



COMMUNITY BRIDGES
PUENTES DE LA COMUNIDAD

BOARD OF DIRECTORS

Wednesday, October 21, 2015

6:00 PM to 8:00 PM

Elderday: 100 Pioneer Street, Santa Cruz, CA 95060

AGENDA

- 5:30 Dinner
- 6:00 1. Call to Order/Establish Quorum
- 6:00 2. Agenda Review
- 6:02 3. Announcements/Program Updates
- 6:08 4. ***CONSENT AGENDA – Action Items**
In approving the consent agenda, the Board is approving recommendations within each committee’s minutes listed below.
- 4.1 Draft Minutes of the September 2, 2015 Board Meeting***
- a. Pam/Jack moved to approve the September 2, 2015 Consent Agenda as presented. MSP.
 - b. Barb/Jack moved to approve the 2015 WIC Staff Bonus Proposal. MSP.
 - c. Barb/Jack moved to approve the FY 15/16 Program Budgets. MSP.
 - d. Jordan/Barb moved to approve the new Endorsement Policy. MSP.
- 4.2 Draft Minutes of the October 2, 2015 Finance Committee Meeting**
- 4.3 Draft Minutes of the October 2, 2015 Governance Committee Meeting**
- 4.4 Notes of the September 9, 2015 Philanthropy Committee Meeting**
- 6:10 5. Receive comments from members of the public on “Items not on the Agenda”
- 6:15 6. Program Presentation: CACFP – Myriam Scally
- 6:35 7. Agency Business – Ray Cancino
- 7.1 CEO Work Plan– Dashboard
 - 7.2 Agency Advocacy
 - a. Summer Meals Act of 2015
 - b. Access to Healthy Food for Young Children Act
 - c. Live Oak Parcel Tax Support (Re-Authorizing)
 - d. Measure O and Measure P
 - e. Transportation Support- Sam Farr
- 6:55 8. Finance Report – Cathy Benson
- 7:00 9. Development/Philanthropy Report – Libby Morain
- 7:05 10. Philanthropy Committee Update – Jordan Ciliberto
- 7:10 11. Board Business – Linda Fawcett
- 11.1 Board Engagement Discussion (continued from Sept. BOD mtg)
- 7:40 12. Written Reports
- 12.1 Financial Reports from the October 2, 2015 Finance Committee Meeting
 - 12.2 Community Bridges Program Reports – CACFP; CDD; ELD; HR

- 7:40 13. Newspaper Articles
- 7:40 14. Items for Next Agenda
- 7:40 15. Adjourn Regular Meeting
- 7:40 16. CLOSED SESSION

Next Meeting:
Wednesday, November 18, 2015
6:00 PM to 8:00 PM
Elderday: 100 Pioneer Street, Santa Cruz, CA 95060



COMMUNITY BRIDGES
PUNTES DE LA COMUNIDAD

BOARD OF DIRECTORS

Wednesday, October 21, 2015

6:00 PM to 8:00 PM

Elderday: 100 Pioneer Street, Santa Cruz, CA 95060

CLOSED SESSION AGENDA

- 7:40** 1. ***CONSENT AGENDA – *Action Items***
1.1 Closed Session Notes of the September 2, 2015 Board Meeting*
- 7:45** 2. **SEIU Update**
- 8:00** 3. **Adjourn Closed Session**

Next Meeting:

Wednesday, November 18, 2015

6:00 PM to 8:00 PM

Elderday: 100 Pioneer Street, Santa Cruz, CA 95060



COMMUNITY BRIDGES
PUNTES DE LA COMUNIDAD

BOARD OF DIRECTORS

Wednesday, September 2, 2015

6:00 PM to 8:00 PM

Elderday: 100 Pioneer Street, Santa Cruz, CA 95060

DRAFT MINUTES

Members Present: Barbara Frank, Jack Jacobson, Jordan Ciliberto, Jorge Méndez, Linda Fawcett, Martín Bernal, Pam Fields, Rebecca Fowler, Shannon Rose

Excused: Shannon Brady

Staff in Attendance: Cathy Benson, Julie Gilbertson, Julie St. Leger-Barter, Libby Morain, Lisa Hindman Holbert, Ray Cancino, Susan Marinshaw

Minutes: Julie St. Leger-Barter

5:30 Dinner served.

6:00 **1. CALLED TO ORDER/QUORUM ESTABLISHED.**

6:01 **2. Agenda Review**

6:01 **3. Announcements/Program Updates**

3.1 Ray – CB All Agency Potluck is on Saturday 9/26 from 3-6pm at Harvey West Park. Board members needed to attend and/or volunteer.

3.2 Libby – Walk to End Alzheimer’s is on Saturday 10/3 at 9am at Seascapes. Anissa Novak is coordinating it; she is on the Friends of Meals on Wheels Committee and the Philanthropy Committee. CB receives 50% back of all donations towards it; 60% back if over \$5k is raised. Mountain Affair is on Friday 10/23 at Roaring Camp – buy your tickets online.

6:06 **4. CONSENT AGENDA**

4.1 Pam/Jack moved to approve the September 2, 2015 Consent Agenda as presented. MSP.

This Consent Agenda included:

*5.1 Draft Minutes of the June 17, 2015 Board Meeting**

*5.2 Draft Minutes of the August 6, 2015 Finance Committee Meeting**

*5.3 Draft Minutes of the August 6, 2015 Governance Committee Meeting**

5.4 Notes of the June 10, 2015 Philanthropy Committee Meeting

5.5 Notes of the July 8, 2015 Philanthropy Committee Meeting

5.6 Notes of the August 12, 2015 Philanthropy Committee Meeting

5.7 Resolution #2015-09-01 AAA Contract

6:07 **5. Receive comments from members of the public on “Items not on the Agenda”**

Our new SEIU representative Alenis Leon introduced herself and briefly spoke about a few current issues, along with Gerardo Velasquez from LMCR.

6:18 **6. Program Presentation: Child Development Division – Lisa Hindman Holbert**

Lisa presented the CDD program self-evaluation and Race to the Top overview. She distributed handouts including the program self-eval cover page and the Race to the Top rating matrix. All sites are in Tier 4. She also went over accomplishments and challenges of the program.

6:37 7. Agency Business – Ray Cancino

7.1 CB Knowledge Quiz – All Board members participated in a ten-question quiz on how well they know CB.

7.2 **Action Item:** WIC Staff Bonus Proposal – Governance Committee recommended approval. This bonus is presented annually and is dependent on performance. Funds used cannot be rolled over to the next FY.

Barb/Jack moved to approve the 2015 WIC Staff Bonus Proposal. MSP.

7.3 MOW LOSC Update – Agreed to an 18-month term lease with an escalator clause – rate increase every 6 months. 30% operational increase.

6:57 8. Finance Report – Cathy Benson

8.1 **Action Item:** Approval of 15/16 Agency Budgets – Cathy summarized on pages 55b-56b in the packet.

Barb/Jack moved to approve the FY 15/16 Program Budgets. MSP.

7:16 9. Development/Philanthropy Report – Libby Morain

Libby presented the philanthropy numbers as of 8/31 on page 29 in the packet. We are much higher than this time last year. The donor appreciation event is on 9/19 from 4-6pm at Elizabeth Lindsley's house in Santa Cruz. Currently working on getting all 2016 calendar sponsorships.

7:20 10. Philanthropy Committee Update – Jordan Ciliberto

10.1 Unrestricted Funding Policy – Ray brought a draft policy to the committee and they decided not to adopt a formal policy – allocating unrestricted donations is up to the CEO's discretion. Jordan will operationalize the process with the committee regarding a financial threshold – if it's over a certain amount, Ray will bring to the Board for strategy on how to spend it.

7:22 11. Board Business – Linda Fawcett

11.1 Discussion/Review of Advocacy Plan – Barb summarized what was done at the Advocacy Committee's first meeting. The committee is made up of Barb, Linda, Ray and Jorge. Please refer to page 35 in the packet. They created a page on where Board members' investment would be best served and what Board members are committing to do. Need to make sure there is consensus on what gets the most effort and why. Most of the plan is ongoing; will come back to re-evaluate in a year.

11.2 Discussion/Review of Endorsement Policy – Jorge Méndez – Please refer to page 36-37 in the packet. This will be reviewed annually.

Jordan/Barb moved to approve the new Endorsement Policy. MSP.

11.3 Review Trend Report Update w/ Funding – Included in the packet page 42. Please review.

7:45 12. Board Engagement Small-Group Exercise

Board members split into two groups and discussed two questions:

- 1) Some Board members expressed that they feel under-utilized, how can we ensure Board members are able to provide their expertise or feel included?
- 2) How would you describe the goals of the organization for new Board members, and how does the organization achieve these goals in the coming year (see CEO work plan)? Can you sum up the strategic plan into three objectives?

The group came back together and discussed, including: Board members at-large, new Board member orientation process, all Board members on a committee(s), assessing skill sets/attributes of individual Board members i.e. Board matrix, and formalizing these processes. This discussion will be continued at the October Board meeting.

- 7:59 **13. Written Reports**
13.1 Financial Reports from the August 6, 2015 Finance Committee Meeting
13.2 Community Bridges Program Reports – MOW; Lift Line; WIC
- 7:59 **14. Newspaper Articles**
- 7:59 **15. Items for Next Agenda** – The Board Engagement Small-Group Exercise will be continued.
- 8:00 **16. Adjourn Regular Meeting**
- 8:00 **17. CLOSED SESSION**

Next Meeting: Wednesday, October 21, 2015
6:00 PM to 8:00 PM
Elderday: 100 Pioneer Street, Santa Cruz, CA 95060



COMMUNITY BRIDGES
PUENTES DE LA COMUNIDAD

Finance Committee
Friday, October 2, 2015
11:00AM – 11:30AM
Community Bridges (CB), Aptos

Draft Minutes

Members Present: Barbara Frank, Jack Jacobson, Jorge Méndez, Linda Fawcett

Staff in Attendance: Cathy Benson, Julie St. Leger-Barter, Ray Cancino

11:09 Cathy called meeting to order. Quorum established.

11:10 Agenda Review

11:11 CFO Report – Ray Cancino

- a) **Program Budget Summary Review** – Highlights include: Changes to 6/30/15 Year End skews “Change from Prior Mo” amounts, comments address July to Aug changes; MOW-Larger June surplus>Donations/food savings; LL-Retro 5317 grant \$40,095 Jan-Jun 15, EE savings 15/16; ELD-July ADA 68.27, Aug 66.67, Sept 64.2, annual ADA 71.4; FRC-MAA 10/11 write offs to 14/15 <\$45.8K> <\$17.4K>
- b) **Unconfirmed Grant/Foundation Funding** – FEMA was reduced to 15% of local area funding; MOW lost \$10.8K, NVCR lost \$356.
- c) **Financial Statement & Balance Sheet Review/Cash Assets Report** – Agency-wide Rev & Exp as of August 31 and June 30 (Prelim #2) included. All ratios are down. Current year loss of \$66K. Salaries and wages are 40% of expenses.
- d) **Cash Flow Review and Line of Credit Update** – We received the federal portion of AAA yesterday for July-Sept. Have not received MPF funding yet, only notification. Do not anticipate using LOC this quarter.
- e) **Investment and Endowment Performance** – Graphs as of August 31 are included. Change from prior month is <\$5.5K> for LPL and \$1K for Pershing.

11:30 Agency Reserve Discussion

Two worksheets included, first one Cathy just created, second one we already had from 07/08 just added some historical info. Goal is to always have three months’ worth of expenses in reserves. Cathy and Ray presented the proposal to raise all programs’ reserve goals to 25% from its current 10%. We are currently not meeting the 10% goal. How long would it take us to get to the 25% goal? If we raise reserves by 1% per year we’re in good shape. Need to look at each program and see how healthy it is. The Board needs to be strict when approving program budgets and use of carry-forward. The committee supports the three-month survival concept and prefers to refer to it as a three-month reserve goal rather than 25%. This discussion will be continued at the next FC meeting. We will need program details, timeline, strategies.

11:58 Items for Next Agenda

One hour meeting needed for November (11:00am-12:00pm).

11:59 Adjourn

Next Meeting: Thursday, November 5, 2015
11:00AM – 12:00PM



COMMUNITY BRIDGES
PUNTES DE LA COMUNIDAD

Governance Committee
Friday, October 2, 2015
11:30AM – 12:30PM
Community Bridges (CB), Aptos

Draft Minutes

Members Present: Barbara Frank, Jordan Ciliberto, Linda Fawcett, Rebecca Fowler

Staff in Attendance: Julie St. Leger-Barter, Ray Cancino, Susan Marinshaw

Board Member Guest: Jack Jacobson

12:00 Meeting called to order/Quorum established.

12:01 Agenda Review

12:02 Consent Agenda – None. August 6, 2015 Governance Committee Meeting Draft Minutes were approved at the September 2, 2015 Board of Directors Meeting.

12:02 CEO Report – Ray Cancino

- 1) Support of Public Transit Funding** – State-level; would help Lift Line. RTC reached out to us for support (approves our TDA funding). Will add to next Board Development Committee agenda.
- 2) Letter of Support-Summer Meals Act of 2015 & Access to Healthy Food for Young Children Act of 2015** – Because the subcommittees met last week, Ray already sent the letters. They would help Summer Lunch and CACFP. Linda reminded us to always CC Sam Farr and Anna Eshy (Santa Clara/Palo Alto rep. in McPherson’s district).
- 3) SEIU Update – CLOSED SESSION**
- 4) Average Daily Attendance Issues – CLOSED SESSION**
- 5) Admin Budget/Strategic Planning** – We will be hiring an Outreach Coordinator in Admin under Ray’s supervision to help increase enrollments as well as helping with recruiting. It will be a limited-term three-month position. \$7K of Strategic Planning budget will be used for this position (part-time 20 hours/week). Ray thanked everyone for coming to the Staff BBQ last weekend.

1:32 Board Chair Report – Linda Fawcett

- 1) Agenda for October 21, 2015 Board of Directors Meeting** – Will invite potential Board member Heather Lenhardt (Ray and Barb already had lunch with her).

12:45 Adjourn

Next Meeting: Thursday, November 5, 2015
12:00 – 1:00PM



COMMUNITY BRIDGES
PUNTES DE LA COMUNIDAD

Philanthropy and Marketing Committee

Wednesday, September 9, 2015 — 12 noon–1 P.M. Live Oak Community Resources

Attending: Anissa Novak, Linda Fawcett, Shannon Brady.

Staff: Anna Vaage, Katie Small, Libby Morain.

1. Department Progress Updates

Review of a Progress Report showing 13% of our goal met at 18% of the year. Meals on Wheels received a \$10,000 donation. There was discussion about the effectiveness of mailer schedules, and members agreed to do what works best with our donor base.

- Walk to End Alzheimer's: We have raised \$4,825 so far for the event at Seascape.
- Sereno Group 1% For Good: Meals on Wheels will receive 1% of Fall transactions.
- Mountain Affair: With two key staff gone, there was discussion about workloads. Philanthropy Dept. should focus on sponsorships, and outsource event planning.

2. Action Item Follow-Up

- Calendar Sponsorships: Ten of 12 months are committed. Anissa may have two more. Sponsorships can be purchased, donated and used for outreach or acknowledgement. Bill Lovejoy is donating the photography, and our Annual Report designer will design.
- Donor Appreciation Event: We have ten guests and ten tentative. With ten staff hosts, we meet the capacity of 30. The program will focus on the Family Resource Collective. The event date competes with at least four other nonprofits. A community calendar hosted by the Community Foundation would be extremely helpful for event planning.

3. Membership and Marketing

- Committee Membership: There was discussion about how to increase membership. Meeting times that don't compete with business hours might help. Discussion about meeting prior to board meetings, or at restaurants and pubs for a more social focus.
- Marketing Strategy: Meals on Wheels is sending a holiday acquisition mailer twice in November to 45,000 local households. Katie is researching Giving Tuesday strategies. There was discussion about Board-level strategies based on the services that are most marketable. Unrestricted funds can be used to supplement program budgets anyway.

Next Philanthropy Committee Meeting:

October 14, 2015 at Noon

at Live Oak Community Resources

CEO DASHBOARD
Organizational Goals & Indicators
Ray Cancino (8/31/15) June 2015-June 2016

This work plan reflects the strategic moves for the CEO and Community Bridges through June 2016. In addition to moving the organization through these goals, the CEO continues to direct and manage all programs and operations of Community Bridges, in partnership with the Board and the Management Team, ensuring the organization’s mission and goals are met.

