



COMMUNITY BRIDGES  
PUENTES DE LA COMUNIDAD

BOARD OF DIRECTORS  
Wednesday, May 18, 2016  
5:30 PM to 8:00 PM

Elderday: 100 Pioneer Street, Santa Cruz, CA 95060

### AGENDA

- 5:00 Dinner
- 5:30 1. Call to Order/Establish Quorum
- 5:32 2. Agenda Review
- 5:35 3. Announcements/Program Updates
- 5:40 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 April 20, 2016 Board Meeting\**
- 4.2 *Draft Minutes of the May 5, 2016 Board Development/Advocacy Committee Meeting\**
- 4.3 *Draft Minutes of the May 5, 2016 Finance Committee Meeting\**
- 4.4 *Draft Minutes of the May 5, 2016 Governance Committee Meeting\**
- 5:45 5. Receive comments from members of the public on “Items not on the Agenda”
- 5:50 7. Agency Business – Ray Cancino
- 7.1 *CAO- Seth McGibben*
- 7.2 *Elderday – CCAH increase approved*
- 7.3 *Advocacy Committee short report – Jorge Mendez*
- 6:10 8. Development/Philanthropy Report & Committee Update – Libby Morain
- 6:15 9. Finance Committee Update – Cathy Benson
- 6:25 10. Written Reports
- 10.1 *Financial Reports from the May 5, 2016 Finance Committee Meeting*
- 10.2 *Philanthropy Notes and Updates*
- 10.3 *Meals on Wheels Program Report*
- 10.4 *WIC Program Report*
- 10.5 *Lift Line Program Report*
- 6:30 11. Newspaper Articles
- 6:35 12. Items for Next Agenda
- 6:45 13. Adjourn Regular Meeting
- 6:55 14. CLOSED SESSION

### Next Meeting:

Wednesday, June 15, 2016  
6:00 PM to 8:00 PM

Elderday: 100 Pioneer Street, Santa Cruz, CA 95060



**BOARD OF DIRECTORS**  
**Wednesday, April 20, 2016**  
**6:00 PM to 8:00 PM**  
Elderday: 100 Pioneer Street, Santa Cruz, CA 95060

### **DRAFT MINUTES**

**Members Present:** Jack Jacobson, Jordan Ciliberto, Linda Fawcett, Rebecca Fowler, Sara Siegel, Heather Lenhardt, Shannon Brady, Martín Bernal, Pam Fields, Jorge Méndez

**Staff in Attendance:** Raymon Cancino, Lisa Becerra, Susan Marinshaw, Julie Gilbertson, Tyler Smith, Joyce Rodriguez Gutierrez, Anna Vaage, Libby Morain

**Guests:** none

**Minutes:** Lisa Becerra

**6:15 Dinner served.**

**6:20 1. CALLED TO ORDER/QUORUM ESTABLISHED.**

**6:21 2. Announcements - none**

**6:21 3. Agenda Review**

**6:21 4. CONSENT AGENDA**

**4.1 Jack/Rebecca moved to approve the April 20, 2016 Consent Agenda as presented. MSP.**

*This Consent Agenda included:*

*4.1 Draft Minutes of the March 16, 2016 Board Meeting*

*4.2 Draft Minutes of the April 7, 2016 Board Development / Advocacy Committee Meeting*

*4.3 Draft Minutes of the April 7, 2016 Finance Committee Meeting*

*4.4 Draft Minutes of the April 7, 2016 Governance Committee Meeting*

*4.5 CDE Resolution 2016-04-01*

**6:22 5. Receive comments from members of the public on “Items not on the Agenda” None.**

**6:22 6. Program Presentation: HR, Julie Gilbertson**

Julie G introduced the HR team( Tyler, Joyce and Oscar). The board participated in an icebreaker to get a better understanding of what the HR department does. Julie outlined the mission statement of the department. 2015 employee survey results show that most CB employees feel the agency offers a comprehensive benefits package, that CB is a great place to work and that they feel valued and appreciated and the HR team is working to raise those numbers even more. Tyler discussed how he is working to implement a new HRIS system to collect, store and use data more thoroughly and efficiently. Currently this system does not interface with our ADP system, but this would be the goal. The HR team discussed its recent process in raising CB’s minimum wage and there was a short discussion about the agency’s plan to prepare for the 2025 minimum wage increase to \$15/hour.

