovery and Resilience

**Attachments**

- a. Bylaws of the Santa Cruz County Measure Q Citizens Oversight Advisory Board – strikethrough copy
- b. Bylaws of the Santa Cruz County Measure Q Citizens Oversight Advisory Board – clean copy

Adopted on April 30, 2025  
Approved by the Board of  
Supervisors on May 20, 2025  
Amended on March XX, 2026

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**BYLAWS OF THE**

**MEASURE Q CITIZENS OVERSIGHT ADVISORY BOARD**

**ARTICLE I: NAME**

This organization shall be called the “Measure Q Citizens Oversight Advisory Board” (hereafter, “Advisory Board) existing by virtue of Santa Cruz County Board of Supervisors Resolution No. 143-2024 attached hereto as Exhibit “A” and made a part hereof.

**ARTICLE II: DEFINITIONS**

For the purpose of these bylaws:

“Act” shall be defined as ...Measure Q

“Advisory Board” shall be defined as the Measure Q Citizens Oversight Advisory Board (COAB).

“Board” shall be defined as the Santa Cruz County Board of Supervisors.

“Chair” shall be defined as the chairman or chairwoman of the Measure Q Citizens Oversight Advisory Board.

“Department” means the Santa Cruz County Department of Parks, Open Space, and Cultural Services.

“Excused”, as in “excused absence”, shall be defined as an absence caused by sickness or vacation, with notice given to the Staff Liaison prior to the anticipated absence.

“Office” means the Santa Cruz County Office of Response, Recovery, and Resilience.

“Ordinance” shall be defined through Chapter 4.65 of Santa Cruz County Code (SCCC)

“Staff Liaison” means the County employee designated by the head of the Department and head of the Office to perform the administrative work for the Advisory Board.

**ARTICLE III: PURPOSE**

The purpose of the Advisory Board is to review, on an annual fiscal year basis, the expenditure of tax revenue generated by Santa Cruz County Code 4.65.020 an ordinance imposing a Special Parcel Tax in the amount of \$87 per parcel per year. Additionally, the Advisory Board will review and approve a five-year vision plan, which supports grant criteria and awards. The Ordinance was passed as a ballot measure (Measure Q) by Santa Cruz County voters on November 5, 2024, and took effect 10 days after the election on which it

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was adopted and certified by the Santa Cruz County Clerk (Elections Department) and reported to the Santa Cruz County Board of Supervisors.

#### ARTICLE IV: POWERS AND DUTIES

##### 1. Powers and Duties

1.1 The Advisory Board's powers and duties are as identified in Exhibit 1, SCCC 4.65.060 Oversight and Accountability section of the Ordinance, and restated as follows:

- (a) Conduct hearings and receive public input on allocations related to this Act.
- (b) Receive reports annually, according to a schedule set by the Advisory Board, from the County on projects funded pursuant to subsections (1) and (3) of subdivision (B) of section 4.65.040.
- (c) Receive reports annually from each of the incorporated cities, according to a schedule set by the Advisory Board, on projects funded pursuant to subsection (2) of subdivision (B) of section 4.65.040.
- (d) Receive reports annually from the Resource Conservation District of Santa Cruz County and the land stewardship implementation partner, according to a schedule set by the Advisory Board, on projects funded pursuant to subsection (4) of subdivision (B) of section 4.65.040.
- (e) The Advisory Board shall submit an annual report to the Board of Supervisors in compliance with SCCC 2.38.170(A). The report shall include outcomes of the projects and programs funded through the Act as well as how the Act was used to leverage other public and private funds. Annual reports by the Advisory Board may also provide suggested direction on the types of projects to prioritize in the coming year.
- (f) Approve a five-year vision plan to support grant criteria and awards.
  - (i) The vision plan will be updated every five years.
  - (ii) The Advisory Board may provide recommendations on the development of the plan by the Office and the Department. The Office and the Department shall also consult the incorporated cities, the Resource Conservation District of Santa Cruz County, and the land stewardship implementation partner in the development of the plan.

