



**BOARD OF DIRECTORS**  
**Wednesday, February 17, 2021,**  
**5:00 PM to 7:30 PM**

<https://us02web.zoom.us/j/613973795>,

Meeting ID: 613 973 795

**DRAFT AGENDA**

- 5:00 1. CLOSED SESSION**
- 6:00 2. Adjourn Closed Session**
- 5:50 3. Call to Order/Establish Quorum**
- 5:50 4. Agenda Review (5 min)**
- 5:55 5. Announcements/Program Updates (5 min)**
- 6:00 6. \*CONSENT AGENDA – Action Items (5 min)**  
*In approving the consent agenda, the Board is approving recommendations within each committee's minutes listed below.*  
**6.1 Draft Minutes of the January 20, 2021 Board Meeting\***  
*Jack/Lee moved to approve the consent agenda as presented. MSP.*  
**6.2 Draft Minutes of the February 10, 2021 Development Committee Meeting\***  
**6.3 Draft Minutes of the February 11, 2021 Finance Committee Meeting\***  
**6.4 Draft Minutes of the February 11, 2021 Governance Committee Meeting\***
- 6:05 7. Receive comments from members of the public on “Items not on the Agenda” (5 min)**
- 6:10 8. BOD Chair Report – Nicolette Lee (25 min)**  
*8.1 Committee Reports*  
*a) Governance Committee Report– Sara Siegel*  
*b) Advocacy Committee Report – Silvia Morales*  
*8.2 Board Retreat*
- 6:35 9. CEO Report – Ray Cancino (20 min)**  
*9.1 Vaccination Call Center*  
*9.2 Strategic Plan Update – Wage Equity – Tyler Smith*
- 6:55 10. Development Report– Anna Vaage / Amy Hanley (15 min)**  
*10.1 Development Committee Report – Michael Babich*  
*10.2 Progress Report for January 2020*
- 7:10 11. Finance Committee Update – Doug Underhill (15 min)**  
*a) Financial Report from the January 10, 2020 Finance Committee Meeting*  
*b) Audit*
- 7:25 12. Program Reports**

*12.1 Mountain Community Resources*  
*12.2 La Manzana Community Resources*  
*12.3 Nueva Vista Community Resources*

**7:25 13. Newspaper Articles**

**7:25 14. Items for Next Agenda** (5 min)

**7:30 15. Adjourn Regular Meeting**

**Next Meeting:**  
**Wednesday March 17, 2021**  
**5 pm - 7:30 pm**  
by Zoom



## **BOARD OF DIRECTORS**

Wednesday, January 20, 2021

**5:00 PM to 7:30 PM**

## **DRAFT MINUTES**

**Members Present:** Stephanie Connor-Kent, Nicolette Lee, Silvia Morales, Brenda Griffin, Steve McKay, Amy McEntee, Jack Jacobson, Michael Babich, Lee Slaff, Sara Siegel

**Staff present:** Ray Cancino, Lois Sones, Doug Underhill, Seth McGibben, Tyler Smith, Roxanne Moore, Lisa Hindman Holbert, Anna Vaage, Amy Hanley, Leslie Telles.

**Guests:** Maria Elena de la Garza, Jaime Molina

**Notes:** Tonje Wold-Switzer

**5:00 1. CLOSED SESSION**

**6:02 2. Adjourn Closed Session**

**6:03 3. Call to Order/Establish Quorum**

**6:03 4. Agenda Review (5 min)**

Move CEO Report to the top.

**6:04 5. CEO Report – Ray Cancino (30 min)**

*5.1 Including Participants on the Board – Presentation by Maria Elena de la Garza, ED of Community Action Board, CAB and Jaime Molina, Board Chair of CAB.*

*Access presentation notes here:*

<https://docs.google.com/document/d/133agHOLR-k53gnUqPW3iMKOO-DIfVjnc8g1AcilPqMk/edit?usp=sharing>

*Access presentation PowerPoint here:*

<https://drive.google.com/file/d/1X9d-BL3VVFRCvpZMOjISD5-BPDgTeYeh/view?usp=sharing>

**6:52 6. Announcements/Program Updates (5 min)**

CEO shared a letter received for Meals on Wheels in response to a donation request where an 83-year-old man asked for services for himself and his wife, and they were subsequently signed up for Meals on Wheels. CEO also thanked Amy McEntee who helped get Elderday staff vaccinated.