**6:55 7. Agency Business – Ray Cancino**

*7.1 Elderday – Medi-Cal Survey Findings, Medi-Cal Billing Error, and Structural Deficit:* while we have not officially received the findings report from the recent Medi-Cal survey, we know that we did receive some negative findings which we hope to fix with corrective action. Things such as the room being too cold, med logs not being properly filled out, etc. Also, there was a billing error and we are currently trying to recoup 12k. We have spoken to the Alliance about this to see if they could help, which they cannot as these are items that cannot be reimbursed. Ray talked the board through the Elderday Analysis. The different options of using Paracruz, asking the landlord to lower the rent, or to look into acquiring a new building completely. Ray asked the board to take a poll, which was not an official vote, just to get a better understanding of how the board felt. Jordan asked how the ADA would be affecting

by switching to Paracruz and Ray responded that possibly 1-2 ADA . Rebecca clarified that all 3 options being discussed were using the Elderday’s current ADA. Jorge mentioned his concerns about answering the last 3 questions of the poll as it doesn’t seem the current model for Elderday is working and questioned the amount of work required to save a program that seems to be unsustainable. Ray feels that there are ways to rebuild, but that we need to keep at it. Libby cautioned that closing Elderday would have a significant impact on the community as it is the only program of its kind. Rebecca asked Ray how well the program seemed to be run, to which he said he felt Elderday is offering excellent resources and have made improvements from last year. Martín inquired about the possibility of using RTC funds solely for Elderday and Ray said this was not recommended. Ray asked the board to return the poll before the next BOD meeting.

*7.2 Board Retreat – Questionnaire/Small Groups/Outcomes* - Ray asked the board to split into 2 groups to gather feedback for the board retreat. Group 1 recommended that there be a better orientation process for new members, that more time be spent on problem areas at Board meetings, and they recommended “Matrix Mapping” as the focus for the retreat. Group 2 recommended the board become more engaged by physically volunteering for our CB programs. They want to focus on agency financial stability at the retreat.

*7.3 Matrix Mapping Discussion* - Ray handed out Matrix Mapping information and asked the Board Complete and return via email to Lisa Becerra by 5/13/16 for review at next BOD meeting.

*7.4 Agency Advocacy Policy* - Jorge took a look at the Advocacy Policy following the controversy with Metro. As it is currently written, it would not have prevented the issue as it currently allows the CEO a good amount of independence to do his job. Jorge feels that there is a need to formalize board permissions for the CEO to act on anything deemed adversarial. Jorge will work on updating the policy to reflect this.

**8:06 8. Development/Philanthropy Report & Committee Update – Libby Morain**

Libby gave updates on upcoming CB events: 5/1 Mother’s Day craft sale at LOCR, and the Human Race 5/7. CB has raised 405k at the end of March, which is 126K ahead of where we were this time last year. The Annual Report is completed and will be going out the week of 4/25/16. We had a recent donation of 20K – 2k going to each program. Also, a woman who grew up locally is getting married this summer and requested we set up an account for her wedding guests to donate to La Manzana community resources in lieu of a gift registry. Next meeting Libby will present the final philanthropy plan.

**8:12 9. Finance Committee Update – Ray Cancino**

Ray presented the Finance update in lieu of Cathy Benson’s absence. There was a positive net change for MOW with the one time AAA grant. Lift Line had a negative change of 22k which will only be temporary as they expand the dialysis project. WIC changes were minimal. CDD had a positive change with a delay of new hire at Nueva Dia +14k. La Manzana has a new LT hire and a position reclassification that resulted in (11k). Live Oak Community Resources saw a (8k) change. CACFP continues to see a drop in registration, but has also made personnel changes to adjust. Mountain Community Resources had a -13.7% change with new roof. In the Program Budget Summary, overall the agency total is (20k), although Ray feels that we will be net positive by the end of the year pending no additional issues.