GOAL #1: ORGANIZATIONAL UNITY: Community Bridges and its programs build on the renewed CB brand, messaging and materials that results in increased donations, volunteers and community involved across the organization and its programs.

GOAL #2: ORGANIZATIONAL INTERNAL HEALTH: Community Bridges has operational systems to run efficiently and effectively, while supporting a positive organizational climate. CB takes particular action to strengthen the model for sustainability.

FOCUS AREA #3: FINANCIAL STABILITY & SUSTAINABILITY: Community Brides has the financial resources to support its operations and its programs and to address emerging needs & opportunities.

PRIORITIES	Indicator # 1	Indicator # 2	Indicator # 3	Indicator #4
GOAL # 1: ORGANIZATIONAL UNITY	25% INCREASE IN SOCIAL MEDIA (FACEBOOK + TWITTER)	5% INCREASES IN LAPSED DONORS AND DONOR BASE INCREASE FUNDRAISING BY 10% ACROSS AGENCY	5% INCREASE IN VOLUNTEERS	75% OF STAKEHOLDERS AGREE WITH A STATEMENT THAT COMMUNITY BRIDGES IS AN EXPERT AND A LEADER BOARD SPEAKS AT TWO PUBLIC MEETINGS
GOAL #2 : ORGANIZATIONAL INTERNAL HEALTH	85% OF ANNUAL EVALUATIONS ARE ON TIME	75% OF STAFF INDICATE THAT THEY FEEL VALUED ON THE ANNUAL SURVEY	80% OF STAFF FEEL THAT WE AS AN AGENCY ARE HEADED IN THE RIGHT DIRECTION	QUARTERLY STAFF DEVELOPMENT TRAININGS CONSULTANT HIRED FOR FISCAL FISCAL REVIEW OF PROCESSES
GOAL # 3: FINANCIAL STABILITY & SUSTAINABILITY	INCREASE CASH RESERVES BY 5%	DECREASE AGENCY DEBT BY 5%	INCREASE DONOR BASE BY 5%	INCREASE FUNDRAISING BY 10% ACROSS AGENCY



Agency Advocacy – October 21, 2015

1) Summer Meals Act of 2015

- a. Would strengthen, protect, and expand access to the Summer Nutrition Programs. (One-pager attached.)

2) Access to Healthy Food for Young Children Act

- a. Would strengthen the Child and Adult Care Food Program (CACFP). (One-pager attached.)

3) Live Oak Parcel Tax Support (Re-Authorizing)

- a. Pays for all of the library aides, life lab aides, music teachers, art teachers, one class size reduction teacher, and elementary physical education teachers and after school sports at Shoreline Middle School. (One-pager attached.)

4) Measure O & Measure P

- a. Measure O – Local middle and high schools. Measure P – Local elementary schools. (One-pager attached.)

5) Watsonville Proclamation

- a. Presented by Mayor Bilicich at the October 13, 2015 Watsonville City Council Meeting to LMCR (Attached).

6) Transportation Support – Sam Farr

- a. Long Term Transportation Act has not passed at the House
- b. Issue Gas Tax has not increased since 1994
- c. Loss of value due to inflation
- d. Higher efficiency Vehicles (results in less funding)
- e. Does not have a proposal attached to it but is the online petition to request our House get moving on a transportation bill.

The Summer Meals Act of 2015 (S. 613 / H.R. 1728), introduced by Senators Kirsten Gillibrand (D-NY) and Lisa Murkowski (R-AK) and Representatives Don Young (R-AK) and Rick Larsen (D-WA), would strengthen, protect, and expand access to the Summer Nutrition Programs. These programs help reduce hunger and combat childhood obesity experienced by low-income children over the summer months. The Summer Nutrition Programs also support educational and enrichment programs that keep children learning, engaged and safe when school is not in session.

What are the Summer Nutrition Programs?

The Summer Nutrition Programs (the Summer Food Service Program and the National School Lunch Program) provide federal funding to serve nutritious meals and snacks during summer break when low-income children lose access to free and reduced-price school meals. The meals are served at sites such as summer programs, summer school, parks and recreation centers, Ys, and Boys and Girls Clubs that are located in a low income area or that serve primarily low-income children. The vast majority of sites offer learning, enrichment, and/or recreational activities in addition to nutritious meals.

How Many Children Benefit from the Summer Nutrition Programs?

In July 2014, over three million children ate summer lunch on an average day, reaching only one in six of the low-income children who rely on school lunch during the school year.

What does the bill propose?

Improve the area eligibility test to allow community-based organizations to participate if 40 percent of the children in the area are eligible for free or reduced-price meals. Currently, a summer meal site qualifies if 50 percent or more of children in the area qualify for free or reduced-price school meals as defined by school or census data. This threshold keeps many communities with significant numbers of low-income children, but not a high enough concentration of poverty, from participating. In addition, the 50 percent test is inconsistent with federally funded summer programs, such as the 21st Century Community Learning Center programs and Title I, which require at least 40 percent. These important education programs should all be able to provide summer meals.

Allow local government agencies and private nonprofit organizations to feed children year-round through the Summer Food Service Program. Currently, sponsors must apply to and operate both the Summer Food Service Program and the Child and Adult Care Food Program (CACFP) in order to feed children—often the same children—after school and during the summer. This creates duplicative paperwork and confusing administrative rules that discourage participation.

Provide funding for transportation grants to fund innovative approaches and mobile meal trucks. Transportation is one of the biggest barriers to participation, and these grants will increase low-income children’s access to summer meals in rural and other under-served areas.

Allow all sites to serve a third meal. Many summer meal sites provide child care to working parents and run all day, but most sites are only able to serve a maximum of two meals. This leaves children without enough nutrition to get through the day or forces sites to use program dollars for food.

How Will the Summer Meals Act Benefit My Community?

Combat childhood hunger and obesity. The Summer Nutrition Programs replace the breakfasts, lunches, after school meals, and snacks that children receive during the school day, giving them access to healthy meals their bodies need.

Keep children safe, learning, and out of trouble. The meals help draw children into educational, enrichment, and recreational activities which are important tools for combating summer learning loss, reducing juvenile crime and teen pregnancy, and supporting working parents.

Provide states federal child nutrition funding that will create jobs and generate economic activity. The Summer Nutrition Programs bring federal dollars into local communities that must be used to support providing meals, such as to purchase food, pay salaries and cover transportation costs.

Support the Access to Healthy Food for Young Children Act of 2015 (S.1833)

The Access to Healthy Food for Young Children Act of 2015, introduced by Senator Robert Casey (D-PA) on July 22, 2015, would strengthen the Child and Adult Care Food Program (CACFP) by improving the area eligibility test, allowing the option of a third meal service (typically a snack or supper), increasing CACFP reimbursements, enhancing administrative reimbursements for CACFP sponsors, providing two year implementation, nutrition, and wellness funds for state CACFP agencies and sponsors, continuing funding for USDA’s CACFP nutrition and wellness education study, creating a “Provision 2” option for child care centers, providing a carry-over option for sponsors of centers and afterschool programs, streamlining program requirements, reducing paperwork, and maximizing technology to improve program access.

What is the Child and Adult Care Food Program (CACFP)?

CACFP provides nutritious meals and snacks to children and adults receiving child care at family child care homes, child care centers, Head Start programs, afterschool programs, and adult care centers. CACFP ensures that young children in child care receive a nutritious diet and learn good eating habits through nutrition education. CACFP has also been shown to improve the quality of care.

How Many Children Benefit from CACFP?

Currently 3.8 million children receive healthy meals and snacks daily from CACFP in family child care homes, child care centers, and afterschool programs.

What does the bill propose?

Improve the area eligibility test by allowing child care providers to receive the higher Tier I reimbursement if 40 percent of the children in the neighborhood are eligible for free or reduced-price meals.

Allow the option of a third meal service to serve children who are in care for more than eight hours per day.

Increase CACFP reimbursements for child care centers, family child care providers, and afterschool programs by 10 cents per child per meal per tier to stem participation declines and improve nutrition. Increasing the availability and consumption of fruits and vegetables, whole grains, and lower-fat dairy products among young children in child care is absolutely essential to improve development, health, and prevent obesity.

Enhance administrative reimbursements to support CACFP sponsoring organizations by \$5 per family child care home per month to support the implementation the new healthier CACFP meal pattern and to sustain the participation of family childcare providers.

Provide two year implementation funds (\$50 million per year) for state CACFP agencies and \$10 million for USDA, to implement the new healthier CACFP meal pattern and support CACFP participation.

Continue funding for USDA’s CACFP nutrition and wellness education study, authorized in the Healthy, Hunger-Free Kids Act of 2010.

Create a “Provision 2” streamlining option for CACFP to allow centers serving predominantly low-income children to use a blended rate to offer free meals to all children in their care, without collecting additional paperwork, for four years.

Provide a carry-over option for organizations sponsoring child care centers and afterschool programs in CACFP.

Authorize a Congressionally-mandated USDA CACFP paperwork reduction initiative including a focus on maximizing the effective use of technology.

Streamline requirements, reduce paperwork, and maximize technology to improve program access.

Learn more about this legislation and actions you can take to ensure these provisions are a part of the final child nutrition bill later this year: <http://frac.org/leg-act-center/>

Parcel Tax



Your Parcel Tax Dollars at Work

In November of 2008, the voters in Live Oak approved the Live Oak School District Quality Education Measure A by over 76%. The purpose of this measure was to ensure reliable funding to improve education by keeping school libraries open, protecting enrichment programs such as music and art, maintaining science programs and attracting and retaining qualified teachers. It was also intended to help maintain and expand reading and math tutoring programs, maintain small class sizes, provide after school programs and purchase textbooks and educational materials for reading, language and arts. The measure expires in 2018.

Live Oak School District would like to thank our supportive community for the revenue this measure brings into our schools. The District, along with the Parcel Tax Oversight Committee and the Live Oak Board of Trustees, continues to work diligently to provide as much support as possible to the programs listed above.

The Parcel Tax currently provides about \$500,000 in revenue per year. With these funds, the District pays for all of the library aides, life lab aides, music teachers, art teachers, one class size reduction teacher, elementary physical education teachers and after school sports at Shoreline Middle School. In this current year, physical education and life lab equipment has also been funded.

In addition, these funds are shared with our home school program, Ocean Alternative, and with the two district charter schools, Cypress Charter High and Tierra Pacifica.

Please feel free to browse through this portion of our website to see some of the work created with Parcel Tax funds. If you have any questions in regards to the Parcel Tax, please feel free to send an email to your school's Parcel Tax Oversight Committee member. If you are interested in sitting on the committee, please contact your school's principal.

Measure O & Measure P

Alisun Thompson
Friends of Santa Cruz Schools
Yes on O&P!

Measure P will: *(Local elementary schools)*

- Protect small class sizes
- Attract and retain high-quality teachers
- Preserve arts and music instruction
- Maintain elementary science programs
- Keep school libraries open with certificated teacher librarians

Measure O will: *(Local middle & high schools)*

- Preserve Career Technical Education (ROP) programs
- Support science, technology, and engineering educational initiatives
- Continue visual and performing arts enrichment
- Support athletic programs that keep kids safe, healthy and engaged in school

How much will Measure P cost?

Measure P will not raise your tax rates. It simply renews an existing tax, which costs \$105 per year per parcel, for 8 years to provide a stable, local source of funding for Santa Cruz City Elementary schools that cannot be taken away by the state. There is an exemption for Senior citizens.

How much will Measure O cost?

The cost is modest, \$6 a month for property owners, or \$72/year. And it's temporary, lasting only eight years. By law, these funds CAN'T be taken away by the State or be used for other purposes. An independent Citizens' Oversight Committee ensures funds are spent as promised.



Local ballot measure: 0

1

0 Measure 0 Santa Cruz City High School District

Summary

To better prepare local middle and high school students for college and career success, shall Santa Cruz City High School District preserve instructional and after-school programs in Career Technical Education, science, technology, engineering and performing arts, and support athletic programs to keep kids safe, healthy and engaged in school, by establishing a parcel tax of \$72 per year for 8 years only, with exemptions for senior citizens, independent citizen oversight, and all funds benefitting local middle and high schools?

What your vote means

YES	NO
A "yes" vote on this measure authorizes the Santa Cruz City High School District to levy a special tax on real property. The tax would be imposed for eight years beginning July 1, 2016, at the rate of \$72 per year on each parcel. The measure requires 2/3 vote for passage.	A "no" vote on this measure is against imposition of the special parcel tax.

For and against Measure 0

FOR	AGAINST
<p>John Leopold Santa Cruz County Supervisor</p> <p>Michael Watkins Superintendent Santa Cruz County Office of Education</p> <p>Geoffrey Dunn Writer, Historian & Lifelong Resident</p> <p>Kathy Ferraro Parent at Harbor High</p> <p>Leif L. "Hal" Rovick Career Technical Education Instructor at Soquel High</p>	No argument against was filed.

Measure 0 continues on page 2 with the argument for, impartial analysis, and the full text of the measure..



Local ballot measure: O

Argument in favor of Measure O

If you value protecting the quality of local schools – whether to prepare students for college and successful careers, keep kids safe and engaged in school, or simply to protect your property values – **Measure O deserves your YES VOTE.**

Our local secondary schools work hard to prepare students from Santa Cruz, Soquel, Live Oak, Capitola, Bonnie Doon, Happy Valley and surrounding communities for college and career success. The high quality education at Branciforte and Mission Hill Middle Schools, and Harbor, Santa Cruz, and Soquel High Schools includes advanced courses and enrichment in math, science, technology, the arts, and career training.

But State and County budget cuts are taking their toll, eliminating funding for secondary programs that contribute to a well-rounded education. As college admissions standards continue to rise, we need to give our kids a competitive edge by maintaining these important educational programs.

Measure O will:

- Support science, technology, and engineering educational initiatives
- Preserve Career Technical Education (ROP) programs
- Continue visual and performing arts enrichment
- Support athletic programs that keep kids safe, healthy, and engaged in school

Measure O is a wise investment. **ALL Measure O funds stay LOCAL** to support middle and high school classroom instruction and after-school programs. The cost is modest, just \$6 a month for property owners, and it's temporary, lasting only eight years. By law, these funds CAN'T be taken away by the State or be used for other purposes. An independent Citizens' Oversight Committee ensures funds are spent as promised.

Measure O provides an exemption for senior citizens.

If we want our kids to be prepared for college and career success, they need to have a high quality education. Measure O will help.

Teachers, parents, civic and business leaders throughout our community URGE YOUR SUPPORT.

Please VOTE YES on O – for our local middle and high schools.

www.FriendsOfSantaCruzSchools.com

s/ John Leopold, Santa Cruz County Supervisor

s/ Michael Watkins, Superintendent Santa Cruz County Office of Education

s/ Geoffrey Dunn, Writer, Historian & Lifelong Resident

s/ Kathy Ferraro, Parent at Harbor High

s/ Leif L. "Hal" Rovick, Career Technical Education Instructor at Soquel High

Argument against Measure O

No argument against was filed.



Impartial analysis of Measure 0

Dana McRae County Counsel

By Jane M. Scott, Assistant County Counsel

If this measure is approved by at least two-thirds of those voting on it, the Santa Cruz City High School District ("the School District") will be authorized to levy a special tax on real property. The tax would be imposed for eight years beginning July 1, 2016, at the rate of \$72 per year on each parcel -- as defined by the measure -- within the School District.

Previously voters of the School District approved an eight-year parcel tax (Measure I) on parcels within the District at the rate of \$38 per year, ending in 2021. The measure presently before the voters does not affect that existing parcel tax and if approved it would overlap with that tax for a period of time in which both parcel taxes would be owing; that is, the new tax would be in addition to the existing tax from 2016 to 2021.

The proceeds of the special tax, if approved, may be applied only to the purposes set out in the full text of Measure 0 which is printed in this pamphlet. It may not be used for administrative salaries.

In accordance with State law, the School District Board would implement accountability measures if the tax is approved. It would create a separate fund into which the proceeds of the special tax shall be deposited. An annual written report would show the amount of the special taxes which have been collected and expended, and the status of projects to be funded from those proceeds. An independent community oversight committee would monitor expenditures funded by this tax.

The special parcel tax is to be collected in the same manner as those property taxes which are based upon property value.