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(iii) The vision plan shall identify the activities and geographies prioritized for investment throughout the County in a concise format primarily based on content derived from existing plans, such as, but not limited to, the Santa Cruz County Regional Conservation Investment Local ballot measure: Q Strategy, Santa Cruz County Parks Strategic Plan, Santa Cruz County Local Hazard Mitigation Plan, California Water Plan, California Wildfire and Forest Resilience Action Plan, California Outdoors for All Strategy, California Pathways to 30x30 Strategy, California Natural and Working Lands Climate Smart Strategy, Santa Cruz County Climate Action and Adaptation Plan, city climate adaptation plans, city parks and open space plans, or similar County, State, or local plans.

(g) Select the land stewardship implementation partner every five years, who shall serve in this role for a period of five years. After this initial period, the Advisory Board shall renew the land stewardship implementation partner or select another partner.

(h) Utilize the following criteria for selecting the land stewardship implementation partner:

(i) The land stewardship implementation partner shall have a mission generally consistent with the purposes of the Act and the capacity and expertise to implement projects in the public benefit related to land, habitat, ecosystem, and natural resources management and protection.

(ii) The land stewardship implementation partner shall be a Nonprofit Organization as defined in subdivision (M) of section 4.65.010 that owns and stewards private lands on which Eligible Projects in the public benefit can be implemented.

(iii) The land stewardship implementation partner must be headquartered in Santa Cruz County with at least 10 years of experience working primarily in Santa Cruz County.

(iv) The land stewardship implementation partner must be able to submit annual reports to the Advisory Board and contribute to the development of the five-year vision plan.

## 2. Advisory Role

2.1 The Advisory Board's role is to advise the Board and staff of the Department and the Office on these matters.

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### 3. Annual Reports

~~3.1~~ ~~3.1~~ A report shall be submitted ~~Report to the Board~~ annually to the Board on the outcomes of the projects and programs funded through the Act as well as how the Act was used to leverage other public and private funds. Annual reports by the Advisory Board may also provide suggested direction on the types of projects to prioritize in the coming year.

~~3.2~~ The Advisory Board shall submit a report of its activities to the Board in accordance with a schedule established by the Board. The report shall highlight the activities, accomplishments and future goals of the Advisory Board and shall utilize the following report format:

- ~~1.~~ Role(s) of the Advisory Board;
- ~~2.~~ Meeting dates, time and location;
- ~~3.~~ Advisory Board structure;
- ~~4.~~ Advisory Board staff (designated staff or staff assigned through the Department and Office);
- ~~5.~~ Attendance;
- ~~6.~~ Goals and accomplishments during the reporting period (goals and attainment of those goals; summary of activities including special projects and workshops or seminars that members have attended, if applicable);
- ~~7.~~ Future goals; and
- ~~8.~~ Recommendations (public and/or private sector actions that advance the goals of the Advisory Board).

~~3.3~~ ~~3.3~~ In addition to these reports, the Advisory Board may submit progress reports and recommendations to the Board and to the County Executive Office at any time.

## ARTICLE V: MEMBERSHIP

### 1. General

1.1 The Advisory Board shall be composed of nine (9) members, five (5) appointed by the Board with one selection from each of the five (5) Board supervisorial districts, and four (4) appointed with one selection from each incorporated city. The Advisory Board members shall not hold any elected office and shall have demonstrated expertise in the following areas:

- (a) Water quality, water supply, or flood protection management.
- (b) Wildfire or forest management.
- (c) Wildlife, parks, or natural resources stewardship.

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(d) Working Lands or agricultural expertise.

(e) Environmental justice, park equity, or public health.

(f) Knowledge and expertise in evaluating financial transactions or program cost-effectiveness.

**2. Conflict of Interest**

2.1 Each member shall comply with the conflict-of-interest requirements of State law and SCCC 2.38.270 including a requirement that each Advisory Board member to file a Statement of Economic Interest financial disclosure (Form 700).

2.2 Members shall comply with SCCC 2.38.270(D). Any member that determines that they have a conflict of interest on an item under consideration shall recuse themselves from discussion and voting on the item.