**8:13 10. Written Reports**

**8:13 11. Newspaper Articles**

**8:13 12. Items for Next Agenda** - none

**8:13 13. Adjourn Regular Meeting**

**8:13 14. CLOSED SESSION \*\*\***

**Next Meeting: Wednesday, May 18, 2016  
6:00 PM to 8:00 PM  
Elderday: 100 Pioneer Street, Santa Cruz, CA 95060**



COMMUNITY BRIDGES  
PUENTES DE LA COMUNIDAD

**Board Development / Advocacy Committee**

**Thursday, May 5, 2016**

**10:00AM – 11:00AM**

**Community Bridges (CB), Aptos**

**Draft Minutes**

**Members Present:** Jorge Méndez, Linda Fawcett

**Staff in Attendance:** Lisa Becerra

**Members Excused:** Sara Siegel, Shannon Brady, Jack Jacobson

**10:10** Jorge called the meeting to order.

**10:10** Agenda Review – no additions

**10:35** Advocacy

Jorge provided some history of how the policy came to be, and discussed the two current policy documents. Jorge feels there is a need to better define the role of the advocacy committee. Jorge introduced the concept of having a consistent baseline presence/connection between board and local supervisors/elected's. Board would need direction or training from CEO on how to handle these types of meetings including what information to share, but felt that this would be beneficial to the agency if implemented properly. Linda agreed and a further discussion is needed. Jorge will report the idea to the board at the May Board meeting.

**Board Development**

Linda recommended contacting, Ken Barroga, Talita Sanders, Alicia Miller, and Kathy and Mike Ransom as potential board members. She asked that we set a timeline for reaching out to those people before mid-June. Lisa B to help set dates for these meetings.

It was recommended that a column be added to the pipeline document listing the potential member's district/location so that we can continue to maintain a balanced board that represents the county most accurately.

**10:59** Items for Next Agenda

1. Revised Pipeline with updates
2. Revisit new Advocacy concept after board discussion

**11:05** Adjourn

**Next Meeting: Thursday, June 2, 2016**

**10:00AM – 11:00AM**



**COMMUNITY BRIDGES**  
**PUNTES DE LA COMUNIDAD**

**Finance Committee**  
**Thursday, May 5, 2016**  
**11:00AM – 11:30AM**  
**Community Bridges (CB), Aptos**

**Draft Minutes**

**Members Present:** Jorge Méndez, Linda Fawcett, Shannon Brady

**Staff in Attendance:** Cathy Benson, Lisa Becerra, Ray Cancino

**Members Excused:** Jack Jacobson

**11:08 Shannon called the meeting to order. Quorum established**

**11:11 Agenda Review**

Shannon recommended the committee add an agenda item to discuss meeting length and type of financial reports the committee needs to see.

**11:13 CFO Report – Cathy Benson**

- a) **Program Budget Summary Review** – Highlights included: CDD- QRIS funding applied to existing personnel saves \$26K; ADM-New postage meter required \$5K; CACFP-Higher reporting Homes added \$4K; ELD-ADA for Mar 67.25, Apr 65.2, 14/15 \$18K write off; MOW-Old CNG van must be replaced by 6/1, \$25K
- b) **Unconfirmed Funding Update** –less revenue unconfirmed at this point in the year; MOW on target for Spring mailer, \$17K received already.
- c) **Financial Statement & Balance Sheet Review/Cash Assets Report** – Revenue exceeds expenses by \$126K as of 3/31/16. . Good asset to liability ratio for non-profit, although almost no liquid assets. Current ratio is 3:1, and modified is 2.4:1.
- d) **Cash Flow Review and Line of Credit Update** – For the first time in over a quarter we will likely need to borrow from our line of credit for short-term cash flow purposes.
- e) **Investment and Endowment Performance** – Graphs through April are included. Both continue slightly up since January.

**11:47 Financial Reports** – The committee already felt the Finance Committee meeting was for an hour, so it will continue at 11:00 to 12:00. Cathy B asked the committee which reports and what information they would like to receive at meetings. Ray advised that as the governing body board, they need to be informed of the financial status of the agency and so the reports were necessary and also work we prepared regardless. Jorge wondered if the Weekly Cash Tracking Report was needed to be included in the committee's packet as Cathy B could verbally keep them apprised if anything was troublesome. Shannon asked about the process of including unconfirmed funds in the budgets to which Cathy B and Ray explained the process of ever changing funding. Ray proposed possibly only discussing the Program Budget Summary (and any major issues or concerns) at the full Board level although providing the remaining reports without discussion. Shannon requested a column be added to the Program Budget Summary to include the original approved budget to act a baseline for comparison. The committee will bring this idea to the May Board meeting.