**6:55 7. Break (5 min)**

**7:05 8. \*CONSENT AGENDA – Action Items (5 min)**

*In approving the consent agenda, the Board is approving recommendations within each committee's minutes listed below.*

**8.1 Draft Minutes of the September 18, 2020 Board Meeting\***

**8.2 Draft Minutes of the December 9, 2020 Development Committee Meeting**

**8.3 Draft Minutes of the December 10, 2020 Finance Committee Meeting**

**8.4 Draft Minutes of the December 10, 2020 Governance Committee Meeting\***

**8.5 Draft Minutes of the January 13, 2020 Development Committee Meeting\***

**8.6 Draft Minutes of the January 14, 2020 Finance Committee Meeting**

**8.7 Draft Minutes of the January 14, 2020 Governance Committee Meeting\***

**Jack/Brenda moved to approve the consent agenda as presented. MSP.**

**6:05 9. Receive comments from members of the public on “Items not on the Agenda” (5 min)**

**7:10 10. BOD Chair Report – Nicolette Lee (15 min)**

*10.1 Board Member Liaison Self-Selection*

*10.2 Committee Reports*

*a) Governance Committee report– Sara Siegel*

The report is covered in the minutes. Tonje will send out Doodle to discern new ongoing time for Governance and Finance Committee meetings.

*b) Advocacy Committee report and new meeting time – Ray Cancino*

The committee will convene at noon on 2/3, and the full Board is invited.

*c) Members needed for the Audit Committee – Doug Underhill*

There will be a very short timeline between completing and approving the audit, and the final deadline for doing so is 2/15. Only one member can be from the Finance Committee and we need a minimum of three members on the committee. Three hours are set aside for the meeting, but traditionally two will suffice. Tonje will send out a Doodle to ask members to join the committee. No financial background or experience is needed.

*10.3 General meeting conduct*

**7:18 11. Development Report– Anna Vaage / Amy Hanley**

*11.1 Progress Report for December 2020 – Anna Vaage*

We raised a record \$300K+ in the month of December alone, half of which is for various Community Bridges programs, and half of which is for Meals on Wheels. We have raised 120% of donations compared to this time last year. We have more than doubled the number of new CB donors since the beginning of COVID, while Meals on Wheels has also more than doubled their number of new donors. We are still receiving fire relief funds, donations, and grants. A proclamation included in the Meals on Wheels volunteer goodie bags was included in the packet.

*11.2 Committee Member Email Invitation – Amy Hanley*

Michael Babich will serve as the Development Committee interim committee chair. There is language in the packet to help invite community members to join the Development

Committee. We are looking for people who have experiences in different areas and willingness to bring their ideas and relationships forward in their own unique way, and Board members are asked to think of anyone who may benefit from the opportunity of serving on the Committee which is open to any community member. Please direct any inquiries to Anna or Amy.

*11.3 Gift Acceptance Policy-- **Action Item\*** – Amy Hanley*

The gift acceptance policy has been in effect for many years, and based on recent discussions at the Board, Advocacy and Development Committees concerning acceptance of monies from a cannabis dispensary, the document has been updated with suggested changes to clarify the agency position. Changes include that donations of less than \$10K will be reviewed and approved by the Development Committee, and donations over \$10K will come to the full Board for approval. Additions were made to what defines suitability of a donation based on feedback from the various committees. **Lee/Michael moved to approve the amended Gift Acceptance Policy as presented. MSP.**

**7:28 12. Finance Committee Update – Doug Underhill**

*12.1 Financial Report from the January 10, 2020 Finance Committee Meeting*

Once the audit is completed February 15, new year-to-date financials will be produced with our audited starting balances for the programs. PPP paperwork with all qualified expenses is turned in to Santa Cruz County bank and under review for preliminary approval. Once approved, a two-page application is sent off to the FDA for approval. We have around \$3.5MM in qualified personnel expenses, with a \$1.67MM loan amount and there should be no issues during the approval. All the reports are detailed in the Finance Committee notes.