**ARTICLE VI: TERM OF OFFICE**

**1. Term of Appointment**

1.1 Members of the Advisory Board shall serve a term of four years at the pleasure of the Board or appointing city, with terms commencing on April 1 of the year in which the nominating Supervisor begins a full term, in compliance with SCCC 2.38.100(A)(1). No member may serve more than two consecutive four-year terms. The Board, or appointing city, may, by order, extend this length of service or waive this limit for individuals that they appointed. A member’s position shall become vacant upon their death, resignation, or removal by the Board or appointing city. In the case of such a vacancy, the Board or appointing city shall appoint a successor to fill the unexpired term.

**2. Resignation**

2.1 Resignations shall be in writing and filed with the Clerk of the Board with a copy to the Staff Liaison.

**3. Termination of Membership**

3.1 In the event that a member of the Advisory Board ceases to meet the membership requirements in Article V, Section 1 of these bylaws, or fails to participate in any regular meeting without an excused absence, their membership shall automatically terminate, and a successor shall be appointed by the Board. In addition, a member of the Advisory Board may be removed from office by a four-

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fifths vote of the Board. Additionally, each Supervisor may remove their district appointee at any time, in compliance with SCCC 2.38.100(C).

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## ARTICLE VII: MEETINGS

### 1. General

1.1 All meetings of the Advisory Board shall be open to the public and the public shall be notified of all meetings of the Advisory Board in accordance with the provisions of the Ralph M. Brown Act (Government Code Section 54950 et seq.), as required under SCCC 2.38.110(A). Translation services and other accommodations shall be provided upon request to ensure accessibility for non-English speakers and individuals with disabilities. The agenda shall be posted at least seventy-two (72) hours prior to the regular meeting at a location that is freely accessible to the public. Meeting minutes and reports shall be publicly posted online upon review and approval by the Advisory Board.

### 2. Meeting Frequency

2.1 The Advisory Board shall meet no less than quarterly.

### 3. Meeting Time and Place

3.1 Regular meetings shall generally be held on a Wednesday to start no earlier than 3:00 P.M but no later than 6:00 P.M.the third Wednesday of the month and no less than quarterly, in person at an identified County facility.

### 4. Special Meetings

4.1 Special meetings of the Advisory Board, or special meeting times, may be called by the order of the Advisory Board chair or by order of a majority of the Advisory Board.

### 5. Quorum

5.1 A majority of the full membership of the Advisory Board (5 members) shall constitute a quorum, and no act of the Advisory Board shall be valid unless at least a majority of those members constituting a quorum concur therein, in compliance with SCCC 2.38.150(A). A lesser number of the quorum shall adjourn a meeting.

### 6. Conduct of Meetings

6.1 Proceedings of all meetings generally shall be guided by the current edition of *Rosenberg's Rules of Order*. *Rosenberg's Rules of Order* shall be the parliamentary

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guide for all matters of procedure for this Advisory Board not specifically covered in these by-laws.

## 7. Voting

7.1 An affirmative vote of the majority of all members of the Advisory Board present at the time shall be necessary to approve any action item before the Advisory Board. If requested by any member present, a roll call vote must be held.

## ARTICLE VIII: OFFICERS

### 1. Officers of the Advisory Board

1.1 The officers of the Advisory Board shall be elected at the April meeting of the Advisory Board, and shall be as follows: Chair and Vice-Chair.

### 2. Duties of Officers

**2.1 Chair:** The Chair shall preside at all meetings, appoint ad hoc Advisory Boards, authorize calls for any special meetings, and generally perform the duties and functions of the presiding officer. The Chair shall be an ex-officio member of ad hoc Advisory Boards.

**2.2 Vice-Chair:** The Vice-Chair, in the event of the absence or disability of the Chair, or a vacancy in the office of the Chair, shall assume and perform the duties of the presiding officer.

### 3. Officers: Term of Office

3.1 Officers shall serve for one (1) year or until their successors are elected. No officer shall serve for more than two (2) consecutive one-year terms. The term of office shall begin with the meeting at which they are elected.

## ARTICLE IX: AD HOC COMMITTEES

### 1. Membership

1.1 Ad-hoc committees may be established as needed to assist the Advisory Board in its duties. The composition of the ad hoc committees shall be determined by the Advisory Board. Ad hoc committees shall not contain a quorum of Advisory Board members.

### 2. Purpose and Duration

Adopted on April 30, 2025  
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2.1 Ad hoc committees shall be established for a specified period of time and purpose.