**12:04 Items for Next Agenda** – Modification of Program Budget Summary to include Approved Budget column.

**12:07 Adjourn**

**Next Meeting: Thursday, June 2, 2016**  
**11:00AM – 11:30AM**



COMMUNITY BRIDGES  
PUENTES DE LA COMUNIDAD

Governance Committee  
Thursday, May 2, 2016  
12:00PM – 1:00PM  
Community Bridges (CB), Aptos

Draft Minutes

**Members Present:** Linda Fawcett, Rebecca Fowler, Jordan Ciliberto

**Members Excused:** Shannon Brady

**Staff in Attendance:** Raymon Cancino, Lisa Becerra, Susan Marinshaw, Seth McGibben

12:12 Linda called meeting to order/Quorum established.

12:12 Agenda Review

12:13 CEO Report –Ray Cancino

- 1) **Elderday:** Working with Lois to determine where to allocate the 25% CCAH reimbursement increase. For the time being, this eliminates the need to approach Metro regarding LL relationship. There is a \$2.5 million opportunity with CCAH that we would need to compete for. Still considering approaching OW's for rent decrease.
- 2) **Unexpected Agency Expenses:** There is about \$30k in unexpected expenses this Fiscal Year between the new van for MOW, as well as needed an new postage meter for admin
- 3) **Fiscal Errors:** Elderday \$18k total loss (\$13k was double counted, and 2 months combined for \$5k unclaimed). The Fiscal Department has walked through the process with staff to prevent this error in the future.
- 4) **Board Retreat:** The date and location are confirmed: June 24<sup>th</sup> at Community Foundation with the theme of matrix mapping. Rebecca recommended helping the board better understand the financial relationship between programs, Linda agreed. **Rebecca/ Jordan moved to recommend board approval of monthly site/program visit and presentation by board members.**

Closed Session

1:25 Adjourn

Next Meeting: Thursday, June 2 , 2016  
12:00 – 1:00PM



**COMMUNITY BRIDGES**  
**PUNTES DE LA COMUNIDAD**

**Philanthropy and Marketing Committee**

Wednesday, May 4, 2016 — 12–1 P.M.

At Live Oak Community Resources  
1740 17th Ave, Santa Cruz, CA 95065

Attending: Anna Vaage, Jordan Ciliberto, Libby Morain, Linda Fawcett, Seth McGibben, Ray Cancino.

**1. Department Updates**

Review of a Progress Report showing 141% of our goal met at 83% of the year. This is over \$100k more than this time last year, which is almost a 30% increase. We received a donation of stock, and our procedures for accepting these gifts has been updated. A gift from Tom Lehrer should allow all programs to meet their goal this fiscal year. The 2015 Annual Report was mailed out, and we have received good feedback. Nueva Vista is sending a Mother's Day mailer to 500 contacts to help close the remaining 20% of their goal. Jordan offered to assist with basic planned giving legal paperwork pro-bono. He will research and identify referrals.

**2. CB Event Planning**

Santa Cruz County Bank is sponsoring at \$2,000. We have agreement from local businesses to park in the area. We are looking for auction item of vacation packages and activities. We have received a lunch with Sam Farr and Zack Friend, as well as a Specialized mountain bike to raffle off. Seth can solicit a surfboard from NHS, which Ray could request Peter Mel to sign. Ray, Libby and Linda are touring Watsonville sites with Lakeside Organic Gardens. Jordan will mention to his contact there. Jordan agreed to serve as auctioneer or solicit another contact. Jordan and Linda will follow up with board members for donations, ticket sales, and setup. The event is being featured in Growing Up in Santa Cruz and Santa Cruz Waves publications.

**3. 2016-17 Philanthropy Plan**

Members reviewed the 2016-17 Philanthropy Plan again. Community Bridges goal has been downgraded this year from \$63k to \$52k to reflect mailer results disbursements to programs. Founding 100 Endowment goal is ongoing. We have a new Lift Line van sponsor for one of the minivans, and a waiting list for more ads. We are looking into artwork options for minivans.