The measure adjusts the appropriations limit of the District by the amount collected through this parcel tax.

A property owner who is 65 years of age or older before July 1 of the tax year may apply for an exemption from the tax if the property is used as his or her principal place of residence. Specified recipients of SSI and SSDI benefits may also apply for exemption. Once granted, the exemption will continue for the term of the tax so long as the applicant remains eligible.

A "yes" vote is to approve imposition of the special parcel tax.

A "no" vote is against imposition of the special parcel tax.



Full text of Measure O

Santa Cruz City High School District Protection of Quality Education Act

To better prepare local middle and high school students for college and career success, the Santa Cruz City High School District shall preserve instructional and after-school programs in Career Technical Education, science, technology, engineering and performing arts, and support athletic programs to keep kids safe, healthy and engaged in school, by establishing a parcel tax of \$72 per year for 8 years only, with exemptions for senior citizens, independent citizen oversight, and all funds benefitting local middle and high schools.

Accordingly, moneys raised under this Measure shall be authorized to be used for the following purposes in accordance with priorities established by the Board and to the extent of available funds:

- (a) Supporting career-technical education, STEM (science, technology, engineering and math) programs, visual and performing arts and job-training instructional programs;
- (b) Preserving after-school athletic and enrichment programs in middle and high schools to protect student safety, health and well-being.

No parcel tax funds will be spent on administrative salaries.

A. Amount and Basis of Tax

This special tax shall authorize the Santa Cruz City High School District to levy a special tax of \$72 per Parcel of Taxable Real Property beginning in July 1, 2016, and continuing for a period of eight (8) years.

To the extent allowed by law "Parcel of Taxable Real Property" shall be defined as:

- (a) Any unit of real property in the District that receives a separate tax bill for *ad valorem* property taxes from the County Tax Collector.
- (b) All property that is otherwise exempt from or upon which are levied no *ad valorem* property taxes in any year shall not be considered a Parcel of Taxable Real Property for purposes of the special tax in such year.
- (c) Multiple parcels which are contiguous, under common ownership, and that constitute one economic unit, meaning that they have the same primary purpose as the principal parcel and are not separate and distinct properties that may be independently developed or sold, shall comprise a single Parcel of Taxable Real Property for purposes of the special tax.

If any portion of this definition is deemed contrary to law, the Board declares and the voters by approving the Measure concur, that every other section and part of this definition has independent value, and the Board and voters would have adopted each other section and part hereof regardless of every other section or part hereof. If all sections or parts of this definition are deemed contrary to law, "Parcel of Taxable Real Property" shall be defined as any real property in the District assigned an assessor's parcel number.

This special tax does not effect the continued authorization to levy a special tax of \$38 per parcel for eight years as approved by District voters in 2012.

B. Exemptions

Under procedures adopted by the District, upon application or confirmation of a continuing exemption, an exemption from payment of the special tax may be granted on any parcel owned by one or more persons who is/are:

1. An individual who will attain 65 years of age prior to July 1 of the tax year, owns a beneficial interest in the parcel, and uses that parcel as his or her principal place of residence ("Senior Citizen Exemption").
2. Receiving Supplemental Security Income for a disability, regardless of age and occupying said parcel as a principal residence ("SSI Exemption"); or
3. Receiving Social Security Disability Insurance benefits, regardless of age, whose yearly income does not exceed 250 percent of the 2012 federal poverty guidelines issued by the United States Department of Health and Human Services ("SSDI Exemption").

Any one application from a qualified applicant will provide an exemption for the parcel for the remaining term of the tax so long as such applicant continues to own and use the parcel as his or her principal residence.



Local ballot measure: 0

5

The District shall annually provide to the Santa Cruz County Tax Collector ("County Tax Collector") or other appropriate County official a list of parcels that the District has approved for an exemption.

C. Claims / Exemption Procedures

With respect to all general property tax matters within its jurisdiction, the County Tax Collector or other appropriate County tax official shall make all final determinations of tax exemption or relief for any reason, and that decision shall be final and binding. With respect to matters specific to the levy of the special tax, including the Senior Citizen Exemption, the application of the definition of "Parcel of Taxable Real Property" to any parcel(s), the legality or validity of the special tax, or any other disputed matter specific to the application of the special tax, the decisions of the District shall be final and binding. The procedures described herein, and any additional procedures established by the Board shall be the exclusive claims procedure for claimants seeking an exemption, refund, reduction, or re-computation of the special tax. Whether any particular claim is to be resolved by the District or by the County shall be determined by the District, in coordination with the County as necessary.

D. Appropriations Limit

Pursuant to California Constitution article XIII B and applicable laws, the appropriations limit for the District will be adjusted periodically by the aggregate sum collected by levy of this special tax.

E. Mandatory Accountability Protections

1. *Specific Purposes.* The proceeds of the special tax shall be applied only to the specific purposes identified above.
2. *Annual Reports.* The proceeds of the special tax shall be deposited into an account, which shall be kept separate and apart from other accounts of the District, pursuant to the Government Code. No later than December 31 of each year while the tax is in effect, the District shall prepare and file with the Board a report detailing the amount of funds collected and expended during the prior fiscal year, and the status of any project authorized to be funded by this measure. The report may relate to the calendar year, fiscal year, or other appropriate annual period, as said officer shall determine, and may be incorporated into or filed with the annual budget, audit, or other appropriate routine report to the Board.
3. *Independent Citizens' Oversight Committee.* The independent community oversight committee that has been appointed by the Board of Education to oversee all expenditures funded by parcel taxes will continue to audit all funds in order to ensure that said funds are spent wisely and used only for the purposes approved by the voters. The oversight committee shall monitor the expenditures of these funds by the District and shall report on an annual basis to the community on how these funds have been spent.

F. Protection of Funding

Current law forbids any decrease in State or federal funding to the District resulting from the adoption of an education parcel tax. However, if any such funding is reduced or affected because of the adoption of this local funding measure, then the Board may reduce the amount of the special taxes levied as necessary in order to restore such State or federal funding and/or maximize the District's fiscal position for the benefit of the educational program. As a result, whether directly or indirectly, no funding from this measure may be taken away by the State or federal governments.

G. Severability

The Board hereby declares, and the voters by approving this Measure concur, that every section and part of this Measure has independent value, and the Board and the voters would have adopted each provision hereof regardless of every other provision hereof. Upon approval of this Measure by the voters, should any part of the Measure or taxing formula be found by a court of competent jurisdiction to be invalid for any reason, all remaining parts of the Measure or taxing formula hereof shall remain in full force and effect to the fullest extent allowed by law.

VOTER'S PAMPHLET
MEASURES, ANALYSES AND ARGUMENTS

(whichever is applicable to your ballot)

Arguments in support of, or in opposition to, the proposed laws are the opinions of the authors.

SANTA CRUZ CITY ELEMENTARY SCHOOL DISTRICT

P To reduce class size in all elementary grades, support achievement in science, reading, writing, and the arts, and fund school libraries and literacy instruction, shall Santa Cruz City Elementary School District continue its expiring parcel tax for nine years at an annual rate of \$105/ parcel, exempting parcels owned/ occupied by senior citizens (65+)? An independent oversight committee will audit spending, with every dollar staying in this community to support local elementary schools and no funds used for administrator salaries.

FULL TEXT OF BALLOT MEASURE P

Santa Cruz City Elementary School District Small Class Size and Academic Achievement Act

To provide revenue that cannot be taken by the State and will remain in our community to reduce class size in all elementary grades and enhance elementary student achievement in science, reading, writing and the arts, shall the Santa Cruz City Elementary School District continue its expiring education parcel tax for a period of 9 years, beginning July 1, 2008, at a rate of \$105 per year on each assessor's parcel located within the Santa Cruz City Elementary School District?

To this end, funds raised by this parcel tax shall be used to strengthen and enrich elementary academic programs by means such as:

- a. providing the local funding for class size reduction (K-3), which is then matched more than six-fold by the state, and preventing a 60% increase in class size in Kindergarten, First, Second and Third Grades;
- b. providing local funding for class size reductions in grades 4-5, so that classes contain a maximum of 27 students per class on average, rather than 32;
- c. funding elementary school science instruction;
- d. providing early literacy instruction programs for elementary students and funding pre-kindergarten programs; retaining; and
- e. retaining credentialed librarians, library assistants, teachers and other employees; and
- f. providing arts education teachers and supplies, including music, performing and visual arts.

The School District's expiring parcel tax for elementary education began in 2003 and has been collected at the flat rate of \$81 per parcel per year since then. This Measure will extend the expiring parcel tax for nine years, beginning July 1, 2008, at the flat rate of \$105 per year, for each assessor's parcel within the Elementary School District (grades K-6). A parcel is defined as any unit of land in the District that now receives a separate real property tax bill from Santa Cruz County. All property that would otherwise be exempt from property taxes will also be exempt from the imposition of said qualified special tax.

An exemption from the tax will be made available to each individual in the District who will attain 65 years of age prior to July 1 of the tax year, owns a beneficial interest in the parcel, and uses that parcel as his or her principal place of residence. Applications for such senior exemptions shall be made to the District on or before July 1, 2008, or July 1 of any succeeding tax year. Any one application from a qualified applicant will provide an exemption for the parcel for the remaining term of the tax so long as such applicant continues to own and use the parcel as his or her principal residence.

In addition to the accountability measures required by law, the independent community oversight committee that has been appointed by the Board of Education to oversee all expenditures funded by the existing parcel tax will continue to audit all funds in order to ensure that said funds are spent wisely and used only for the purposes approved by the voters. The oversight committee shall monitor the expenditures of these funds by the District and shall report on an annual basis to the community on how these funds have been spent.

None of the funds raised by the parcel tax will be used for administrator salaries.

IMPARTIAL ANALYSIS BY COUNTY COUNSEL
MEASURE P

If this measure is approved by at least two-thirds of those voting on it, the Santa Cruz City Elementary School District (the "School District") will be authorized to levy a special tax assessment on real property in the amount of \$105 per year on each assessor's parcel within the School District for a period of nine years. The proceeds of the special tax, if approved, may be used only for the purposes set out in the text of Measure P in this pamphlet and include funding for school libraries and reduced class size in all elementary grades, and support for science, reading, writing, arts and literacy instruction.

In June 2003, the voters approved a special parcel tax on parcels within the Santa Cruz Elementary School District at the rate of \$81 per year for a period of five years, expiring on June 30, 2008. The special tax assessment authorized by this measure, if approved, would begin July 1, 2008 and continue until June of 2017.

In accordance with State law, the School District Board shall deposit the proceeds of the special tax into a designated account. An annual written report shall show the amount of the special tax collected and expended, and the status of projects to be funded from these proceeds. Additionally, the independent community oversight committee appointed by the School District Board for the parcel tax approved by the voters in 2003 will continue to monitor expenditures and report annually.

The special tax shall be collected in the same manner as those property taxes which are based upon property value. An exemption from the tax will be granted for any parcel owned by one or more persons 65 years of age or over who occupy the parcel as a principal residence, if the owner makes a one-time application for exemption.

A "yes" vote is to approve imposition of the special parcel tax.

A "no" vote is against imposition of the special parcel tax.

s/ DANA McRAE, COUNTY COUNSEL

VOTER'S PAMPHLET
MEASURES, ANALYSES AND ARGUMENTS

(whichever is applicable to your ballot)
Arguments in support of, or in opposition to, the proposed laws are the opinions of the authors.

ARGUMENT IN FAVOR OF MEASURE P

Small class sizes make all the difference for students in our Santa Cruz City Schools Elementary District. Individual attention from talented teachers helps students achieve in school. It helps them learn science, reading, writing, mathematics, the arts and other crucial subjects.

State and federal funding alone does not support small classes and the high-quality academic programs we need for our kids.

That's why Santa Cruz voters approved a parcel tax in 2003: to support academic enhancements that give our local students a high-quality education.

This local funding that protects our schools from state budget cuts will end: unless voters choose to renew it by voting Yes on Measure P. Measure P supports small classes, science education, early literacy instruction, the arts, libraries and much more.

Without Measure P, local elementary schools will have to cut nearly \$1,250,000 per year needed to maintain high-quality educational programs.

Without Measure P, class sizes will increase by 50% from Kindergarten through 3rd grade, meaning crowded classrooms and less individual attention for students.

Vote Yes on Measure P to:

- Ensure small classes in Kindergarten through 3rd grade—a maximum of 20 students
- Reduce class sizes from 32 to an average of 27 students in the other elementary grades
- Enhance school science instruction
- Provide early literacy instruction
- Support school library programs
- Provide arts education teachers and supplies

Every dollar from Measure P will be spent in our local schools to improve elementary education. Not a single dime will go the state or to administrator salaries.

Measure P includes community-based citizen oversight, ensuring all funds are spent wisely to maintain excellent education in our schools, and it allows an exemption for senior citizens.

Help make sure local students get the quality education they need to succeed—**Vote Yes on Measure P.**

s/ John Laird
State Assemblymember

s/ Sharon Maxwell
3rd Grade Teacher at DeLaveaga Elementary

s/ George Ow, Jr.
Businessperson

s/ Patty Zoccoli
Former Westlake Elementary PTA President, Business Owner

s/ George "Bud" Winslow
Former School Superintendent, Senior Senator

NO ARGUMENT AGAINST MEASURE P WAS FILED.

VOTER'S PAMPHLET

MEASURES, ANALYSES AND ARGUMENTS

(whichever is applicable to your ballot)

Arguments in support of, or in opposition to, the proposed laws are the opinions of the authors.

LIVE OAK SCHOOL DISTRICT

A Live Oak School District Education Improvement Measure. To improve education, including science, art and music, provide reading and math tutoring programs, attract and retain qualified teachers, keep school libraries open, preserve small class sizes, and provide after school programs to keep children safe, shall Live Oak School District be authorized to implement an annual \$84 education parcel tax for nine years, exempting senior citizens, with citizen oversight, mandatory audits, no money for administrative salaries and all money directly benefiting local schools?

FULL TEXT OF BALLOT MEASURE A

LIVE OAK SCHOOL DISTRICT QUALITY EDUCATION MEASURE A *Live Oak School District*

INTRODUCTION AND PURPOSE

To ensure reliable funding to improve education by keeping school libraries open; protecting educational enrichment programs, such as music and art; maintaining science programs, such as LifeLab – a hands-on science class; and retaining and attracting qualified teachers; the Live Oak School District proposes to establish an education parcel tax for a period of nine years, beginning July 1, 2009, at the rate of \$84 per year, on each assessor's parcel located within the Live Oak School District, with an exemption available for senior citizens, and to implement accountability measures in connection with the temporary levy that are over and above those required by law, including the appointment of an independent citizen oversight committee to provide oversight and accountability to ensure the funds are used to:

- Improve education, including science programs;
- Keep libraries open and improve library services;
- Maintain and expand reading and math tutoring programs;
- Retain and attract qualified teachers;
- Support educational enrichment programs, including music and art;
- Maintain small class sizes;
- Continue to provide after school programs to keep children safe;
- Purchase textbooks and educational materials for reading, language and art classes.

AMOUNT OF EDUCATION PARCEL TAX; PERIOD OF ASSESSMENT

The education parcel tax shall be \$84 (or less as provided below) per year for nine (9) full years assessed against each parcel.

The proceeds of the education parcel tax shall be deposited into a separate account created by the District.

DEFINITION OF "PARCEL"

For purposes of this special tax, the term "Parcel" means any parcel of land which lies wholly or partially within the boundaries of the Live Oak School District, that receives a separate tax bill for *ad valorem* property taxes from the Santa Cruz County Assessor/Tax Collector. All property that is otherwise exempt from or upon which are levied no *ad valorem* property taxes in any year shall also be exempt from the education parcel tax in such year.

EXEMPTION FOR CONTIGUOUS PARCELS

For purposes of this special tax, any such "Parcels" which are (i) contiguous, (ii) used solely for owner-occupied, single-family residential purposes, and (iii) held under identical ownership may, by submitting an application of the owners thereof by June 15 of each year to the Board of Trustees of the Live Oak School District in accordance with rules and regulations adopted by the Board, be treated as a single "parcel" for purposes of the levy of the education parcel tax.

EXEMPTION FOR SENIORS

Pursuant to California Government Code Section 50079 (b), any owners of a Parcel used solely for owner-occupied, single-family residential purposes and who are 65 years of age or older, may obtain an exemption from the education parcel tax by annually submitting an application, by June 15 of each year, to the Board of Trustees of the Live Oak School District in accordance with rules and regulations adopted by the Board.