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**ARTICLE X: BYLAWS**

**1. Enactment**

1.1 These bylaws shall become effective upon ratification by the Board of Supervisors and shall comply with Santa Cruz County Code Section 2.38.140(A), requiring final Board approval for all commission bylaws.

**2. Amendment**

2.1 These bylaws may be recommended for amendment by a majority vote of the Advisory Board, and then final approval by the Board.

**3. Notice**

3.1 Written notice of any proposed amendment shall be e-mailed to all members at least ten (10) calendar days prior to the meeting at which such action is proposed to be taken.

**4. Effective Date of Amendment**

4.1 No amendment to these bylaws shall take effect or be binding until said amendment(s) are reviewed by County Counsel and approved by the Board.

**ARTICLE XI: DISSOLUTION**

The Board shall dissolve the Advisory Board if the special parcel tax is ended by voters pursuant to SCCC 4.65.080, after all tax revenue collected pursuant to the Ordinance is expended and a final report is submitted.

**BYLAWS OF THE  
MEASURE Q CITIZENS OVERSIGHT ADVISORY BOARD**

**ARTICLE I: NAME**

This organization shall be called the “Measure Q Citizens Oversight Advisory Board” (hereafter, “Advisory Board) existing by virtue of Santa Cruz County Board of Supervisors Resolution No. 143-2024 attached hereto as Exhibit “A” and made a part hereof.

**ARTICLE II: DEFINITIONS**

For the purpose of these bylaws:

“Act” shall be defined as ...Measure Q

“Advisory Board” shall be defined as the Measure Q Citizens Oversight Advisory Board (COAB).

“Board” shall be defined as the Santa Cruz County Board of Supervisors.

“Chair” shall be defined as the chairman or chairwoman of the Measure Q Citizens Oversight Advisory Board.

“Department” means the Santa Cruz County Department of Parks, Open Space, and Cultural Services.

“Excused”, as in “excused absence”, shall be defined as an absence caused by sickness or vacation, with notice given to the Staff Liaison prior to the anticipated absence.

“Office” means the Santa Cruz County Office of Response, Recovery, and Resilience.

“Ordinance” shall be defined through Chapter 4.65 of Santa Cruz County Code (SCCC)

“Staff Liaison” means the County employee designated by the head of the Department and head of the Office to perform the administrative work for the Advisory Board.

**ARTICLE III: PURPOSE**

The purpose of the Advisory Board is to review, on an annual fiscal year basis, the expenditure of tax revenue generated by Santa Cruz County Code 4.65.020 an ordinance imposing a Special Parcel Tax in the amount of \$87 per parcel per year. Additionally, the Advisory Board will review and approve a five-year vision plan, which supports grant criteria and awards. The Ordinance was passed as a ballot measure (Measure Q) by Santa Cruz County voters on November 5, 2024, and took effect 10 days after the election on which it

was adopted and certified by the Santa Cruz County Clerk (Elections Department) and reported to the Santa Cruz County Board of Supervisors.

## **ARTICLE IV: POWERS AND DUTIES**

### **1. Powers and Duties**

1.1 The Advisory Board's powers and duties are as identified in Exhibit 1, SCCC 4.65.060 Oversight and Accountability section of the Ordinance, and restated as follows:

- (a) Conduct hearings and receive public input on allocations related to this Act.
- (b) Receive reports annually, according to a schedule set by the Advisory Board, from the County on projects funded pursuant to subsections (1) and (3) of subdivision (B) of section 4.65.040.
- (c) Receive reports annually from each of the incorporated cities, according to a schedule set by the Advisory Board, on projects funded pursuant to subsection (2) of subdivision (B) of section 4.65.040.
- (d) Receive reports annually from the Resource Conservation District of Santa Cruz County and the land stewardship implementation partner, according to a schedule set by the Advisory Board, on projects funded pursuant to subsection (4) of subdivision (B) of section 4.65.040.
- (e) The Advisory Board shall submit an annual report to the Board of Supervisors in compliance with SCCC 2.38.170(A). The report shall include outcomes of the projects and programs funded through the Act as well as how the Act was used to leverage other public and private funds. Annual reports by the Advisory Board may also provide suggested direction on the types of projects to prioritize in the coming year.
- (f) Approve a five-year vision plan to support grant criteria and awards.
  - (i) The vision plan will be updated every five years.
  - (ii) The Advisory Board may provide recommendations on the development of the plan by the Office and the Department. The Office and the Department shall also consult the incorporated cities, the Resource Conservation District of Santa Cruz County, and the land stewardship implementation partner in the development of the plan.