*12.2 Approve Line of Credit Renewal – **Action Item\****

The agency's line of credit with Santa Cruz County Bank must be renewed annually. Currently we have an open line of credit with them for \$650K, which we have not had to utilize for the last 5-6 years. This is in place for emergencies, and it is vital that the line of credit is kept in place. **Michael/Jack moved to approve the line of credit renewal. MSP.**

**7:31 13. Newspaper Articles**

**7:33 14. Items for Next Agenda**

**7:34 15. Adjourn Regular Meeting**

**Next Meeting:**

**Wednesday February 17, 2021, by Zoom**



## **Development Committee Notes February 10, 2021**

Present: Lee Slaff, Michael Babich. Staff: Amy Hanley, Anna Vaage, Brenda Romero

### **Monthly Progress Report**

January donations are triple what were received in January 2020. The increased volume continues as people are giving to front line services in the pandemic. We received 325 gifts last month compared to 200 last January, and the average gift increased from \$120 to \$220. We are analyzing year-end giving trends and whether the CB calendar is an effective appeal gift based on donation responses, sponsorships, printing costs, and feedback from recipients.

### **Upcoming Event Updates:**

#### **– COVID Forum**

Community Bridges is hosting a community forum discussing COVID-19 vaccine safety and access. The virtual meeting will be presented in Spanish with translation to English, Mixteco and Triqui. Disseminating information in other languages has been identified as a local need. Several people have registered so far, the majority selecting Spanish as their preference.

#### **– MCR Phoneathon**

We will not gather for phone banking this year for Mountain Community Resources' annual fundraising campaign in order to avoid vectoring. The phone banking has been a community gathering event when volunteers met at the center and were provided refreshments. We will prepare a mailing and online messaging instead this year to commemorate the work of MCR over the past year, including leadership transition in progress.

#### **– MOW Community Champions**

We will coordinate with Meals on Wheels to conduct the annual March for Meals Community Champions publicity event March 22-26 inviting local leaders to assist with meal deliveries. Attendees can follow in their respective vehicles and meet participants socially distanced. Protocols are being developed. Board members will be invited to represent the agency.

### **Committee Report at Board Meetings**

Our new board chair invites committees to have standing agenda items to report on committee activities. These are separate from department reports presented by staff. This is a chance for board members on the committees to share updates with the rest of the board from their own perspectives. Committee members agreed, and staff will support members including when the committee has action items to request of the board and board members.

### **Next meeting:**

**Wed, March 10 at 11am  
Via Zoom**



## **FINANCE COMMITTEE**

Thursday, February 11, 2021, 3:00-4:00 PM

Zoom Meeting

Santa Cruz County, CA

## **DRAFT MINUTES**

**Members Present:** Lee Slaff, Michael Babich

**Staff Present:** Doug Underhill, Ray Cancino

**Notes:** Tonje Wold-Switzer

### **3:00 Agenda Review**

### **3:05 CFO Report – Doug Underhill**

#### *a) Report on Fiscal Year 1920 Agency Audit*

This year involves more complexities due to federal changes in accounting, complications of the PPP loan, and projects such as the MCR renovation and the Lift Line property. Once the auditor presents the draft audit it is essentially complete and it is up to the Audit Committee to ask questions of the auditor. If there is something in the audit the committee does not like the wording of, there is an opportunity to give feedback to the auditor. Finally, the committee will either approve the audit or not. A single source audit is required for any organization receiving over 750K of Federal funding from a single source, and Community Bridges (CB) has two primary programs falling into this category. For CB this means an internal single source audit every fiscal year. Some CB programs are required to have individual audits as well, such as Lift Line Measure D. An added challenge is doing the audit remotely this year. Only one member from the Finance Committee is allowed to serve on the Audit Committee to prevent nepotism or malfeasance.

#### *b) Program Budget Summary / Program Updates & Analysis – December*

It may be challenging for WIC to spend out their budget this year if continued leave of absences and sick leaves prevent the program from spending out budgeted personnel expenses. WIC recently received another round of COVID funding that is spanning over two years but their contract should see about a \$50K increase for this fiscal year. WIC's