With respect to all general property tax matters within its jurisdiction, the Santa Cruz County Assessor/Tax Collector, or other appropriate County tax officials shall make all final determinations of tax exemption or relief for any reason, and that decision shall be final and binding. With respect to matters specific to the levy of the education parcel tax, including the Senior Citizen Exemption and the classification of property for purposes of calculating the tax, the decisions of a District administrative review panel shall be final and binding.

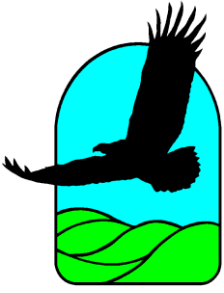
REDUCTION IN TAX IF RESULT IS LESS OTHER GOVERNMENT SUPPORT

The collection of the education parcel tax is not intended to decrease or offset any increase in local, state or federal government revenue sources that would otherwise be available to the Live Oak School District during the period of the education parcel tax. In the event that the levy and collection does have such an effect, the Live Oak School District shall cease the levy or shall reduce the education parcel tax to the extent that such action would restore the amount of the decrease or offset in other revenues.

ACCOUNTABILITY MEASURES

In accordance with the requirements of California Government Code Sections 50075.1 and 50075.3, the following accountability measures, among others, shall apply to the education parcel tax levied in accordance with this Measure: (a) the specific purposes of the education parcel tax shall be those purposes identified above; (b) the proceeds of the education parcel tax shall be applied only to those specific purposes identified above; (c) a separate, special account shall be created into which the proceeds of the education parcel tax must be deposited; and (d) an annual written report shall be made to the Board of Trustees of the District showing (i) the amount of funds collected and expended from the proceeds of the education parcel tax and (ii) the status of any projects or programs required or authorized to be funded from the proceeds of the education parcel tax, as identified above.

In addition to the accountability measures required by law, an independent citizen oversight committee shall be appointed by the Board of Trustees of the District to advise the Board on the expenditure of funds generated by the measure in order to ensure that said funds are spent for the purposes approved by the voters. The oversight committee will monitor the expenditures of these funds by the District and will report on an annual basis to the Board and community on how these funds have been spent.



*P*roclamation

La Manzanita Community Resources
October 13, 2015

WHEREAS, La Manzanita Community Resources is part of the Community Bridges family of programs; and

WHEREAS, the staff built a warm, friendly, safe place for the Pajaro Valley community to access resources that offer stability and hope for the future; and

WHEREAS, La Manzanita Community Resources offers a variety of services that include Community Advocacy/Drop-in Center, Summer Lunch, Food Distribution, Literacy Program, Bilingual Parent Education and Roots and Wings; and

WHEREAS, with investment from the County, this year was the first year the Summer Lunch program began just as school ended, ensuring no gaps between access to food for those living in our community that depend on free or reduced lunch; and

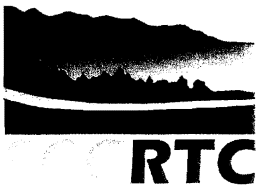
WHEREAS, last year, La Manzanita Community Resources served over 4,930 individuals and over 3,928 Watsonville residents;

NOW, THEREFORE, I, Dr. Nancy A. Bilicich, Mayor of the City of Watsonville, in the State of California, on behalf of the Watsonville City Council do hereby recognize La Manzanita Community Resources for all of their service to the community and wish them continued success.

IN WITNESS WHEREOF, I have hereunto set my hand and caused the Seal of the City of Watsonville to be affixed this 13th day of October, two thousand and fifteen.

Dr. Nancy A. Bilicich, Mayor

WATSONVILLE, CALIFORNIA



Funding Our Transportation System

Santa Cruz County's Transportation System

Sound infrastructure is the backbone of a healthy community and strong local economy, yet funding to maintain and improve our transportation system falls shockingly short of the need. Traditional state and federal sources, such as gas taxes, generate less than half of what is needed to meet our transportation needs.

1. State of the System

Maintaining the existing transportation network in Santa Cruz County's transportation is critically important.

- ✓ Current network includes:
 - 6 state highways
 - Nearly 900 miles of streets and roads
 - Extensive bus system that carries over 5.5 million riders each year
 - Specialized transport system for seniors and people with disabilities
 - Sidewalks
 - Over 200 miles of bikeways
 - One airport
 - Publically owned rail line
- ✓ The 2015 Pavement Condition Index (PCI) countywide average is 57 or at risk of failure (100 = new road in excellent condition, <25 = failed).
- ✓ \$150 million needed for deferred local streets and road maintenance; if sidewalks, drainage, and other related components are included, the number climbs to over \$350 million
- ✓ Average budgeted funds for pavement repair for all five jurisdictions is about \$3m/year, whereas the need is over \$20m/year to maintain it at status quo (PCI 57). If we want to bring roads to good condition (PCI of 70), approximately \$44m/year is needed.
- ✓ Every \$1 spent on preventative maintenance eliminates or delays \$6 to \$10 of rehabilitation or reconstruction. Costs increase exponentially.
- ✓ The street and road network serves people using cars, bicycles, sidewalks and transit, as well as trucks bringing food and other goods to markets. It's the fabric of neighborhood mobility.
- ✓ The local street network can also be enhanced to provide safe routes to school boosting healthy options for kids.
- ✓ Peak capacity periods on Highway 1 are becoming longer.
- ✓ Spill over traffic from Highway 1 negatively impacts local streets and roads
- ✓ Transit and paratransit vehicle maintenance needs are increasing
- ✓ Ownership of the rail corridor requires ongoing maintenance

2. Funding Challenges

Declining and unpredictable funding sources, aging infrastructure, rising construction costs, and new regulatory requirements all contribute to a funding shortfall. Heavier vehicles, better vehicle fuel efficiency, increasing traffic and the need for expanded transit service, bicycles and pedestrians facilities place increased demands on the

transportation system even as funding continues to decline. Relying on traditional funding sources will put us further behind and cost us and future generations more in the long run.

- ✓ Most transportation funding comes from revenue generated at the gas pump.
- ✓ Federal gas taxes have not been raised since 1993; state gas taxes dropped 6 cents per gallon in July 2015.
- ✓ Gas tax revenues have less purchasing power due to inflation and increased fuel efficiency.
- ✓ Budget constraints have precluded needed maintenance.
- ✓ Because of a drop in state gas taxes, ZERO funds are available for new projects in State Transportation Improvement Program (average annual \$3.5m).
- ✓ Federal and state transportation funding is unpredictable and unreliable.
- ✓ External factors -- changes in the economy, state or federal actions, fuel availability, environmental mandates, etc - can impact conditions and revenues, and may change significantly from year to year.
- ✓ The vast majority (75%) of revenues are highly restricted (or “dedicated”) by federal, state, or local regulations for use by specific jurisdictions, agencies and/or types of projects.
- ✓ Nearly one third of local, state, and federal transportation funds coming into our county can only be used on transit operations and projects (includes: rider fares, \$15-18 million/year from a local half-cent sales tax approved by voters in 1978 designated for the Santa Cruz Metropolitan Transit District, and Federal Transit Administration).
- ✓ Discretionary, relatively flexible funding makes up about 25% of the local, state and federal funding. The Regional Transportation Commission (RTC) has discretion over less than 6% of the funds available for transportation projects (\$5-7 million per year mostly from STIP & RSTP).
- ✓ While approximately \$120 million per year is available for transportation in Santa Cruz County on average, this is less than half of what is needed
- ✓ Many competitive and formula state and federal funding programs favor larger regions.
- ✓ The significant shortfall in transportation funding is not unique to Santa Cruz County.

3. Funding Solutions

Our approved long range Regional Transportation Plan assumes that Santa Cruz County will become a “self help” county, passing both a sales tax and vehicle registration fee and joining the 85% of California’s population that lives in counties that have voted in a transportation ballot measure.

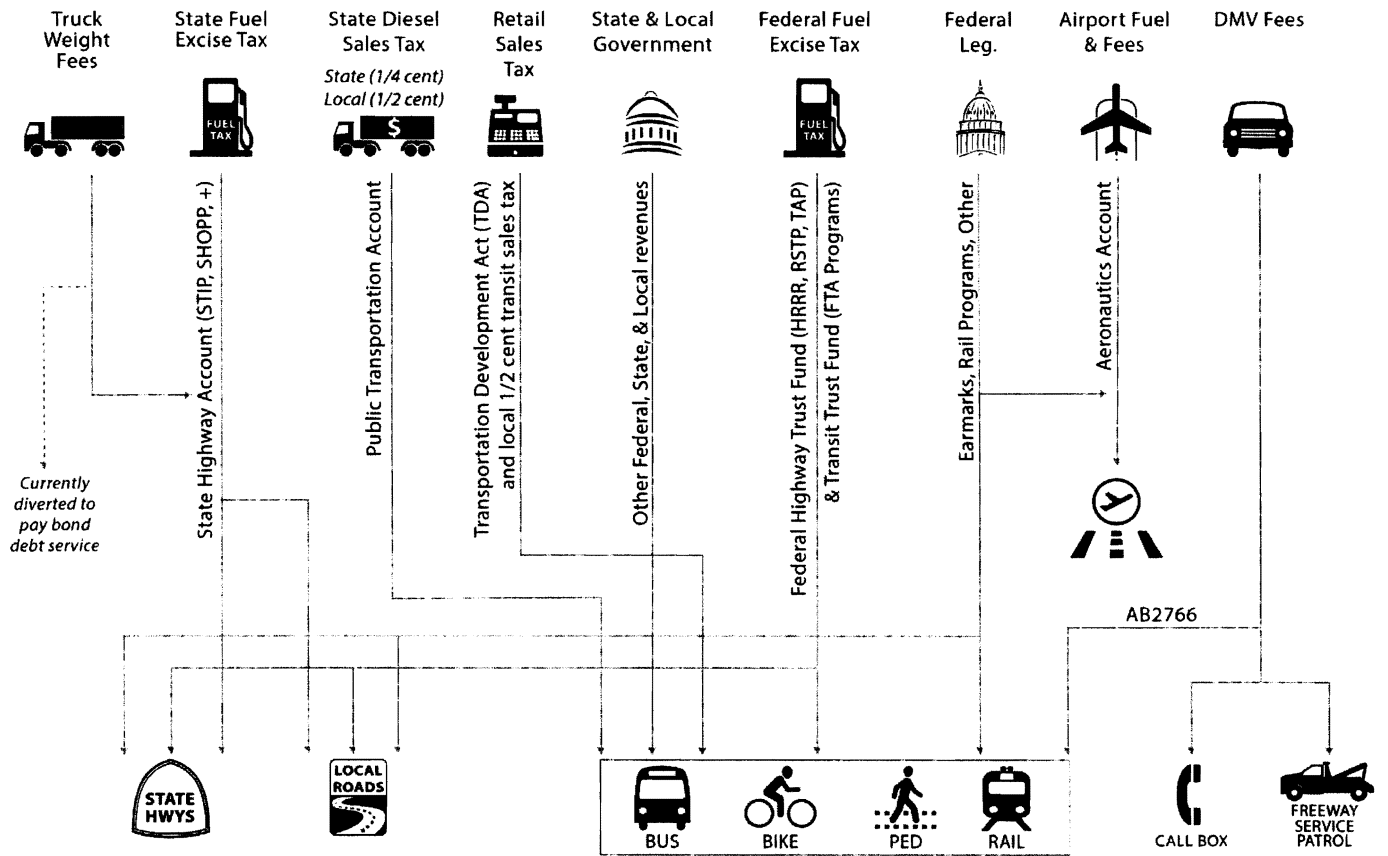
Near Term

- ✓ Recent polling indicates 73% support for a transportation ballot measure (May 2015).
- ✓ A ½ cent sales tax has the best chance and would bring in the most revenue.
- ✓ Passage potential is higher in a presidential election.
- ✓
- ✓ Costs to repair roads, replace transit vehicles, and improve the transportation system will increase the longer we wait.
- ✓ Local, relatively flexible funding can help our region leverage state and federal funding.
- ✓ Urge state and federal officials to increase funding for transportation projects.

Long Term

- ✓ \$10 Vehicle Registration Fee
- ✓ Pursue Public-Private partnerships
- ✓ Monitor new funding mechanisms
 - tolling/congestion pricing
 - mileage based fees

Major Transportation Revenues in California



Source: Caltrans and Santa Cruz County Regional Transportation Commission, 2014

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Draft Transportation Expenditure Plan Proposal

A 1/2-cent Transportation Sales Tax for 30 Years.

Objective: To increase access and mobility options, and decrease greenhouse gas emissions.

Requirement: Must be approved by 2/3 of Santa Cruz County voters

RTC Draft Plan			Your Plan <i>(based on what you think 2/3 voters will approve)</i>	
Percent of Total	Fund Allocation (millions of \$)	Lead Agencies	Your % of Total <i>(distribute 100%)</i>	Allocation - in millions of \$ <i>(and/or distribute \$450)</i>

Neighborhood Projects

Quality of Life	25%	\$113	Local Jurisdictions (cities and county)		
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Local Street/Road Maintain and Repair
School Traffic Safety Projects
Bike/Pedestrian Projects
Local Enforcement
Neighborhood Safety

Community Projects

Access Options	15%	\$68	Service Providers		
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Bus Service - Maintain & Expand
Elderly/Disabled Transportation

Regional Projects

Congestion Relief	30%	\$135	Regional		
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Highway 1 Corridor - Aux. Lanes, bike/ped overcrossings
Transportation Demand Management - Carpool/Vanpool Programs

Rail Corridor	19%	\$86	Regional		
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Watsonville Junction/Pajaro Train Station
Rail Corridor Renovations - track, structures
Train Equipment
Train Service connecting Santa Cruz to Amtrak & SJ-Bay Area commuter service

Active Transportation	9%	\$41	Regional		
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Monterey Bay Sanctuary Scenic Trail - capital, O & M

Program Administration (3)	2%	\$9	Regional	--	--
Total (1)(2)	100%	\$450		100%	\$450

9/3/2014 (5/2/14)

Notes: (1) Assumes \$15M/year for 30 years; no inflation in revenues or costs

(2) No finance costs deducted

(3) Includes annual audit and reporting, program management and oversight committee staffing.

COMMUNITY BRIDGES
Program Budget Summary
August 31, 2015

Projections for Year Ended 6-30-16

A	B	C	D	C	D	E	F	G	H	I	J	K
	6/30/15 Unaudited Balance	Unaudited 6/30/15 Prelim #2 Changes	Unaudited 6/30/15 Ending Balance	Annual Projected Expenses	Secured Projected Revenues	Unsecured Projected Revenues	(D+E-C) Net 2015-2016 Gain/Loss	(B+F) Cumulative Gain/Loss	10% Reserve Goal **	Change from Prior Mo	% Change	14.5% Gen'l & Adm Exp
PROGRAM NAME:												
Meals on Wheels	420,191	55,100	475,291	1,628,517	1,390,805	218,868	(18,844)	456,447	162,852	38,234	2.3%	225,096
Lift Line	(641,513)	6,486	(635,027)	1,500,388	1,369,609	146,886	16,107	(618,920)	114,477	18,893	1.3%	145,904
WIC (Oct-Sept FFY)	130,197	3,705	133,902	2,349,292	2,330,845	18,825	378	134,280	234,929	4,083	0.2%	285,453
Child Development Div	(35,989)	7,801	(28,188)	2,020,380	1,935,399	88,739	3,758	(24,430)	202,038	9,582	0.5%	290,853
La Manzana Commtty Res	95,211	(28,921)	66,290	649,083	644,773	28,105	23,795	90,085	60,767	(12,646)	-1.9%	86,986
Live Oak Commtty Res	93,873	(437)	93,437	304,066	273,550	35,613	5,097	98,534	30,407	5,583	1.8%	44,090
CACFP (Oct-Sept FFY)	6,614	(17,430)	(10,816)	4,365,223	4,359,957	796	(4,470)	(15,286)	88,252	(17,692)	-0.4%	1,615
Mountain Commtty Res	241,082	(14,589)	226,493	380,527	295,582	88,843	3,898	230,391	38,053	(22,534)	-5.9%	55,025
Nueva Vista Commtty Res	32,283	421	32,704	321,647	300,102	25,482	3,937	36,641	31,742	7,461	2.3%	44,735
Elderday	(38,301)	(28,955)	(67,256)	1,733,776	1,495,996	221,473	(16,307)	(83,563)	173,378	(29,261)	-1.7%	251,189
Administration	97,879	20,095	117,974	1,474,559	1,459,468	3,540	(11,551)	106,424	73,578	15,166	1.0%	2,262
Philanthropy	47,891	179	48,070	90,713	28,034	62,842	163	48,233	9,071	379	0.4%	13,153
TOTAL PROG OPERATIONS	449,418	3,455	452,874	16,818,171	15,884,121	940,012	5,961	458,835	1,219,543	17,247	0.1%	1,446,361
LOFRC-Capital Campaign	420,547	(6,040)	414,508	20,887	3,913	9,493	(7,481)	407,027	NA	(15,109)	-72.3%	404
Nueva Vista Prop. Equity	200,694	-	200,694	0	0	0	-	200,694	NA	-	0.0%	0
Fixed Assets & Gen'l Agy	1,032,560	(107,914)	924,647	2,134	7,189	0	5,055	929,701	NA	(109,263)	0.0%	0
TOTAL AGENCY	2,103,220	(110,498)	1,992,722	16,841,192	15,895,222	949,505	3,535	1,996,257	1,219,543	(107,125)	-0.6%	1,446,765

Note: MOW : \$266,375 of MOW Endowment revenue included in Fixed Asset & General Agency 6/30/14 Fund Balance.