**Jordan/Linda moved to approve the 16/17 Philanthropy Plan. MSP.**

**Next Philanthropy Committee Meeting:**

June 1, 2016 at 12:00pm  
at Live Oak Community Resources

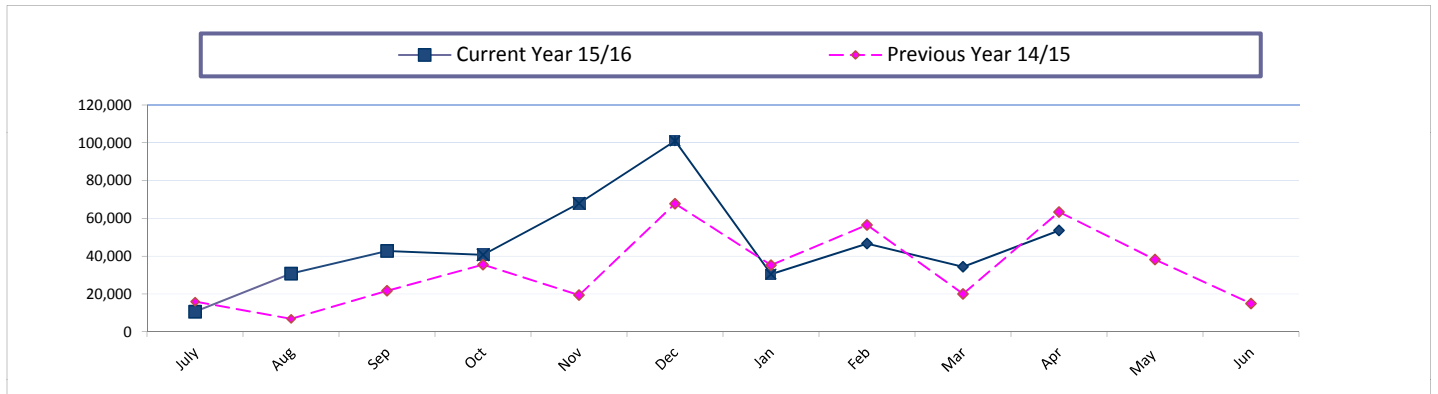
## Philanthropy Progress Report

Donations for FY 2015-16

May 18, 2016

### A. Donations (Includes all gift amounts. Excludes unreceived pledges)

Total amount of all donations	Fiscal Calendar	July	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	YTD*	
	<b>Current Year 15/16</b>	10,602	30,783	42,721	40,657	67,919	100,956	30,447	46,619	34,366	53,556				458,625
	<b>Previous Year 14/15</b>	15,935	6,824	21,650	35,515	19,378	67,734	35,235	56,472	20,005	63,372	38,150	14,912		395,182



**\* Notes on donation figures above:**

This time last year, we were at \$342,120

**B. Grants:**

We've received the following grants so far this fiscal year (not included in the philanthropy numbers):

- \$ 50,000 from Community Foundation Santa Cruz County
  - \$ 40,000 from Monterey Peninsula Foundation for Lift Line
  - \$ 27,000 from Packard Foundation for FRC Organizational Effectiveness
  - \$ 12,000 from Community Foundation of Monterey County for LMCR
  - \$ 2,500 from Newman's Own Foundation for MOW
  - \$ 2,500 from Wells Fargo Foundation for MOW
- 
- \$ 134,000
- 

**D. Challenges:**

- MPF is no longer doing the match period (20% from November-February), resulting in a \$20,000 loss.
- Anticipated a reduction in funds raised at the Mountain Affair due to staff shortages.



**Philanthropy Goals  
2015 – 2016  
Progress Report  
May 18, 2016**

85% of the year

	<b>15/16 Goal</b>	<b>Year To Date</b>	<b>Difference \$</b>	<b>Goal met %</b>
<b>CB</b>	\$65,876	\$70,320	\$4,444	107%
<b>CACFP</b>	\$4,000	\$4,323	\$323	108%
<b>CDD</b>	\$6,739	\$6,034	-\$705	90%
<b>Elderday</b>	\$10,457	\$25,860	\$15,403	247%
<b>LMCR</b>	\$4,565	\$2,090	-\$2,475	46%
<b>LL</b>	\$13,650	\$20,056	\$6,406	147%
<b>LORC</b>	\$7,300	\$19,280	\$11,980	264%
<b>MCR</b>	\$80,063	\$72,199	-\$7,864	90%
<b>MOW</b>	\$106,000	\$218,196	\$112,196	206%
<b>NVRC</b>	\$22,200	\$17,756	-\$4,444	80%
<b>WIC</b>	\$3,000	\$2,512	-\$488	84%
<b>TOTAL</b>	<b>\$323,850</b>	<b>\$458,625</b>	<b>\$134,775</b>	<b>142%</b>

