

Commission Meeting Minutes

Wednesday, January 24, 2024

Members Present: Chair Toni Campbell, Jennifer Herrera, Bruce McPherson, Kimberly Petersen

1. Call to Order and Establish Quorum: Meeting was called to order at 1:00 pm

2. Commission Member Remote Attendance Approval – Action Item

No Commissioner attended the meeting remotely.
An in-person Commission quorum was present.

3. Review and Adopt Agenda – Action Item

M/S/P: (Commissioners (McPherson/Herrera). Motion passed unanimously.

4. Consent Agenda – Action Item

- a. Approve October 25, 2023, Commission Meeting Minutes
- b. Accept Financial Report for the period ending December 2023
- c. Accept First 5 Santa Cruz County Grant Application Tracker, 01/24/2024
- d. Accept FY 23/24 First 5 Santa Cruz County Contracts Executed Under Executive Director Authority, 01/24/2024
- e. Accept FY 23/24 First 5 Santa Cruz County Sponsorships report, 01/24/2024

M/S/P: (Commissioners (Herrera/McPherson). Motion passed unanimously.

5. Community Oral Communications

None

6. Commissioner Oral Communications

Director Brody noted that Commissioner Sabbah provided advanced notification of his absence for the commission meeting scheduled for 1/24/24.

7. County of Santa Cruz and City of Santa Cruz Sales Tax Measures – Action Item

- a. Consider endorsement of County of Santa Cruz Sales Tax Measure – Measure K
- b. Consider endorsement of City of Santa Cruz Sales Tax Measure – Measure L

A virtual presentation was made by Nicole Coburn (Measure K) and Matt Huffaker (Measure L) on the need for measures K and L and how funding would be used by county and city governments.

Measure K:

- **County of Santa Cruz Local Funding**
- Purpose: To address critical challenges such as attracting and retaining frontline healthcare workers, wildfire preparedness, ongoing recovery efforts, supporting affordable housing, and improving parks and open spaces.

- Funding Source: Tourists and shoppers visiting Santa Cruz will contribute to this measure, with essential purchases like groceries, prescription medicine, diapers, and feminine hygiene products being exempt from the tax.

Measure L:

- **City of Santa Cruz Local Funding**
- Objective: Similar to Measure K, Measure L aims to enhance essential services, affordable housing, and park improvements within the City of Santa Cruz.
- Funding Mechanism: Half of the total revenues raised will come from tourists and shoppers visiting Santa Cruz.

Both measures are on the March 2024 Primary ballot, and their approval would contribute to a safer and healthier Santa Cruz for all residents and visitors.

M/S/P: (Commissioners (Petersen/Herrera). Motion passed unanimously to support Measures K & L.

8. 2023-2024 Budget Revision – Action Item

A. The Commission will consider approval of the Revised First 5 Santa Cruz County Fiscal Year 2023-2024 Budget in an amount not to exceed **\$3,911,353**.

B. Contract Authorizations: The Commission finds that the contracts listed below for fiscal year 2023-2024 meet the factors described in its sole source contracting policy section 1.b relating to contractors' expertise being vital to the provision of services. The Commission delegates authority to the Executive Director to negotiate, execute, and amend contracts up to the amounts specified.

i. Operating Expenses – General Admin/Program Support/Evaluation

Approval of contract with United Way of Santa Cruz County for First 5 Administrative, Program Support, and Evaluation between July 1, 2023, and June 30, 2024, in an amount not to exceed **\$642,456**.

ii. Strategic Priority Investments

Approval of contract with United Way of Santa Cruz County for First 5 Strategic Priority Investments between July 1, 2023, and June 30, 2024, in an amount not to exceed **\$1,522,344**.

M/S/P: (Commissioners (McPherson/Petersen). Motion passed unanimously.

9. Update on Amendments to Chapter 2.38 of the Santa Cruz County Code – Information Item

Director Brody presented an overview of a recently passed amendment to Chapter 2.38 of the Santa Cruz County Code governing boards, commissions, committees and department advisory groups in Santa Cruz County.

10. Adjourn @ 2:04 P.M.