(iii) The vision plan shall identify the activities and geographies prioritized for investment throughout the County in a concise format primarily based on content derived from existing plans, such as, but not limited to, the Santa Cruz County Regional Conservation Investment Local ballot measure: Q Strategy, Santa Cruz County Parks Strategic Plan, Santa Cruz County Local Hazard Mitigation Plan, California Water Plan, California Wildfire and Forest Resilience Action Plan, California Outdoors for All Strategy, California Pathways to 30x30 Strategy, California Natural and Working Lands Climate Smart Strategy, Santa Cruz County Climate Action and Adaptation Plan, city climate adaptation plans, city parks and open space plans, or similar County, State, or local plans.

(g) Select the land stewardship implementation partner every five years, who shall serve in this role for a period of five years. After this initial period, the Advisory Board shall renew the land stewardship implementation partner or select another partner.

(h) Utilize the following criteria for selecting the land stewardship implementation partner:

(i) The land stewardship implementation partner shall have a mission generally consistent with the purposes of the Act and the capacity and expertise to implement projects in the public benefit related to land, habitat, ecosystem, and natural resources management and protection.

(ii) The land stewardship implementation partner shall be a Nonprofit Organization as defined in subdivision (M) of section 4.65.010 that owns and stewards private lands on which Eligible Projects in the public benefit can be implemented.

(iii) The land stewardship implementation partner must be headquartered in Santa Cruz County with at least 10 years of experience working primarily in Santa Cruz County.

(iv) The land stewardship implementation partner must be able to submit annual reports to the Advisory Board and contribute to the development of the five-year vision plan.

## **2. Advisory Role**

2.1 The Advisory Board's role is to advise the Board and staff of the Department and the Office on these matters.

### **3. Reports**

3.1 A report shall be submitted annually to the Board on the outcomes of the projects and programs funded through the Act as well as how the Act was used to leverage other public and private funds. Annual reports by the Advisory Board may also provide suggested direction on the types of projects to prioritize in the coming year.

3.2 The Advisory Board shall submit a report of its activities to the Board in accordance with a schedule established by the Board. The report shall highlight the activities, accomplishments and future goals of the Advisory Board and shall utilize the following report format:

1. Role(s) of the Advisory Board;
2. Meeting dates, time and location;
3. Advisory Board structure;
4. Advisory Board staff (designated staff or staff assigned through the Department and Office);
5. Attendance;
6. Goals and accomplishments during the reporting period (goals and attainment of those goals; summary of activities including special projects and workshops or seminars that members have attended, if applicable);
7. Future goals; and
8. Recommendations (public and/or private sector actions that advance the goals of the Advisory Board).

3.3 In addition to these reports, the Advisory Board may submit progress reports and recommendations to the Board and to the County Executive Office at any time.

## **ARTICLE V: MEMBERSHIP**

### **1. General**

1.1 The Advisory Board shall be composed of nine (9) members, five (5) appointed by the Board with one selection from each of the five (5) Board supervisorial districts, and four (4) appointed with one selection from each incorporated city. The Advisory Board members shall not hold any elected office and shall have demonstrated expertise in the following areas:

- (a) Water quality, water supply, or flood protection management.
- (b) Wildfire or forest management.
- (c) Wildlife, parks, or natural resources stewardship.

(d) Working Lands or agricultural expertise.

(e) Environmental justice, park equity, or public health.

(f) Knowledge and expertise in evaluating financial transactions or program cost-effectiveness.

## **2. Conflict of Interest**

2.1 Each member shall comply with the conflict-of-interest requirements of State law and SCCC 2.38.270 including a requirement that each Advisory Board member to file a Statement of Economic Interest financial disclosure (Form 700).