**2015-16 Appeal Results**  
**May 18, 2016**

<b>Sum of Amount</b>	<b>.</b>										
<b>Row Labels</b>	<b>Jul '15</b>	<b>Aug '15</b>	<b>Sept '15</b>	<b>Oct '15</b>	<b>Nov '15</b>	<b>Dec '15</b>	<b>Jan '16</b>	<b>Feb '16</b>	<b>Mar '16</b>	<b>Apr '16</b>	<b>Total</b>
1% For Good							14,294				14,294
Alzheimer's Walk 2015		-	-	28					5,352		5,380
Annual Report 2014	110	450									560
Annual Report 2015										965	965
Board donation to CB	1,025	50	150	50	50	2,000	50	50	50	1,330	4,805
CACFP Flower Gram 2016						10		656			666
Calendar Sponsor 2016	500	1,250	1,500	1,750	1,000						6,000
CB Calendar 2016					15,795	21,604	785	75	50	50	38,359
CB Family Mailer 2016								1,644	2,210	20,035	23,889
Donates Monthly	420	494	474	524	524	474	474	524	527	494	4,929
Donor Advised Grant	500	425	500			3,800		10,315			15,540
ELD Music Memory			6,000								6,000
Endowment								1,213			1,213
Facebook Ad						20					20
Fall NVCR mailer 2015					1,122	4,020	520	205			5,867
Food from the Heart 2016						500	8,158	20,505	5,768	208	35,138
Founding 100 Endowment	1,126	2,126	1,021	21	21	21	21	21	21	21	4,421
Friends of MOW Membership	55	80	60	80	80	80	80	80	70	50	715
Fund raising events for CDD				170						100	270
General Donation 2015	3,052	12,771	25,753	5,212	5,290	7,535	2,175	311	430	30	62,559
General Donation 2016							250	718	6,198	747	7,913
Giving Tuesday 2015					2,500	7,700					10,200
Grocery Bag Tokens			946							584	1,530
Lift Line participant survey 2015	100		6								106
LL Out of County		80	80	80							240
LO Mothers Day 16									345	250	595
LYBUNT mailer 2015	35										35
MCR Makers Market					227	405				50	682
MCR Mountain Affair 2015		3,795	819	23,006	400	140					28,160
MCR PAT 2016								8,710	6,575	1,000	16,285
MCRs Phone A Thon 2015	185	555	355	380	355	355	355	305	305	305	3,455
Memorial Donation		100	60								160
MOW Coin Drive 2015			300								300
MOW Coin Drive 2016									25		25
MOW Lautman Fall Mailer 2015					37,296	31,049	1,762	360	780	60	71,307
MOW Lautman mailer welcome packet						10	10	10	10	10	50
MOW Lautman Spring Mailer 2015	840	895	303	480	255	10					2,783
MOW Lautman Spring Mailer 2016					50					20,146	20,196
MOW suggested meal contribution overage									53	330	383
MOW suggested meal donation 2015	510	268	228	238	553	343	240	95	173		2,645
NV SummerYouth 2015			100								100
Payroll Deduction - Employee	327	335	224	448	448	448	448	448	448	448	4,024
Payroll Funds - non-CB	538	560	322	130	565	778	825	375	30	241	4,364
Personal appeal to individual donor						19,000					19,000
Program Donation Box	10	15	43		156	55			98	40	417
Redwood Mountain Faire			1,594		40						1,634
Restaurant Fundraiser	69	319			593	200		423	436		2,040
Santa Cruz Gives Good Times 2015					260	400					660
Senior Mailer 2015		2,615	1,883	8,060	340						12,898
Van Sponsorship	1,200	3,600							4,425	5,625	14,850
<b>Total</b>	<b>10,602</b>	<b>30,783</b>	<b>42,721</b>	<b>40,657</b>	<b>67,919</b>	<b>100,956</b>	<b>30,447</b>	<b>46,619</b>	<b>34,366</b>	<b>53,556</b>	<b>458,625</b>

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## May 12, 2016: Community Bridges Receives Award for Family Supportive Working Environment

PSA Su

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**(08:40) SANTA CRUZ COUNTY** – A Santa Cruz County non-profit organization has been recognized for providing a family friendly working environment. This week, Community Bridges and their Women Infants Children program received the California Breastfeeding Coalition’s Mother-Baby Friendly Workplace Award. The program helps moms returning from maternity leave by offering flexible schedules, private lactation rooms, and paid additional break time. The organization was given the honor at an awards ceremony in Sacramento on Tuesday. **(S.G.)**