Note: Familia Property Value of \$200,694 moved to Equity from Income.

** Fixed Asset purchases and Pass-Thru expenses exempt; Admin Program restricted to 5% gain due to restricted nature of its funding

COMMUNITY BRIDGES
Program Budget Summary
August 31, 2015

PROGRAM NAME:

Meals on Wheels	Fewer projected Participant Contributions <\$14.4K>, June YE changes
Lift Line	EE Turnover +\$14.8K, June YE changes
WIC	Minimal change, June YE changes
Child Care Centers	Elim Prog Asst Position +\$15K, Add'l Phone, Food, other <\$10.3K>, June YE changes
La Manzana CR	\$14.4K Debt Repay not deducted from July exp, Add'l Sum Lunch \$5K, June YE <\$45K> MAA
Live Oak CR	New \$10K donation added, Prior year Renovation exp not on July PBS \$5.9K
CACFP	Minimal change, June YE changes
Mountain Commty Res	\$5.6K Debt Repay not deducted from July exp, MA Consultant \$1.8K, June YE changes <\$17K> MAA
Nueva Vista CR	\$3.2K Debt Repay not deducted from July exps, Hours reductions +\$3K
Elderday	Minimal change, Sept ADA 64, budget based on 71.4, June YE changes
Administration	Grantee Allocated <\$7K> less than budgets, June YE changes
Philanthropy	Minimal change
LOCR-Cap Campaign	Lower projected Dividends
Nueva Vista Property	Gain in equity since acquisition
FAs & Agy Unrestr.	Fiscal Sponsorships, Unallowable exps, Fixed Asset values

UNCONFIRMED GRANT/FOUNDATION FUNDING IN PROGRAM BUDGETS - 15/16

BUDGET ANALYSIS MONTH: AUGUST 2015

PROGRAM	SOURCE	UNCONFIRMED AMOUNT	KNOW-BY DATE	COMMENTS	FINAL STATUS	VAR	REMAINING LIABILITY
Lift Line	FTA Section 5310	42,000	12/31/15?	Jan-June 2016			42,000
CDD	Race To The Top	16,739	6/30/16?	Recurring grant			16,739
CDD	Overearned Parent Fees	40,300	5/1/16	1,046 kid days over curr enrollment			40,300
CDD	Parent Fees-Highland Park	22,500	11/15/15	5 new enrolled in Oct (\$500/mo ea)			22,500
MOW	FEMA	18,253	3/31/16	Awarded retroactive 11/1/15-10/31/16	7,461	(10,792)	-
	Direct Mail Campaigns (2)	100,000	12/31/15?	Mailings in end of November & April			100,000
Nueva Vista	FEMA	2,000	3/31/16	Awarded retroactive 11/1/15-10/31/16	1,644	(356)	-
Elderday	Medi-Cal ADA	78,157	Monthly	Value of 5.0 ADA Oct-June (Bgt 71.4)			78,157
LOCR	Space Rental Income	17,733	Qtrly				
		337,682					299,695.65

Community Bridges
Agency-Wide Revenue and Expenses
June 30, 2015

DESCRIPTION	EARNED		A/R		UNEARNED		ACTUAL	
	YTD 6/30/15	YTD 6/30/15	% OF TOTAL	YTD 6/30/15	YTD 6/30/15	YTD 6/30/15	YTD 6/30/15	% OF TOTAL
REVENUE								
County of Santa Cruz	1,540,233	1,540,233	10.2%	-	-	-	6,032,124	39.7%
City of Santa Cruz	239,130	239,130	1.6%	-	-	-	807,094	5.3%
City of Capitola	108,074	108,074	0.7%	-	-	-	1,044,285	6.9%
City of Scotts Valley	8,903	8,903	0.1%	-	-	-	256,317	1.7%
City of Watsonville	18,088	18,088	0.1%	-	-	-	408,982	2.7%
AAA-Title IIIB/C	693,726	693,726	4.6%	-	-	-	63,107	0.4%
USDA-AAA / CAFB / SL	189,190	189,190	1.3%	-	-	-	979,391	6.4%
Dept of Health Svcs-WIC+NV+Snap Ed	2,407,740	2,407,740	15.9%	-	-	-	361,277	2.4%
Dept of Educ-CACFP Admin	439,841	439,841	2.9%	-	-	-	34,082	0.2%
Dept of Educ-CACFP Homes Passthru	3,816,913	3,816,913	25.2%	-	-	-	165,358	1.1%
Dept of Educ-CACFP Ctrs CCC+CBAS	153,878	153,878	1.0%	-	-	-	48,594	0.3%
Dept of Education-CDD	1,161,997	1,161,997	7.7%	-	-	-	93,597	0.6%
Transportation Development Act	633,145	633,145	4.2%	-	-	-	584,819	3.9%
FEPS (FEMA)	20,434	20,434	0.1%	-	-	-	139,017	0.9%
Covered CA-ACA	26,968	26,968	0.2%	-	-	-	3,972,073	26.2%
FTA Section 5310 - Cal Trans	7,600	7,600	0.1%	-	-	-	46,764	0.3%
FTA Section 5317 - Cal Trans	179,632	179,632	1.2%	-	-	-	7,600	0.1%
First Five	286,138	286,138	1.9%	-	-	-	-	0.0%
Foundations & Other Grants	294,840	294,840	2.0%	-	-	-	141,300	0.9%
Donations/Fundraising	395,886	395,886	2.6%	-	-	-	-	-
Participant Contributions	107,311	107,311	0.7%	-	-	-	-	-
Client Fees	335,120	335,120	2.2%	-	-	-	-	-
Medi-Cal Fees	1,273,899	1,273,899	8.4%	-	-	-	-	-
Program Income-Other	163,206	163,206	1.1%	-	-	-	-	-
Transportation Fees/Scrip	30,867	30,867	0.2%	-	-	-	-	-
Outside Contracts	123,376	123,376	0.8%	-	-	-	-	-
Uncollectible Revenue	-70,960	-70,960	-0.5%	-	-	-	-	-
Interprogram Revenue	534,090	534,090	3.5%	-	-	-	-	-
TOTAL REVENUE	15,119,265	15,119,265	100.0%	0	0	0	15,185,780	100.0%
							(66,515)	
							2,054,234	
Change from last month	-206,108			(1,694,797)	(126,346)		1,987,719	
							Net Gain (Loss)	
							Audited Prior Yr Reserves	
							Net Assets:	

Community Bridges
Statement of Financial Position
June 30, 2015

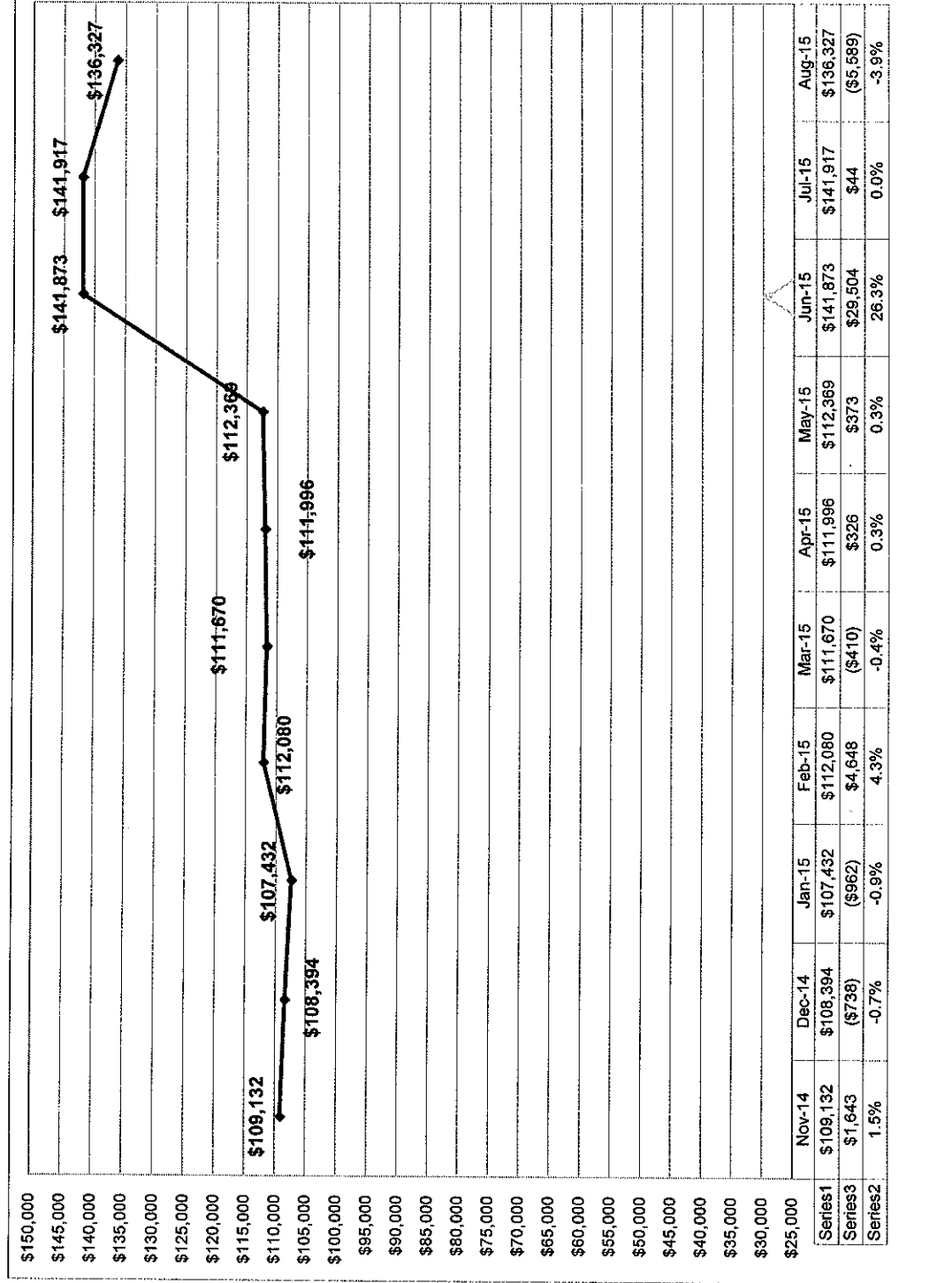
ASSETS	Unrestricted	Temporarily Restricted Capital Campaign	Temporarily Restricted Escrow	Endow Restricted Net Assets	TOTAL
Cash and cash equivalents	353,151	-	166,500	27,500	547,151
Cash reserved for LOFRC Facility Maint	-	417,512	-	-	417,512
Accounts/Grants receivable	1,372,110	-	-	-	1,372,110
Prepaid expenses	241,802	-	-	-	241,802
Inventory - Raw Food & Supplies	18,328	-	-	-	18,328
Refundable Deposits	44,630	-	-	-	44,630
Property and equipment	679,911	-	-	-	679,911
Leasehold improvements	9,469	-	-	-	9,469
TOTAL ASSETS	2,719,400	417,512	166,500	27,500	3,330,913
LIABILITIES					
Accounts payable	356,532	-	-	-	356,532
Salaries and wages payable	234,591	-	-	-	234,591
Payroll taxes payable	77,917	-	-	-	77,917
Retirement (401k) benefits payable	9,687	-	-	-	9,687
Accrued vacation salaries and wages	337,380	-	-	-	337,380
Health insurance payable/withheld	10,310	-	-	-	10,310
Short term debt (includes LOC)	-	-	-	-	-
Long term debt	-	-	-	-	-
Volunteer Center liability	-	3,338	-	-	3,338
Capitalized leases payable	69,814	-	-	-	69,814
Due to fixed asset fund	-	-	-	-	-
Unearned revenue/advances	163,182	-	-	-	163,182
Other debts	534	-	-	-	534
Other liabilities	79,908	-	-	-	79,908
TOTAL LIABILITIES	1,339,856	3,338	-	-	1,343,194
Audited Fund Balance June 30, 2014	1,486,999	418,735	148,500	-	2,054,234
Current Year Income (Loss)	(107,455)	(4,561)	18,000	27,500	(66,515)
TOTAL NET ASSETS	1,379,545	414,174	166,500	27,500	1,987,719

	Current Month	Last Month	Goals
Cumulative Net Gain (Loss):	(66,515)	139,593	\$150,000
Liquidity Ratio (Unrestr Cash/Total Liabilities):	0.26	0.33	3.0
Current Ratio (Current Assets/Current Liabilities):	2.4	3.0	1.6
Modified Current Ratio (Liabilities include advances):	2.1	2.3	1.2
Net Asset Ratio (Total Assets/Total Liabilities):	2.5	2.8	1.5
Debt to Equity (Total Liabilities/Total Fund Bal):	68%	55%	185%
Debt to Assets (Total Liabilities/Total Assets):	40%	35%	65%
Return on Reserves:	-3.3%	6.4%	7.5%
Current Assets (excludes property/fixd assets):	2,641,533	2,584,275	2,400,000
Current Liabilities (excludes long term/uneamed):	1,106,860	863,471	1,510,000
Modified Current Liabilities (adds in unearned):	1,270,042	1,129,227	1,960,000

ENDOWMENT INVESTMENTS - LPL FINANCIALS

AUGUST 31, 2015

Date	Balance	\$ chg.	% chg.
Aug-14	\$27,500		
Sep-14	\$54,510	(\$490)	-0.9%
Oct-14	\$107,489	\$2,980	2.9%
Nov-14	\$109,132	\$1,643	1.5%
Dec-14	\$108,394	(\$738)	-0.7%
Jan-15	\$107,432	(\$962)	-0.9%
Feb-15	\$112,080	\$4,648	4.3%
Mar-15	\$111,670	(\$410)	-0.4%
Apr-15	\$111,996	\$326	0.3%
May-15	\$112,369	\$373	0.3%
Jun-15	\$141,873	\$29,504	26.3%
Jul-15	\$141,917	\$44	0.0%
Aug-15	\$136,327	(\$5,589)	-3.9%



	Nov-14	Dec-14	Jan-15	Feb-15	Mar-15	Apr-15	May-15	Jun-15	Jul-15	Aug-15
Series1	\$109,132	\$108,394	\$107,432	\$112,080	\$111,670	\$111,996	\$112,369	\$141,873	\$141,917	\$136,327
Series3	\$1,643	(\$738)	(\$962)	\$4,648	(\$410)	\$326	\$373	\$29,504	\$44	(\$5,589)
Series2	1.5%	-0.7%	-0.9%	4.3%	-0.4%	0.3%	0.3%	26.3%	0.0%	-3.9%