2.2 Members shall comply with SCCC 2.38.270(D). Any member that determines that they have a conflict of interest on an item under consideration shall recuse themselves from discussion and voting on the item.

## **ARTICLE VI: TERM OF OFFICE**

### **1. Term of Appointment**

1.1 Members of the Advisory Board shall serve a term of four years at the pleasure of the Board or appointing city, with terms commencing on April 1 of the year in which the nominating Supervisor begins a full term, in compliance with SCCC 2.38.100(A)(1). No member may serve more than two consecutive four-year terms. The Board, or appointing city, may, by order, extend this length of service or waive this limit for individuals that they appointed. A member's position shall become vacant upon their death, resignation, or removal by the Board or appointing city. In the case of such a vacancy, the Board or appointing city shall appoint a successor to fill the unexpired term.

### **2. Resignation**

2.1 Resignations shall be in writing and filed with the Clerk of the Board with a copy to the Staff Liaison.

### **3. Termination of Membership**

3.1 In the event that a member of the Advisory Board ceases to meet the membership requirements in Article V, Section 1 of these bylaws, or fails to participate in any regular meeting without an excused absence, their membership shall automatically terminate, and a successor shall be appointed by the Board. In addition, a member of the Advisory Board may be removed from office by a four-

fifths vote of the Board. Additionally, each Supervisor may remove their district appointee at any time, in compliance with SCCC 2.38.100(C).

## **ARTICLE VII: MEETINGS**

### **1. General**

1.1 All meetings of the Advisory Board shall be open to the public and the public shall be notified of all meetings of the Advisory Board in accordance with the provisions of the Ralph M. Brown Act (Government Code Section 54950 et seq.), as required under SCCC 2.38.110(A). Translation services and other accommodations shall be provided upon request to ensure accessibility for non-English speakers and individuals with disabilities. The agenda shall be posted at least seventy-two (72) hours prior to the regular meeting at a location that is freely accessible to the public. Meeting minutes and reports shall be publicly posted online upon review and approval by the Advisory Board.

### **2. Meeting Frequency**

2.1 The Advisory Board shall meet no less than quarterly.

### **3. Meeting Time and Place**

3.1 Regular meetings shall generally be held on a Wednesday to start no earlier than 3:00 P.M but no later than 6:00 P.M., in person at an identified County facility.

### **4. Special Meetings**

4.1 Special meetings of the Advisory Board, or special meeting times, may be called by the order of the Advisory Board chair or by order of a majority of the Advisory Board.

### **5. Quorum**

5.1 A majority of the full membership of the Advisory Board (5 members) shall constitute a quorum, and no act of the Advisory Board shall be valid unless at least a majority of those members constituting a quorum concur therein, in compliance with SCCC 2.38.150(A). A lesser number of the quorum shall adjourn a meeting.

### **6. Conduct of Meetings**

6.1 Proceedings of all meetings generally shall be guided by the current edition of *Rosenberg's Rules of Order*. *Rosenberg's Rules of Order* shall be the parliamentary

guide for all matters of procedure for this Advisory Board not specifically covered in these by-laws.

## **7. Voting**

7.1 An affirmative vote of the majority of all members of the Advisory Board present at the time shall be necessary to approve any action item before the Advisory Board. If requested by any member present, a roll call vote must be held.

## **ARTICLE VIII: OFFICERS**

### **1. Officers of the Advisory Board**

1.1 The officers of the Advisory Board shall be elected at the April meeting of the Advisory Board, and shall be as follows: Chair and Vice-Chair.

### **2. Duties of Officers**

**2.1 Chair:** The Chair shall preside at all meetings, appoint ad hoc Advisory Boards, authorize calls for any special meetings, and generally perform the duties and functions of the presiding officer. The Chair shall be an ex-officio member of ad hoc Advisory Boards.

**2.2 Vice-Chair:** The Vice-Chair, in the event of the absence or disability of the Chair, or a vacancy in the office of the Chair, shall assume and perform the duties of the presiding officer.

### **3. Officers: Term of Office**

3.1 Officers shall serve for one (1) year or until their successors are elected. No officer shall serve for more than two (2) consecutive one-year terms. The term of office shall begin with the meeting at which they are elected.

