



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, June 18th, 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

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

Information Items

- 5. Water Resources 101** – Sierra Ryan, Water Resources Program Manager..... page 3.
- 6. Consultant Intro & Vision Plan Development Presentation** – Matt Freeman, Matt Freeman Consulting.....page 4.

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 21st, 2025**..... page 6.

Written Correspondence Listing

I. None

Adjournment

NEXT MEETING DATE:

5:30 PM Wednesday, July 30th, 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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OVERVIEW OF SANTA CRUZ COUNTY WATER RESOURCES

Recommended Actions

1. Receive Presentation

Executive Summary

In approving Measure Q, Santa Cruz County voters took action to support protecting and replenishing local water supplies by enhancing watershed health, reducing erosion, and safeguarding rivers, creeks, and groundwater resources. In order to guide Measure Q funding to best implement these priorities, the Citizens Oversight Advisory Board needs a strong understanding of the existing landscape and challenges facing our local water resources.

Discussion

Santa Cruz County's water resources serve a critical role in providing water supply, preserving fragile watersheds, providing resilient habitats, and supporting recreational and commercial activities. Challenges face local water supply and water quality which can jeopardize the services provided by local water resources. County staff, local agencies, organizations, and the community continue to collaborate on long-term, adaptive solutions to sustain environmental quality and ensure safe, reliable water resources for current and future needs. The County's Water Resources Manager will provide a Water Resources 101 presentation providing an overview of critical topics.

Financial Impact

There is no immediate financial impact associated with this report.

Strategic Initiatives

Climate Action – Water, Natural & Working Lands, Wildfire Prevention

Submitted By:

Sierra Ryan, Santa Cruz County Water Resources Program Manager



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CONSULTANT INTRODUCTION & VISION PLAN DEVELOPMENT UPDATE PRESENTATION

Recommended Actions

1. Receive Presentation

Executive Summary

To support the development of the Measure Q Vision Plan, Parks and OR3 hired Placeworks a consultant team with experience working in our community and the region. With support from Placeworks the Measure Q Vision Plan process has progressed from its initial research and stakeholder identification and outreach phase into the core engagement stage. Key accomplishments include a literature review of 19 local plans, completion of a well-attended stakeholder virtual kickoff meeting, stakeholder survey with 60 responses, and planning for six topic-based stakeholder meetings. Two public meetings have been held in Watsonville and the San Lorenzo Valley and a public online survey has also been launched with over 300 responses to date. The next phase includes continued public engagement, the two rounds of thematic stakeholder meetings, and iterative development of the Vision Document.

Discussion

The first stage of the Measure Q Visioning process has been completed and included:

- An AI-assisted literature review of 19 relevant local planning documents. The literature review will continue to be refined throughout the stakeholder engagement process and will be included in the final vision document as an appendix.
- A virtual stakeholder kickoff meeting held on May 9 was attended by 71 participants.

- An online stakeholder survey administered between April 29 and May 18 receiving 60 responses. The high-level survey results will be used to set the stage for upcoming stakeholder meetings. A complete summary and synthesis of survey results will be included in the stakeholder synthesis report, which will be completed after all stakeholder meetings have been conducted.

The core engagement phase for the Vision Plan development process is now underway, and will include:

- The first round of two, thematic stakeholder meetings have been scheduled for June 17-25.
- There will be six meetings in this round focused on engaging stakeholders on key Vision Plan elements such as:
 - Need – what are the most impactful project types and activities
 - Impact – how can we create multi-benefit projects
 - Locations – Where should Measure Q funds be focused
- Meetings will be held virtually and facilitated by Matt Freeman with Parks and OR3 support.
- Meeting invitations were sent to 117 individuals representing more than 80 organizations and agencies.
- A public online survey was developed by county staff and launched. So far, the survey has received over 300 responses.
- Two public in-person open houses have been conducted in Watsonville and the San Lorenzo Valley
- An additional round of stakeholder meetings in mid-July
- Ongoing public engagement through the online survey, additional in-person open houses next week will be in Bonny Doon and Live Oak, and a virtual event public meeting on June 26.