Program Director for 26 years, Cathy Cavanaugh, has announced her retirement within the next couple of months, which may cause some additional hardship trying to spend the budget down. There is no risk of losing money; it is rather a question of maximizing the WIC contract. Child Development Division (CDD) saw a small increase in their expenses due to a few changes in personnel, and also saw some extra donations which is unusual. CDD is projecting to finish this year with a sizable gain. Challenges are expected when transitioning to reopen the centers. Elderday (ELD) is still operating in a strong position with a minor negative change from last month partly due to bringing back some additional personnel. If COVID restrictions continue, ELD will need to do outreach to enroll participants for temporary home services to avoid decreasing their Average Daily Attendance (ADA) over time. Meals on Wheels' (MOW) fall mailer came in very strong, resulting in a \$28K positive change from last month. MOW is applying for additional CARES act funding that would allow for providing additional meals and services for an extended period. Lift Line (LL) saw a slight positive change from last month. Their situation is challenging due to operating without \$300K in Elderday revenues, and they have scaled back personnel to compensate. LL is testing and transitioning to the new dispatch software. Mountain Community Resources (MCR) budget looks flat due to use of prior year funds, but in reality they are about \$40K above the Board approved budgeted revenues versus expenses. CEO has diligently gone after funding from Sunlight Giving, and the Community Foundations of Santa Cruz County and Silicon Valley. We were not selected for the FEMA Crisis Counseling project. We are hoping to receive \$130K for the expansion of an undocumented law clinic, specifically concerning housing evictions and negotiations of debt with landlords. In addition, we received a \$50K contract through the Department of Public Health to set up a call center for vaccination appointments. After some adjustments to personnel expenses, CACFP is looking at a net gain or loss for the year of \$500 instead of the close to \$45K loss projected last month. CFO clarified why the federal reimbursement programs such as WIC and CACFP are largely unable to build up reserves. Finding ways to make that possible presents a growth opportunity for the agency. Admin is currently showing a strong gain in part due to the application and expenditures of the PPP loan. Because both Admin and Development are operating with sizeable positives, it allows the freeing up of additional grant funding in the board-approved budget to be allocated to programs, or to allocate monies towards potential next year shortfalls. Admin revenue is based on an Indirect Cognizant Rate, approved from our largest federal pass-through funding provider, which is the California Department of Health for WIC. Based on that rate, all CB programs pay a percentage of their expenses, which becomes the



admin operations budget. For every dollar spent by the programs, an additional 17 cents is charged to operate admin, which includes CEO's office, contracts, development, fiscal, and HR. The specified rate is to ensure that we are not charging programs more than any other funder is. Since the rate must be applied equally to all programs, it presents a challenge for some programs that may be struggling, which is the case for Lift Line this year.

*c) Update on Financial Statements*

As soon as the audited financials are available, CFO will create the year to date financials based on audited numbers. This will be sent to Santa Cruz County Bank, and shared with the Finance Committee.

*d) Cash Flow and Line of Credit*

Cash tracking is very strong.

*e) Investments and Funds – Status Review January 31, 2020*

Our Live Oak capital campaign saw a slight decline from December to January, but the markets are volatile and just in the last 10 days we saw another 4% increase. The LPL account is performing very well.

*f) Additional property discussion and updates (closed session)*

**3:55 Closing items**

*a) Questions / Answers*

*b) Items for next agenda*

**3:55 Adjourn**

Next Meeting March 11th, 2021, 3pm



## **Governance Committee Meeting**

Thursday February 11, 2021

4 pm-5 pm

Zoom Meeting

### **DRAFT MINUTES**

**Members Present:** Nicolette Lee, Lee Slaff, Sarah Siegel, Michael Babich, Silvia Morales

**Excused Absences:** Jack Jacobson

**Staff Present:** Ray Cancino, Set McGibben

**Notes:** Tonje Switzer

**4:00 1. Meeting to order.** Quorum Established.

**4:00 2. Agenda Review**

**4:05 3. Agency Changes**

*a) FRC Director*

Deutron Kebebew has accepted our offer as the new FRC director. Since he manages his own nonprofit, MENtors, he is signing an NDA to avoid conflict of interest and to protect the agency. We are excited to see the influence of Deutron's leadership and creativity on the FRC programs.

*b) WIC Director*

Cathy Cavanaugh, the WIC Program Director for close to 26 years, has announced her retirement. We will be hiring a new Program Director.

**4:10 4. New Projects**

*a) Vaccination Call Center*

We have worked to build relationships with the Department of Public Health, and received a \$50K contract to help set up and operate a bilingual vaccination helpline call-center. Two staff members will operate the call center until the end of June. We will start working on some press releases and videos and other means of disseminating this information. The vaccination rollout is fragmented and exacerbating preexisting inequities such as lack of health care, language barriers and digital divides. Latinx community members make up 34% of the county population and account for 55% of

COVID-19 cases. This demographic is also less likely to get access to vaccinations, which is a major driving force behind the project.