## **ARTICLE IX: AD HOC COMMITTEES**

### **1. Membership**

1.1 Ad-hoc committees may be established as needed to assist the Advisory Board in its duties. The composition of the ad hoc committees shall be determined by the Advisory Board. Ad hoc committees shall not contain a quorum of Advisory Board members.

### **2. Purpose and Duration**

2.1 Ad hoc committees shall be established for a specified period of time and purpose.

## **ARTICLE X: BYLAWS**

### **1. Enactment**

1.1 These bylaws shall become effective upon ratification by the Board of Supervisors and shall comply with Santa Cruz County Code Section 2.38.140(A), requiring final Board approval for all commission bylaws.

### **2. Amendment**

2.1 These bylaws may be recommended for amendment by a majority vote of the Advisory Board, and then final approval by the Board.

### **3. Notice**

3.1 Written notice of any proposed amendment shall be e-mailed to all members at least ten (10) calendar days prior to the meeting at which such action is proposed to be taken.

### **4. Effective Date of Amendment**

4.1 No amendment to these bylaws shall take effect or be binding until said amendment(s) are reviewed by County Counsel and approved by the Board.

## **ARTICLE XI: DISSOLUTION**

The Board shall dissolve the Advisory Board if the special parcel tax is ended by voters pursuant to SCCC 4.65.080, after all tax revenue collected pursuant to the Ordinance is expended and a final report is submitted.



## Santa Cruz County Measure Q Citizens Oversight Advisory Board

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

### ELECT CHAIR AND VICE-CHAIR FOR COAB

#### Recommended Actions

1. Elect a chair and vice-chair for the Measure Q Citizens Oversight Advisory Board (COAB).

#### Executive Summary

Board members will discuss and vote on two individuals to be appointed as the COAB Chair and Vice-Chair.

#### Discussion

Section 2.38.120 of the Santa Cruz County Code states "Commission officers shall be elected during the commission's first meeting after the commission is established at which a majority of the members are present. Annually, thereafter, commission officers shall be elected during the first meeting in April, or if the commission does not meet in April, at the next subsequent meeting."

The Chair shall preside at all meetings of the COAB. In the event of an absence or vacancy of the Chair, the Vice-Chair shall assume and perform the duties of the presiding officer. Board members will have the opportunity to nominate themselves or another member for an Officer role. Nominations will be considered and voted on following a motion by one member of the Board and second by another member of the Board.

#### Submitted By:

Rebecca Hurley, Deputy Director of Parks, Open Space and Cultural Services  
David Reid, Office of Response, Recovery and Resilience



## Santa Cruz County Measure Q Citizens Oversight Advisory Board

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[MeasureQ@santacruzcountyca.gov](mailto:MeasureQ@santacruzcountyca.gov)  
[www.santacruzcountyca.gov/MeasureQ](http://www.santacruzcountyca.gov/MeasureQ)

### MEASURE Q COAB 01.14.2026 MEETING MINUTES

#### Recommended Action

1. Review and approve meeting minutes from January 14, 2026.

#### Executive Summary

Minutes for every meeting are taken and prepared by the Measure Q Citizens Oversight Advisory Board (COAB) 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 public participation, discussion and actions taken by the Advisory Board.

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:

Rebecca Hurley, Deputy Director of Parks, Open Space and Cultural Services  
David Reid, Office of Response, Recovery and Resilience

#### Attachments

- a. Measure Q Citizens Oversight Advisory Board Special Meeting January 14, 2026 Minutes



# Santa Cruz County Measure Q Citizens Oversight Advisory Board



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[www.santacruzcountyca.gov/MeasureQ](http://www.santacruzcountyca.gov/MeasureQ)

## MEETING MINUTES

Wednesday, January 14<sup>th</sup>, 2025  
5:30pm – 7:30pm  
Special 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 5:34 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 19<sup>th</sup>, 2025**..... page 17.

**Written Correspondence Listing**

- I. None

**Adjournment** Meeting adjourned at 6:15 PM.

**NEXT MEETING DATE:**

~~5:30 PM Wednesday, February 18<sup>th</sup>, 2026 CANCELLED~~

Simpkins Family Swim Center Community Rooms

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