Iterative development of the Vision Document Outline and content based on emerging insights from the core engagement will follow and development of draft documents for review by the COAB will extend into July and August.

Submitted By:

Dave Reid, Director OR3



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MEASURE Q COAB 05.21.2025 MEETING MINUTES

Recommended Action

1. Review and approve meeting minutes from May 21st, 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 May 21st, 2025 Minutes



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MEETING MINUTES

Wednesday, May 21st, 2025
5:30pm – 7:30pm
Regular Meeting

Live Oak Library Annex
Active Learning Room
979 17th Avenue
Santa Cruz, CA 95062

Introductory Items

1. **CALL TO ORDER / ROLL CALL** Meeting called to order at 5:33 PM

Present: Julieann “Julie” Howard (District 1), Dennis Webb (District 2), Sandy Brown (District 3), Julissa Espindola (District 4), Mark Correira (District 5), Scott Harway (City of Capitola), Rachel Dann (City of Santa Cruz), David Sanguinetti (City of Scotts Valley), Celeste DeWald (City of Watsonville)

Staff: Rebecca Hurley (Deputy Director – Parks), Dave Reid (Director – OR3), Alexis Rodriguez-Rocha (Admin Aide/COAB Liaison – Parks)

2. **AGENDA MODIFICATIONS**

Item #5 moved after items #6 and #7.

3. **ORAL COMMUNICATIONS**

No oral communications.

4. **ACTION ON CONSENT AGENDA** (item 8)

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

Regular Agenda

Information Items

5. **(6) Overview of Placeworks Consultant and Stakeholder Meeting Schedule** – Rob Tidmore, Parks Principal Planner.

Robert Tidmore introduced the County project management and consultant team for the development of the Vision Plan. He also introduced some projects that Placeworks has completed. Director Reid discussed the breakdown for the 12 stakeholder meetings for the 6 thematic areas. Each group will meet twice, first for a listening session and a second time for a feedback session.

- **Commissioner Howard:** Asked for clarification on the previously mentioned 7 groups. The thematic areas were narrowed to 6 for the stakeholder groups.

6. **(7) Financial Flow Overview: Collection, Disbursement, and Allocation of Measure Q Funds** – Emilia Gamboa, Parks Department Fiscal Officer.

Emilia Gamboa reviewed the financial process of Measure Q, including timing for funds to be collected and dispersed to the Cities and County, grant program, and Land Stewardship Implementation Partner.

- **Commissioner Dewald:** *Asked for clarification of the 5% coming from the grant program.* There are two small (5%) buckets for administration. One for the overall Measure Q program and one directly for the administration of the grant program.
- **Commissioner Correia:** *How will the Measure Q budget be presented to the Board of Supervisors?* During the upcoming Budget Hearings, with a more in-depth breakdown of expenditures.

7. (5) Presentation and discussion on the key provisions of the Brown Act – Ruby Marquez, Chief Assistant County Counsel.

Ruby Marquez led commissioners through legal training and information necessary to their roles as members of the Measure Q Citizens Oversight Advisory Board. Her presentation included an overview of the Brown Act, Public Records Act and Conflicts of Interest.

- **Commissioner Brown:** *How will bilingual communications be handled?* The County has translation services and listening devices available. County Staff will work to secure services, as needed. *Who should commissioners direct media requests to?* Requests should be directed to the MeasureQ@santacruzcountyca.gov email. If they wanted to speak with someone, they should be directed to either Director Gaffney or Director Reid.

Consent Agenda

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8. Approve minutes from April 30th, 2025..... pages 3-7.

Written Correspondence Listing

- I. None

Adjournment Meeting adjourned at 6:26 PM.

NEXT MEETING DATE:

5:30 PM Wednesday, June 18th, 2025

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