# Beach Flats residents get helping hand from city



Santa Cruz resident Vanessa Allen and her son Trent, 5, wheel an old TV to a recycling bin at Beach Flats Park on Saturday morning during a community cleanup event. (Kevin Johnson -- Santa Cruz Sentinel) (left)

Ray Cancino, CEO of Community Bridges, hefts a large piece of wood into a disposal bin at the Beach Flats Park in Santa Cruz on Saturday morning during a community cleanup event. (Kevin Johnson -- Santa Cruz Sentinel)

By [Calvin Men](#), *Santa Cruz Sentinel*

POSTED: 04/23/16, 4:25 PM PDT | UPDATED: 2 DAYS AGO

SANTA CRUZ >> Beach Flats residents received help with their spring cleaning from the city.

Officials from the city's planning department, alongside county nonprofits, spent Saturday morning helping residents sort through their unwanted items. With two 30-yard trash dumpsters in tow, the officials set up shop alongside Beach Flats Park on Leibrandt Avenue.

"We kind of come every year, get people together, start helping folks in the Beach Flats neighborhood," said Ray Cancino, CEO of Community Bridges. "Help get rid of items for spring cleaning and getting rid of hazardous materials in the community."

The Beach Flats neighborhood has a high population and is a low-income community, creating barriers for residents to get rid of unwanted items, Cancino said. Taking larger items such as refrigerators and couches to the county dump costs money and time. Because of that, parts of the neighborhood have become a dumping ground in the past. Vacant lots have turned into places where some would leave their refuse. In turn, city workers spent more time picking up the debris.

"Now it's become an opportunity where we're able to engage the community, use this as a benefit, expand our network and also help out families here," Cancino said.

Residents responded positively to the event by coming out in troves with unwanted items. Most of the items went into the trash bins but some were set aside to be salvaged. Organizers also received aid from Grey Bears, which stepped in to take in electronic items and other unwanted items that could be refurbished.

While crews arrived at 8:30 a.m., both dumpsters were more than half full an hour later. Residents came out with garbage bags full of discarded clothes, broken chairs, old furniture and rusted bikes.

Also a part of the cleanup was an effort to educate residents about what can be recycled and what should be thrown out.

When the twice-a-year cleanup began more than 10 years ago, city workers put the word out via fliers and word of mouth. Jacob Rodriguez, a code compliance specialist with the City of Santa Cruz Planning Department, was there when the program began and remembers excitedly coming out with their garbage.

On Saturday, residents knew the drill as some came out with wagons full of unwanted items. While organizers could not take all of the items to the dump, they said they would make sure not to leave any garbage behind.

Vanessa Allen attended with her husband and son to get rid of some unwanted items that were building up in their home. The couple live in a Beach Flats home with their four children and Allen said unwanted items can build up quickly.

"I just hope the program sticks around because so many people use it," she said.

# Business Digest, May 12, 2016: Community Bridges wins state workplace award



**Cathy Cavanaugh, program director of Women Infants and Children, Robbie Gonzalez-Dow, regional breast-feeding liaison for Women Infants Children and Julie Gilbertson, human resources director for Community Bridges celebrate state recognition in Sacramento. (Contributed)**

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POSTED: 05/11/16, 3:55 PM PDT | UPDATED: 11 HRS AGO [COMMENTS](#)

APTOS

## COMMUNITY BRIDGES WINS WORKPLACE AWARD

Community Bridges, a nonprofit with 200 employees in 20 locations in Santa Cruz County, received the California Breastfeeding Coalition's Mother-Baby Friendly Workplace Award on Tuesday in Sacramento.

The award is presented for efforts to provide a family friendly and supportive working environment for employees, including working mothers returning from maternity leave.

The Women Infants Children program, which is part of Community Bridges, assists returning moms by offering flexible schedules, private lactation rooms, giving additional paid break time as needed for pumping.

“It's lovely that the whole Community Bridges agency supports WIC's mission of helping women breast-feed,”

said Dana Wagner, assistant program director for Women Infants and Children. “It really improves morale and lets the employees know how much they are valued.”

Scientific research indicates that breast-fed infants have a lower risk of infectious diseases, Sudden Infant Death Syndrome, overweight, diabetes, heart disease, hypertension and asthma; a mother who breast-feeds has reduced risks of breast and ovarian cancer, Type 2 diabetes and osteoporosis.

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