Gain Since Inception \$1,077 1.1%

Principal Invested \$ 135,250

Note: 8/15/14 Genl opened \$27,500

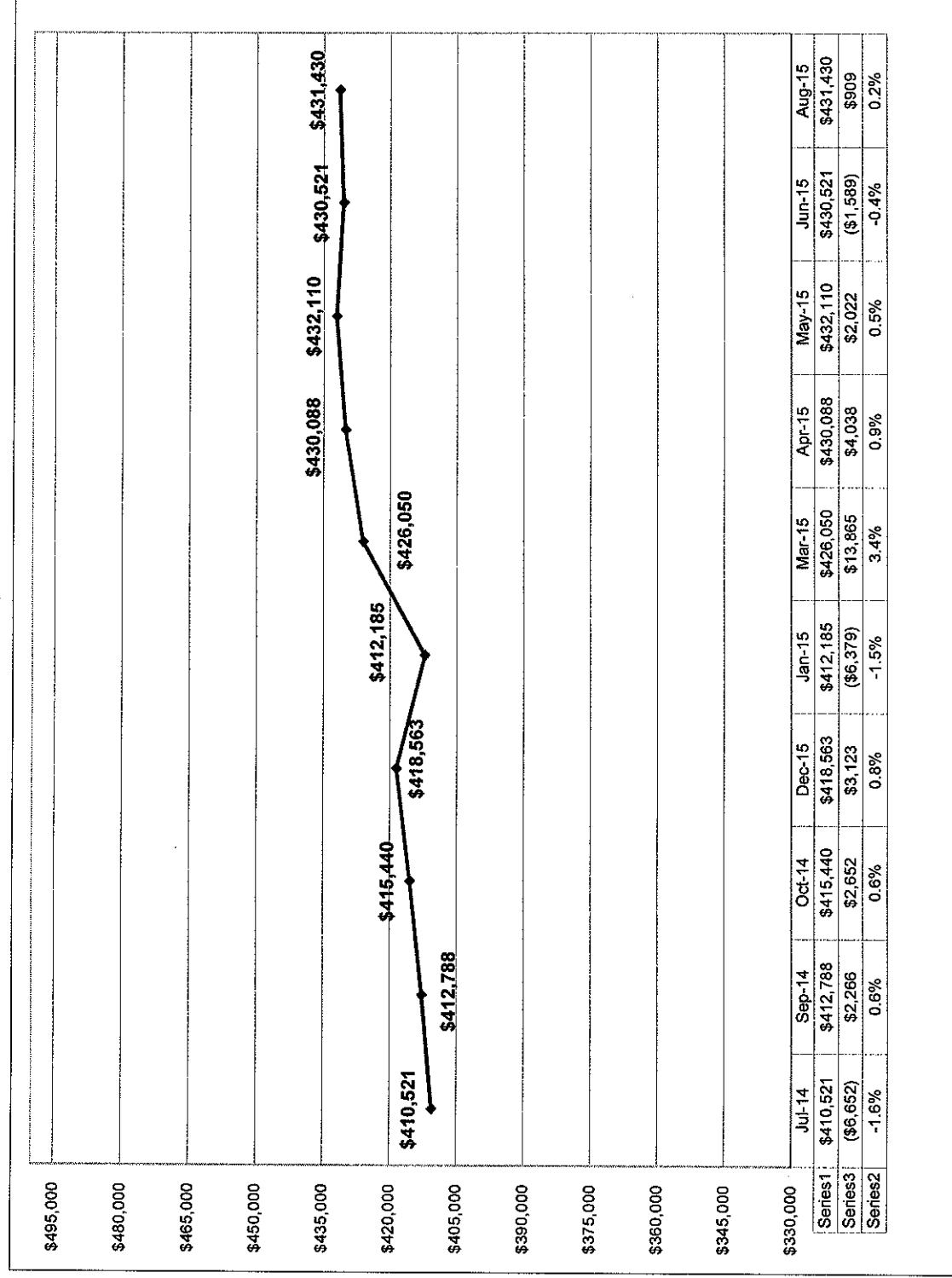
Note: 9/22/14 Restricted opened \$27,500

Note: 10/7/14 MOW opened \$50,000

Note: 6/15 NV opened \$30,250

OPENING DOORS - CAPITAL CAMPAIGN INVESTMENTS

AUGUST 31, 2015



Date	Balance	\$ chg.	% chg.
Aug-10	\$240,000		
Aug-11	\$312,796	\$72,796	30.3%
Sep-12	\$337,394	\$24,599	7.9%
Oct-12	\$334,817	(\$2,577)	-0.8%
Dec-12	\$342,458	\$7,641	2.3%
Jan-13	\$353,117	\$10,660	3.1%
Mar-13	\$369,766	\$16,649	4.7%
Apr-13	\$374,436	\$4,670	1.3%
Jun-13	\$371,997	(\$2,439)	-0.7%
Jul-13	\$384,193	\$12,195	3.3%
Sep-13	\$388,005	\$3,812	1.0%
Oct-13	\$398,901	\$10,896	2.8%
Dec-13	\$413,704	\$14,803	3.7%
Jan-14	\$404,164	(\$9,540)	-2.3%
Feb-14	\$406,920	\$2,756	0.7%
Mar-14	\$406,823	(\$97)	0.0%
Apr-14	\$406,425	(\$398)	-0.1%
Jun-14	\$417,173	\$10,748	2.6%
Jul-14	\$410,521	(\$6,652)	-1.6%
Sep-14	\$412,788	\$2,266	0.6%
Oct-14	\$415,440	\$2,652	0.6%
Dec-14	\$418,563	\$3,123	0.8%
Jan-15	\$412,185	(\$6,379)	-1.5%
Mar-15	\$426,050	\$13,865	3.4%
Apr-15	\$430,088	\$4,038	0.9%
May-15	\$432,110	\$2,022	0.5%
Jun-15	\$430,521	(\$1,589)	-0.4%
Aug-15	\$431,430	\$909	0.2%

	Jul-14	Sep-14	Oct-14	Dec-14	Jan-15	Mar-15	Apr-15	May-15	Jun-15	Aug-15
Series1	\$410,521	\$412,788	\$415,440	\$418,563	\$412,185	\$426,050	\$430,088	\$432,110	\$430,521	\$431,430
Series3	(\$6,652)	\$2,266	\$2,652	\$3,123	(\$6,379)	\$13,865	\$4,038	\$2,022	(\$1,589)	\$909
Series2	-1.6%	0.6%	0.6%	0.8%	-1.5%	3.4%	0.9%	0.5%	-0.4%	0.2%

Gain Since Inception \$118,048 37.8%
 Principal Invested \$312,473
 Unrealized Gain/Loss \$40,998

Note: 11/10 New Funds Deposit \$39,879
 Note: 2/14 Funds Withdrawn <\$10,000>
 Note: 8/11 New Funds Deposit \$35,000
 Note: 2/13 New Funds Deposit \$7,594

AGENCY RESERVES ANALYSIS

From July 2015 Program Budget Summary:

ANALYSIS:

	10% Current Reserve Goal *	Proj 6/30/15 Cumulative Gain/Loss	1 Mo Avg Expenses **	25% 3 Mo Avg Expenses **	OTHER INFO:	Net 2015-2016 Gain/Loss
Meals on Wheels	163,432	475,291	135,077	405,232	Over/Under 10% Goal *	(1,978)
Lift Line	116,213	(635,027)	126,788	380,363		3,700
WIC (Oct-Sept FFY)	235,648	133,902	197,129	591,387		-
Child Care Centers	202,504	(28,188)	168,993	506,979		3,686
La Manzana Commtty Resources	61,251	66,290	55,134	165,403		7,520
Live Oak Commtty Resources	30,241	93,437	25,442	76,325		6,196
CACFP (Oct-Sept FFY)	80,554	(10,816)	39,564	118,691		(837)
Mountain Commtty Resources	37,259	226,493	32,036	96,107		11,843
Nueva Vista Commtty Resources	32,495	32,704	27,173	81,518		(3,103)
Elderday	174,139	(67,256)	145,171	435,513		(16,001)
Administration	73,523	117,974	122,586	367,757		(6,870)
Philanthropy	9,091	48,070	7,573	22,719		(37)
TOTAL PROG OPERATIONS	1,216,350	452,875	1,082,664	3,247,992		4,119

Current Situation:

Current projected net unrestricted assets are \$404,550 at 6/30/16, which is equal to 1.6 weeks operational expenses

10% Reserve goal equals 1 month plus 1 week of operations costs

Net assets projected to be 33% of 10% goal, or less than 2 weeks of operations

Discussion Topics:

Raise "goal" to 25%?

Minimum mandatory movement towards goal-1%?

Strategies for each program to get there

* Fixed Asset and Pass-Thru expenses exempt; Admin Program restricted to 5% gain due to restricted nature of its funding

** Based on BoD approved 15/16 budgets, excludes CACFP pass-through

Program Reserves Analysis 1516.xlsx

Prepared by C Benson 9/30/2015

I. ANALYSIS OF PROGRAM RESERVES / CARRYFORWARD BALANCES - FY 1516

	MOW	LL	WIC **	CDD	LMCR	LOCR	CACFP **	MCR	NVCR	ELD	DEVEL	ADM	TOTAL
Eligible Program Expenses *	1,634,323	1,023,304	2,358,405	2,025,035	639,515	308,352	471,963	366,985	321,626	1,739,954	90,913	1,473,456	12,453,831
Projected Carryforward 6/30/15	475,291	(635,027)	133,902	(28,188)	66,290	93,437	(10,816)	226,493	32,704	(67,256)	48,070	117,974	452,875
Projected Carryforward as %:	29.1%	-62.1%	5.7%	-1.4%	10.4%	30.3%	-2.3%	61.7%	10.2%	-3.9%	52.9%	8.0%	3.6%
Total Reserve % excluding Adm:													3.0%
Reserve Levels:	Each 1%	10,233	23,584	20,250	6,395	3,084	4,720	3,670	3,216	17,400	909	14,735	124,538
	Each 5%	81,716	117,920	101,252	31,976	15,418	23,598	18,349	16,081	86,998	4,546	73,673	622,692
	Each 10%	163,432	102,330	202,504	63,952	30,835	47,196	36,699	32,163	173,995	9,091	147,346	1,245,383
Amount Over (Under) 10%	311,859	(737,357)	(101,939)	(230,692)	2,339	62,602	(58,012)	189,795	541	(241,251)	38,979	NA	(763,137)

* Based on July 2015 data. Major Equipment, Passthrough and Interprogram Expenses not included. Grantee Allocated IS included.
 ** WIC and CACFP shown with Federal FY 15-16 Budgets Oct-Sept

II. SUMMARY OF AGENCY LIQUIDITY

6/30/05 Total Agency Net Worth:	192,387	LOC \$400K	6/30/09 Total Agency Net Worth:	774,326	LOC \$500K	6/30/13 Total Agency Net Worth:	1,580,532	LOC \$500K
Less Book Value of Fixed Assets:	(718,948)		Less Book Value of Fixed Assets:	(567,903)		Less Fixed Asset NBV, Escrow, OD:	(997,829)	
Actual Agency Cash Worth:	(526,561)		Actual Agency Cash Worth:	206,423		Actual Agency Cash Worth:	582,703	
6/30/06 Total Agency Net Worth:	344,047	LOC \$400K	6/30/10 Total Agency Net Worth:	1,118,072	LOC \$500K	6/30/14 Total Agency Net Worth:	2,054,234	LOC \$500K
Less Book Value of Fixed Assets:	(505,891)		Less Fixed Asset NBV, OD:	(780,774)	(OD)	Less Fixed Asset NBV, Escrow, OD:	(1,384,567)	
Actual Agency Cash Worth:	(161,844)		Actual Agency Cash Worth:	337,298		Actual Agency Cash Worth:	669,667	
6/30/07 Total Agency Net Worth:	349,080	LOC \$350K>	6/30/11 Total Agency Net Worth:	1,347,704	LOC \$500K	6/30/15 Total Agency Net Worth:	1,987,576	LOC \$500K
Less Book Value of Fixed Assets:	(441,090)	LOC \$300K	Less Fixed Asset NBV, Escrow, OD:	(882,886)		Less Book Value of Fixed Assets:	(1,268,300)	
Actual Agency Cash Worth:	(92,011)		Actual Agency Cash Worth:	464,818		Actual Agency Cash Worth:	719,276	
6/30/08 Agency Net Worth:	653,531	LOC \$300K	6/30/12 Agency Net Worth:	1,253,357	LOC \$500K	Accrued Vacation Wages, some of which has been funded = \$258,380 (6/30/15)		
Less Book Value of Fixed Assets:	(679,094)	Term 10/8/08	Less Fixed Asset NBV, Escrow, OD:	(684,823)	(NV+MCR)			
Actual Agency Cash Worth:	(25,563)		Actual Agency Cash Worth:	568,534				

II. SUMMARY OF FINANCE COMMITTEE'S POSITION

3/08 Due to the auditor's concern over our lack of liquidity, the Board recognizes the need to work together to address this issue. The Finance Committee welcomes the Program Directors' recommendations, and will continue to discuss this matter. It will take a collective effort to build our reserves, finding a way to balance both the programs' and the agency's needs. To that end, at this point no current year deficit spending (other than the already approved MOW budget) will be allowed.



Board Engagement Discussion – continued from Sept. BOD mtg

Board members split into two groups and discussed two questions:

- 1) Some Board members expressed that they feel under-utilized, how can we ensure Board members are able to provide their expertise or feel included?*
- 2) How would you describe the goals of the organization for new Board members, and how does the organization achieve these goals in the coming year (see CEO work plan)? Can you sum up the strategic plan into three objectives?*

The group came back together and discussed, including: Board members at-large, new Board member orientation process, all Board members on a committee(s), assessing skill sets/attributes of individual Board members i.e. Board matrix, and formalizing these processes. This discussion will be continued at the October Board meeting.

PROGRAM REPORT to BOARD of DIRECTORS

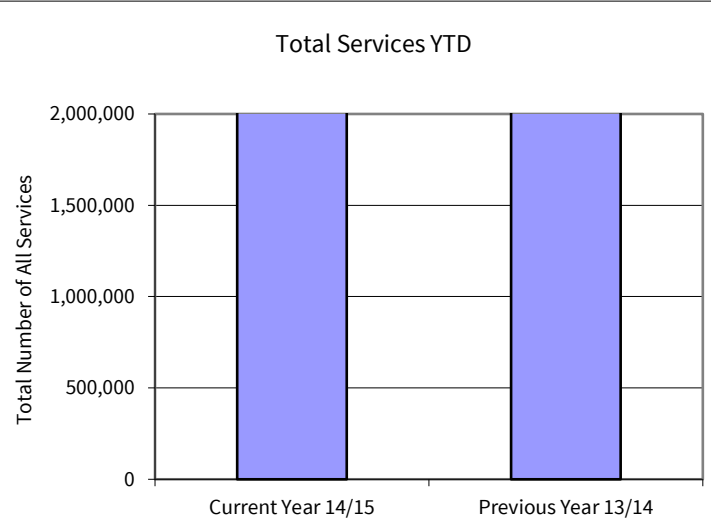
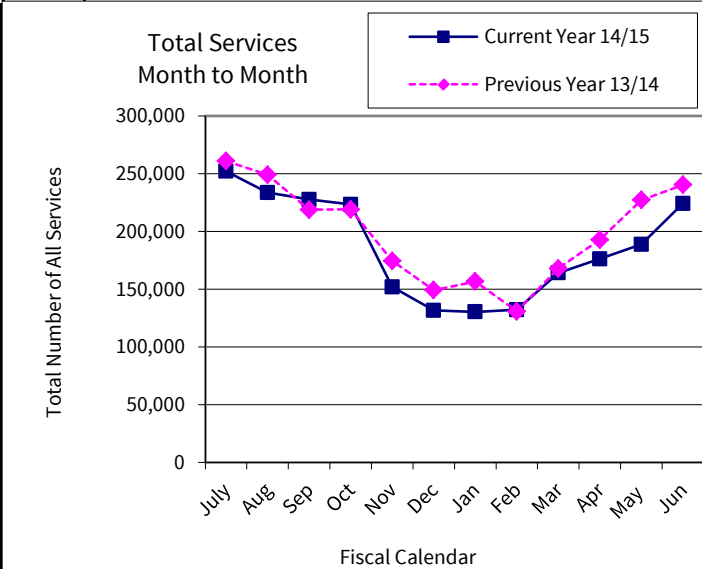


Program Name: Child & Adult Care Food Program

Date of Board Meeting: October 21, 2015

A. Services: The CACFP child care component is a state and federally funded nutrition assistance program designed to provide healthful meals to children and adult receiving day care. Along with improving the diets of the participants through nutritious well-balanced meals CACFP also provides on going up-to-date nutrition, health, and safety education materials.

Total # of all services	Fiscal Calendar	July	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	YTD
	Current Year 14/15	252,031	233,710	227,710	223,444	152,019	131,616	130,377	132,117	164,076	176,240	188,772	224,165	2,236,277
	Previous Year 13/14	260,925	249,012	218,742	219,036	174,544	149,167	156,650	130,734	167,819	192,867	227,224	240,344	2,387,064



B. 2014-2015 Volunteers Report:

Fiscal Calendar (14-15)	July	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	YTD
Number of Duplicated Volunteers	0	0	0	0	0	0	0	0	0	0	0	0	0
Number of Unduplicated Volunteers	0	0	1	0	0	0	0	0	0	0	0	1	2
Number of Volunteered Hours	0	0	12	0	0	0	0	0	0	0	0	2	14

C. Accomplishments:

1. 2015-2016 State Management Plan approved
2. Claims/checks reaching providers regularly and on time
3. New Part time Program consultant hired
4. Homes audit successfully completed

D. Challenges:

1. Federal Fiscal Year end deadlines
2. Reduction in hours affecting ability to submit claims early

PROGRAM REPORT to BOARD of DIRECTORS

Program Name: Child & Adult Care Food Program

Report by Centers



**Child & Adult Care
Food Program**
COMMUNITY BRIDGES
PUENTES DE LA COMUNIDAD

Date of Board Meeting: October 21, 2015

CDDs

Total meals reimbursed	Fiscal Calendar	July	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	YTD
	Current Year 14/15	5659	4937	6073	6390	5119	4773	5696	5828	6426	6583	6354	6288	70,126
	Previous Year 13/14	6277	5904	6262	7058	5472	4450	5691	5896	6282	6471	6908	6358	73,029

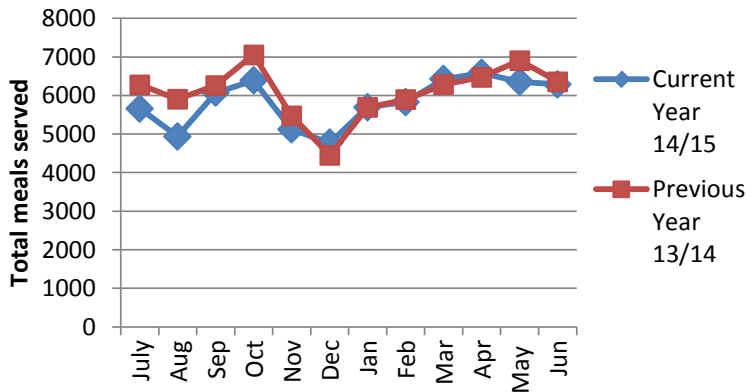
At-Risk Sites

Total meals reimbursed	Fiscal Calendar	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	YTD
	Current Year 14/15	210	391	296	254	274	273	298	270	183	2,449
	Previous Year 13/14		459	307	277	297	292	317	218	200	2,367

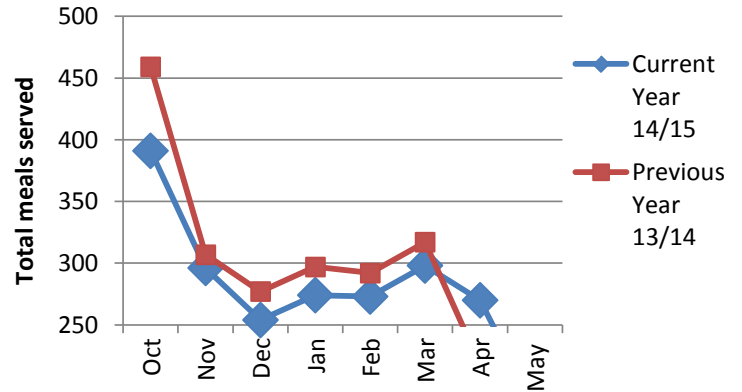
Elderday

Total meals reimbursed	Fiscal Calendar	July	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	YTD
	Current Year 14/15	2871	2775	2882	3270	2438	2780	2652	2500	2782	2917	2678	2926	33,471
	Previous Year 13/14	0	0	2701	2944	2300	2368	2533	2316	2552	2815	2708	2683	25,920

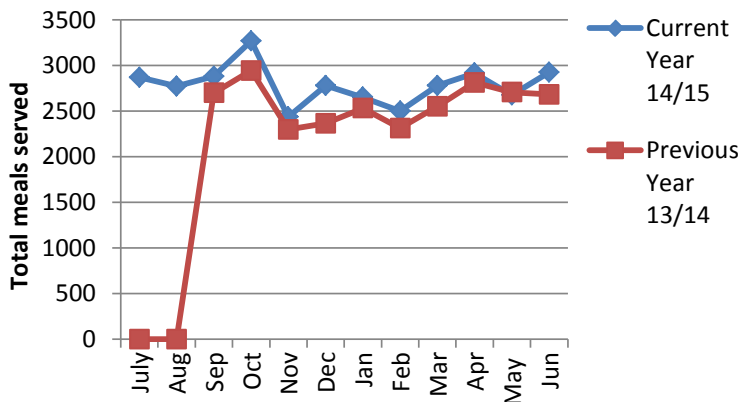
CDDs



At-Risk Sites



Elderday



Accomplishments:

- 1) All sites completed Mandatory Annual Training
- 2) Signed on Boys and Girls Club to start Oct. 1st 2015
- 3) 2015-2016 Annual update approved

Challenges:

- 1) Receiving completed reports by 5th of month
- 2) Sites tracking all required components of CACFP doc.'s
- 3) submitting centers claims earlier

CDDs include: Fairgrounds, Nuevo Dia, Redwood Mountain, Sycamore Street & Vista Verde centers.

At-Risk Sites only operate October–May.

Elderday started with us at CB CACFP in September 2013.

PROGRAM REPORT to BOARD of DIRECTORS



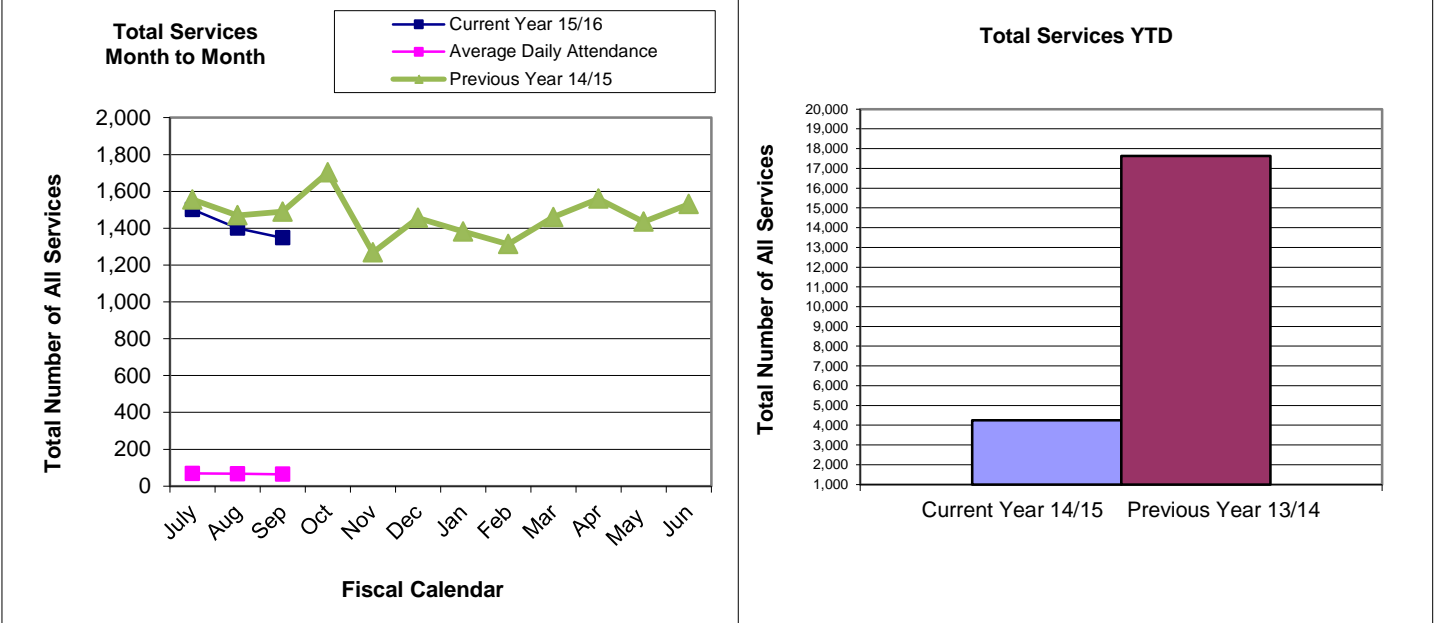
ELDERDAY
ADULT DAY HEALTH CARE
COMMUNITY BRIDGES
PUENTES DE LA COMUNIDAD

Program Name: Elderday

Date of Board Meeting: October 21, 2015

A. Services: Service Units represent total number of service days provided to duplicated participants.

Total number of all services	Fiscal Calendar	July	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	YTD	
	Current Year 15/16	1,502	1,400	1,348											4,250
	Average Daily Attendance	68	66.7	64.19											199
	Previous Year 14/15	1,556	1,470	1,490	1,702	1,268	1,456	1,382	1,313	1,460	1,560	1435	1530	17,622	



2015-2016 Volunteers Report:

Fiscal Calendar (15-16)	July	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	YTD
Number of Duplicated Volunteers	69	38	28										135
Number of Unduplicated Volunteers	49	18	22										89
Number of Volunteered Hours	244	98	53										395

B. Accomplishments:

See attached sheet.

C. Challenges:

See attached sheet.

Elderday
Report to Board of Directors
October 2015

Accomplishments

- Thanks to great help from Development, Elderday received a \$6,000 donation from David Kaun to complete funding of the Music & Memory Program. We are beginning to move from our initial pilot project to a more fully-functioning program. We are looking for a dedicated volunteer to be responsible for the M&M program.
- Elderday has been chosen as one of the organizations to make a presentation to The Sereno Group for their 1% for Good donation program. If received, these funds will be used to build a patio in the planted area to the left of the Elderday entrance. The Sereno Group also does a great deal of advertising of these gifts, which would help increase awareness in the community about Elderday.
- Elderday has been chosen by The Good Times to be part of their holiday Santa Cruz Gives program. Besides providing funding, this also comes with a great deal of advertising of the Elderday/Community Bridges name in the community.
- Elderday has begun to receive increased reimbursement from CCAH for our Medi-Cal participants.
- Elderday successfully transitioned from ICD-9 to ICD-10 medical diagnosis codes on October 1, as required by law. This was a big project, smoothly handled by our nurses.
- With the resignation of our long-time Activities Director, one of our Program Assistants has stepped up to take over the role as Acting Activities Director while the position is being reorganized. Liliana Rensi is doing a stellar job of coordinating activities, and Lorena Soto has taken over managing the snack and meal service, and also is doing a fantastic job of that.
- With new attention to volunteers, our volunteer numbers are nicely up this quarter.
- A new half-time Social Work Assistant has been hired and the former half-time Social Work Assistant has moved to the full-time position.
- Many staff have received their first step increases in three years, with the rest due over the next several months.

Challenges

- Total number of participants is down again slightly from 117 to 113. It is difficult to explain the large number of recent losses from the program, but it appears that it may have to do with the current requirement of two chronic medical conditions for CBAS eligibility, with the increased acuity leading to participants who are more frail and vulnerable. Over time, the former less-acutely-involved participants are leaving and the more-involved participants are more vulnerable. It is difficult to keep up with attrition.
- ADA has dropped more than anticipated, although outreach is continuing. There is a need for continued strong outreach with limited staffing; however, a higher ADA will be needed to improve staffing.
- Program Director was out for several weeks in September due to injury and has returned part-time. Expect to return to regular schedule by the end of October.
- Social work staffing continues 10 hours a week short due to budget constraints.
- Activities Director resigned due to availability of higher pay at her other job. Pay scale is ongoing issue.

PROGRAM REPORT to BOARD of DIRECTORS

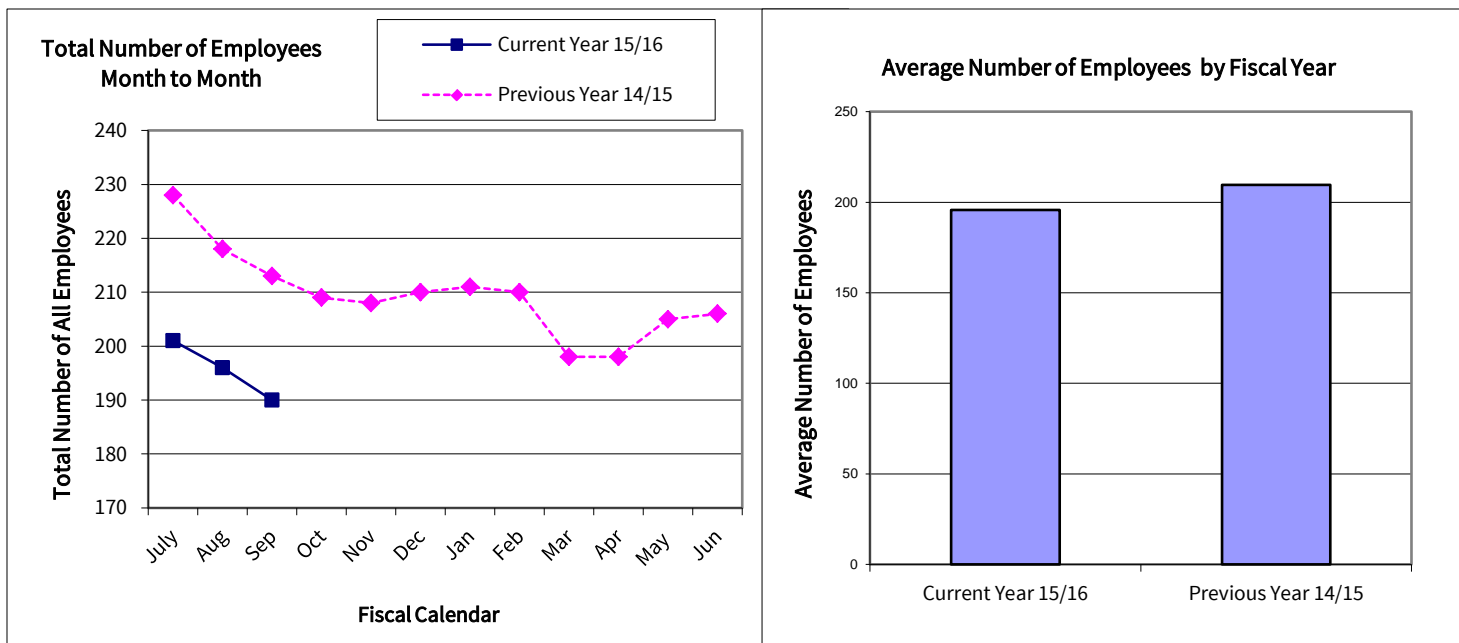
Program Name: Admin/HR Department

Date of Board Meeting: October 21, 2015



A. Services: Health & Safety, Workers Comp, Program Support, Benefits, Personnel Issues, 401(k), Union Work, Employment Verifications, Criminal Background Checks, Bilin./Bili Testing, Orientations.....

Total number of all employees	Fiscal Calendar	July	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Average	
	Current Year 15/16	201	196	190											196
	Previous Year 14/15	228	218	213	209	208	210	211	210	198	198	205	206	210	
	Terms 15/16	4	7	6											6
	Turnover Rate % 14/15	2.0%	3.6%	3.2%											2.91%



B. 2015-2016 FMLA/WC Report:

Fiscal Calendar (15-16)	July	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	AVG
Number of EE's on FMLA	3	5	4										
Number of new WC Claims	0	0	0										
Number of new First Aid Claims	1	3	0										

C. Accomplishments: Our HR Team has kept busy with all the regular HR projects, including the following tasks. Tyler has been busy with various recruitments (posting, screening, reference checks, and interviewing) and general support and trouble shooting. Leslie has been busy with ongoing benefit questions, orientations and enrollment, as well as recruitments and general support to employees on leaves of absences. Oscar Gonzalez is new to our team as the Receptionist/HR Assistant and he has taken on general reception tasks, as well as the criminal background project and general support of the HR team and the agency. Julie has been busy with policies & procedures, re-organizations, CBA work with the SEIU, evaluations, teambuilding, and Drug & Alcohol Policy work. Thanks to the entire team for their dedication to our tight deadline with an early dental transition from MetLife to Cigna Dental.

D. Challenges: Balancing the large, ongoing workload. Meeting the demand of so many project deadlines and HR tasks, while addressing walk-ins and unplanned assistance. As always we are happy to be able to offer resources, support and assistance to staff when needed.



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2015 Redwood Mountain Faire Steering Committee announces record breaking donation

Story

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Posted: Thursday, September 24, 2015 5:02 pm

By-Suellene Petersen | 0 comments

On the weekend of May 31, the 2015 Redwood Mountain Faire was held at Roaring Camp in Felton. The benefit was held to provide funds for 23 local non-profit organizations that provide community and educational services for our valley.

The 2015 Redwood Mountain Faire's Steering Committee announced, "We proudly give to this community another [donation of] \$59,000." In 2013, they raised \$40,000 and \$50,000 in 2015. Nancy Macy, Valley Women's Club of San Lorenzo Valley, said, "This year, over 5,200 people showed up at the Faire to enjoy a sunny weekend at Roaring Camp." There were 22 bands on two stages that provided an array of music. There were also many children's activities and local artists were there to show their work. All ages enjoyed many choices for entertainment and activities.

According to Macy, "It took over 350 volunteers to make this event such a success. Without their hard work, the event would not have been possible."

Faire proceeds will benefit the following organizations that helped staff the Faire: South Street Centre, Mountain Community Resources, Valley Churches United Missions, Boulder Creek Recreation and Park District, Camp Joy Gardens, SLV Community Band, SLV Diversity Works, Rotary Club of SLV, SLV Museum, Santa Cruz Derby Girls, The Artemis Project, Boy Scout Troop 604, Friends of Quail Hollow Park, Scotts Valley Counseling Center, Tara Home, The Clean Oceans Project, the Valley Women's Club of SLV (presenting the Faire), and the following school groups: Boulder Creek Elementary Parents' Club, Charter Family Booster Club, SLV High Athletics, SLV High Music Boosters, SLV High Football and the SLV Middle School Panther Club.

Faire sponsors are listed on the Faire website: redwoodmountainfaire.com.

For Lost & Found information: nbbm@cruzio.com.

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Posted in News, Local news on Thursday, September 24, 2015 5:02 pm.

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Beach Flats neighbors come together over vandalized mural



The community will gather to repaint a Beach Flats community mural this weekend. The 1993 murals graced storage walls next to the Nueva Vista Apartments in Beach Flats. (Shmuel Thaler -- Santa Cruz Sentinel file)

By Sentinel Staff

Posted: 09/18/15, 5:47 PM PDT | Updated: 2 days ago

BEACH FLATS >> Community members drawn together in response to area vandalism will work to recreate a neighborhood mural this weekend.

During a city-organized public discussion Thursday evening at the Nueva Vista Community Resources' Beach Flats Community Center, Community Bridges offered to pay for supplies for the restoration project, with contributions from local art supply businesses.

Community Bridges operates Nueva Vista Community Resources and nine other human services programs across Santa Cruz County.

“It’s inspiring to see the community unite and bounce back from this senseless vandalism,” said Raymon Cancino, Community Bridges chief executive officer. “This mural was cherished as a way to document and preserve the shared history of the Beach Flats community, and we’re happy to help provide and acquire the supplies necessary to restore it to its original form.”

Work will continue from 9 a.m. to 4 p.m. at the Beach Flats Park on Raymond Street on Saturday and Sunday.

Lead volunteer artists Marciano Cruz, Irene O'Connell and Nikos de las Rosa hope to complete the restoration by Sunday. Reyna Ruiz is organizing volunteers, permits and outreach.

Community volunteers also are invited to come out and participate, organizers said.

Santa Cruz police ask anyone with information to call investigations at the anonymous tip line at 831-420-5995 or leave a tip at www.santacruzpolice.com or by the mobile application at m.santacruzpolice.com.

Santa Cruz Sentinel

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Santa Cruz Sentinel



Sunday, September 20, 2015 \$1.50 FACEBOOK.COM/SCSENTINEL TWITTER.COM/SCSENTINEL

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STARTUPS

PITCHING SOLUTIONS FOR SOCIAL PROBLEMS



PHOTOS BY SHMUEL THALER — SANTA CRUZ SENTINEL

Ned LeBlond has started EquityStone, a social nonprofit public-private partnership to connect homeowners struggling to pay their mortgages with ideal renters.

Pilot programs in housing, recidivism, launched through The Inspiring Enterprise

By Jondi Gumz
jgumz@santacruzsentinel.com
@jondigumz on Twitter

SANTA CRUZ » Ned LeBlond, whose photo project documenting shrinking glaciers garnered national media coverage, has an idea to tackle the affordable housing shortage, one he believes would be a win-win-win for homeowners struggling to pay their mortgage, long-term renters forced to move as rents rise and the county economy as a whole.

Valéria Miranda, a dancer and teacher from Brazil lured by the ocean to Santa Cruz, has an idea to put formerly incarcerated people on track for success with jobs making healthy food to sell, one she believes could benefit former inmates, the

criminal justice system and the community.

The two entrepreneurs are the first fellows chosen to participate in the Santa Cruz social accelerator, a three-month pilot program designed to help new social ventures become scalable enterprises.

The social accelerator was developed by The Inspiring Enterprise, a new nonprofit founded by UC Santa Cruz alum Janneke Lang, who put on the successful Cruz Cares pitch contest in March.

Both fellows earned a master's degree in business administration from the Presidio Graduate School, described by The New York Times as the place to go if you want to change the world.

LeBlond, 34, of Soquel,



Valéria Miranda is a dancer, teacher and social entrepreneur starting a nonprofit to provide training for formerly incarcerated men and women.

has experienced the challenge of finding an affordable rental since coming to Santa Cruz County three years ago.

He grew up in Montana, got a degree in physics at the University of Puget Sound, and was an educator for

much of his career until he got that graduate degree and joined nonprofit Community Bridges as a grants analyst.

Rent squeeze

"It's really hard to make

STARTUPS » PAGE 5

SHOW OF SOLIDARITY

Pope urges detente

Pope Francis urges Cuba, US to fully develop their path toward normal relations

By Nicole Winfield and Michael Weissenstein
The Associated Press

HAVANA » Pope Francis urged the Cuban and U.S. governments to push ahead on their newly forged path toward normal relations, saying they should "develop all its possibilities" as he arrived Saturday on the first leg of a trip to the Cold War foes that papal diplomacy helped bring together.

Standing on the tarmac of Havana's Jose Marti airport, Francis called the resumption of full diplomatic ties between the United States and Cuba this year an "example of reconciliation for the entire world."

The pope wrote a personal appeal to Presidents Barack Obama and Raul Castro and hosted their delegations at a secret meeting at the Vatican last year to seal a deal after 18 months of closed-door negotiations. Since then, the two leaders have re-opened embassies in each other's countries, held a personal meeting and at least two phone calls and launched a process aimed at normalizing ties in fields ranging from trade to tourism to telecommunications.

Standing with Cuba's president by his side, Francis said the developments over recent months have given him hope.

"I urge political leaders to persevere on this path and to develop all its possibilities as a proof

POPE » PAGE 5

CAUSES UNKNOWN

Monterey wildfires threaten structures

By Tommy Wright
twright@montereyherald.com
@wrightscribe on Twitter

MONTEREY COUNTY » Two wildfires broke out 30 minutes apart outside Salinas and Carmel Valley on Saturday afternoon, and firefighters were still battling the blazes into the evening

Wildfire

FROM PAGE 1

Another fire started about 3 p.m. at Tassajara and Cachagua roads in Carmel Valley, 2.5 miles north of Jamesburg. The 300-acre fire was 5 percent contained about 7:45 p.m., Cal Fire said.

Cal Fire reported that 15 engines, four tankers, one air attack plane, two helicopters and one bulldozer were used in fighting that fire.

There was no word late Saturday as to the cause of either fire.

Shogen Danielson, who lives off Oak Road near the Tassajara fire, was unable to reach his home as he got back from Salinas. He said his neighbor chose to stay and protect his house as the fire approached.

"He was trying to soak everything and he could see flames from the house," Danielson said. "He said his younger brother had come and driven his 92-year-old mother out."

Danielson said he drove a little ways down toward



DAVID ROYAL — MONTEREY HERALD

Smoke is visible from the Tassajara Fire on Saturday.

the fire.

"There was a significant oak with one of the limbs that had come off some-time ago in the past," he said. "You know how there can be a nice hole for owls and things to go down? The hole was probably 9 inches to a foot in diameter and it looked like a blowtorch with flames just shooting out."

Danielson and others from the area gathered on Carmel Valley Road at Tassajara Road, where Cal Fire set up a makeshift command center and residents watched, waited and hoped

for the best.

Soreya Shaik, who lives off Carmel Valley Road, saw the fire near Monterey-Salinas Highway on her way home.

"It kind of looked like a big explosion happened out there from Salinas," she said.

One of her friends who lives in Cachagua showed her pictures from earlier and she said it didn't seem like much then.

"It grew really fast," she said.

From her family's driveway, flames on the hill were

visible.

"It looks like one of our friend's houses is burning down right now," she said.

Mitchell Hambley has been housesitting on Tassajara Road for three weeks. He loaded up pets and valuables just in case the fire reached the house. He was outside watering down the property as the fire burned nearby.

"A heard an ambulance and then I saw the coloration of the sun change because of the smoke," he said.

Flames got right up near the house but firefighters put them out before burning a backfire to protect the home.

"I saw a huge, thick cloud of smoke up there and it was a couple hundred yards away from the property," he said. "So I started getting everything together."

Mary Rayne parked her car out and Carmel Valley Road and walked down Tassajara Road in hopes of checking on her home.

"This is unbelievable," she said. "Wow."

Herald Correspondent Andy Stiny contributed to this report.



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Startups

FROM PAGE 1

rent," he observed. "We don't have as high a wage as over the hill but housing prices are so high people feel it here more than anywhere else."

Zillow Research found the average rent for all types of housing in Santa Cruz County jumped 22 percent to \$2,571 last October. Anecdotal, rents keep rising.

That explains why more than 2,200 tenants have joined the Facebook group Santa Cruz County and SLV Rental Listings, posting pleas for an affordable place to live.

LeBlond knows homeowners barely making their mortgage payments and looking for extra income, which explains those 300-plus places in Santa Cruz for rent on Airbnb.com.

LeBlond sees the local economy stifled by high rents, leaving little to spend on anything else.

"There is not disposable income," he said. "Building savings is nearly impossible."

His solution is to change the culture of existing single-family homes, incentivizing homeowners via business discounts to rent out space they don't use to "people they would be excited to live with."

Homeowner incentives

His nonprofit, EquityStone, would create a marketplace to match homeowners and renters and talk with local government officials about lowering permit fees to encourage people to adapt their homes.

He aims to serve about 200 people in a year locally and in the San Francisco Bay Area before expanding

to other regions.

He said he will ask participating homeowners for a donation, seek foundation grants and rely on fundraising at the outset with the goal of being financially independent in four to five years.

County officials have been talking about a plan to increase housing but LeBlond pointed out "there hasn't been a lot of communication between homeowners, the county and renters. They're making decisions in a vacuum."

Robert Singleton, co-founder of Civinomics and a board member at The Inspiring Enterprise, sees LeBlond's approach as unique, mixing homeowner incentives with an online marketplace matching renters and homeowners.

"He has to test out this financial model in the market," Singleton said. "There's a lot of stigma renting to low-income tenants."

Low income in Santa Cruz County, as defined by the federal government, would be considered affluent in many other locales.

The median income for a two-person household is \$69,600, so anything below that, "technically you're considered low income," Singleton noted.

Teaching in jail

Miranda, 52, a single mother of an 11-year-old, worked in art museums for 15 years before getting her business degree. But instead of pursuing a museum director's post, she wants to use art and business as tools for social change.

She has seen the challenge of those formerly incarcerated face because she has been volunteering for three years to teach classes at the County Jail.

"Students have come in and out of my classes many times," she said, recalling one woman in her mid-30s

who had not had a legal job in seven years. "In the cycle of poverty, drugs and violence, they don't have work history or skills."

At the same time she saw a missed opportunity.

"So many creative souls if they have the proper nurturing," she said.

Miranda talked with Stacey Smith, an artist with experience at the Gemma program working with women returning to the community after incarceration. They agreed: If you're convicted of a felony, job opportunities are limited.

A foodie, Miranda was inspired by Drive Change, which builds and operates locally sourced food trucks that hire and teach formerly incarcerated youth in New York City, and tapped Rebecca Mastoris, a veteran chef, restaurateur and instructor at Bauman College of Holistic Nutrition in Santa Cruz, to join her team.

Food to heal

"I'm really interested in food," Miranda said. "It can be transformational. It's healing."

Her plan is to provide professional coaching that could last six months to a year or more to help participants advance to another job.

She expects to hire four to 10 employees working part-time and pay them livable wages. A food truck costs \$25,000 and up.

"We're definitely interested in investors," she said.

Barbara Mason, the county's economic development coordinator, cautioned that food truck operators must take care to pick a location where they are welcome.

The county does not issue permits for food trucks, so one setting up shop near established restaurants in a shopping center could generate a complaint about not

SOCIAL VENTURE ACCELERATOR

What: Three-month pilot program for two startups focused on solving critical social and environmental issues in Santa Cruz County.

First two fellows: Ned LeBlond of EquityStone, developing a housing solution, and Valéria Miranda of Food for Change, training and jobs for formerly incarcerated people.

Creator: Launched by The Inspiring Enterprise, a non-profit founded by Janneke Lang and founder of Cruz Cares pitch contest.

Strategy: Lean startup methodology, collaborative mentorship, weekly classes at Cruzworks on topics from accounting to branding and pitch practice to develop competitive and scalable social enterprises.

Mentors: Ed Durkee, Central Coast Goodwill; David Doolin, PP&Co.; David Dennis, Ventana Surfboards; Susan Wishon, development consultant; Jordan Iversen, Iversen Design; Steven Cassingham, Metastyle Films; and Doug Erickson, Nanigans.

Details: www.theinspiringenterprise.com/

enough parking spaces and a visit by a code compliance officer.

"Partner with a church or community hall," Mason advised.

Cynthia Chase, a Santa Cruz City Council member who spent seven years running Gemma, said the business plan developed by Miranda and Smith is solid.

"They have years of experience devoted to working with the incarcerated population and to developing practical and relevant solutions to really complex issues," Chase said. "I am confident that this project will be successful."

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Santa Cruz community cleans up mural

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Santa Cruz harbor lighthouse
Charlie Witmer

SANTA CRUZ, Calif. —On Thursday night, the City of Santa Cruz hosted an open forum at Nueva Vista Community Resources' Beach Flats Community Center site to discuss the vandalism of the remaining piece of a 23-year-old community mural.

Thanks to a collaboration of local artists, community leaders and public officials, the mural will be restored this weekend.

“The vandalism of the mural was a deliberate attempt to attack the cultural heritage of this neighborhood, and clearly a criminal act,” said Martín Bernal, City Manager of the City of Santa Cruz. “Our Police Department is conducting a thorough investigation to find the perpetrators and our Parks and Recreation Department is working with the community to restore the murals.”

Community Bridges donated funds to purchase supplies, and solicited further donations for the project from generous community partners Palace Art Supply, Lenz Arts, and Art Supplies Ink.

“It’s inspiring to see the community unite and bounce back from this senseless vandalism,” said Raymon Cancino, Chief Executive Officer of Community Bridges, which operates Nueva Vista Community Resources and nine other human services programs throughout Santa Cruz County.

“This mural was cherished as a way to document and preserve the shared history of the Beach Flats community, and we’re happy to help provide and acquire the supplies necessary to restore it to its original form.”

Lead volunteer artists Marciano Cruz, Irene O’Connell, and Nikos de las Rosa anticipate completing the restoration by Sunday. Reyna Ruiz, formerly of Santa Cruz Barrios Unidos, is organizing volunteers, permits and outreach.

A community dialogue will take place at Beach Flats park on Friday to discuss the vision and plan for how the family portrait should be recreated.

Police are asking for anyone who has information on the vandalism to contact the Police Department's investigations unit at (831) 420-5820.