*b) FRC Housing navigation*

The Family Resource Collective received special funding through the Human Services Agency for a one-person pilot project for a year that will support the fire recovery, help fire victims get into housing, and run the housing navigation and diversion program out of Mountain Community Resources (MCR) in Felton. We are looking to hire a Program Manager for MCR that will also manage this new partnership. This project is helping close the gap from the sunset of the Homeless Emergency Action Partnership grant funding.

**4:20 5. Retreat/Diversity Board Discussion Planning**

Jack sent over a resource about aspects to consider in addition to what we received from the CAB presentation at the last Board meeting, as it relates to board diversity and planning of the retreat. It will be important to create a space where people feel comfortable expressing their feelings and opinions around this topic. Being connected and trusting one another and developing relationships is a precursor to having the openness to approach diversity discussions, and the retreat could start off with some icebreaker activities. It is important to move these conversations forward sooner than later. Traditionally CB has been looking at board members for needed skill sets, and while there is intention on diversity, unlike CAB this is not mandated in the CB bylaws, nor is there a clear process to gauge for alignment with mission and demographics served. To promote inclusion and enable representation from the communities they serve, CAB is breaking down barriers by offering transportation, childcare, and translation. CAB's presentation highlighted the need for mission and vision to align with an organization's work while paying attention to how an organization supports the leadership of color within the organization. While token representation must be avoided, we can have it both ways through having board members with experiences of poverty or are aligned demographically in other ways including race. Alignment also comes through shared values of protecting and strengthening the organization through the services. While current board members share this alignment, the question remains how to build the desire for diversity and alignment into the board recruitment process. Balance is needed to ensure the needs for board expertise are met, such as the current need for a CPA. Ideally, these discussions will result in actionable items that inform how we recruit for both expertise and diversity simultaneously. This could be included in the strategic plan, by identifying how and when to include it, breaking increments into measurable outcomes. Important to note is that any solution is not aimed at replacing a current board, it is to educate and to build on the current board by working through

the agency values to create alignment and build allyship. Board members were suggested as co-facilitators of the retreat, to take on agreed-upon topics depending on their expertise. This can help build capacity internally. A weekend seems likely timing-wise, and Tonje will send out a Doodle for April when there is no Board meeting. Some of the suggested retreat items collected in the poll may be moved forward as meeting items, or for future retreats. Additional retreat topic suggestions include BOD relationship with the union, and the general board format with committees and how members shows up as a board to support the agency's mission. Clarity around the latter can help define future board members' responsibilities, as they are on-boarded. Too many items may be hard to cover in a two-three hour mini-retreat, and focusing this retreat around equity and diversity was suggested. Showing fluency on all these topics as they pertain to injustice or inequity will show that the board is doing their due diligence when making decisions that affect participants and/or staff.

Strategic plan updates will be a standing item on the board meeting agenda. Pay equity is part of the CB strategic plan, and updates will be presented under the HR report next Wednesday. Last Friday the union agreed to Elderday back pay since salaries have been frozen for a long time.

**4:50 6. Items for next GC Agenda/BOD Agenda**

HR Report: Update on Strategic Goals – Wage Equity

**4:50 7. Closed Session**

**5:00 8. Adjourn**

**Next Meeting: Thursday March 11, 4-5pm**

**1920 All Programs CB Clients & Services.xlsx**

		19/20	19/20	19/20	19/20	19/20	19/20	19/20	19/20	19/20	19/20	19/20
		CACFP	CDD	WIC	LMCR	LOCR	MCR	NVCR	ELD	LL	MOW	Total
Age	<b>0-5</b>	2,969	228	4,389	2	2		1	-	3		<b>7,594</b>
Age	<b>6-18</b>	1,436	-	40	2,479	472	449	262	-	6		<b>5,144</b>
Age	<b>19-59</b>	-	-	1,512	440	44	113	39	-	77	10	<b>2,235</b>
Age	<b>60 and over</b>		-		36	12	5	8	144	887	1,672	<b>2,764</b>
Age	<b>Unknown</b>	-	-		28	40	33	16	12			<b>129</b>
	<b>SubTotal</b>	<b>4,405</b>	<b>228</b>	<b>5,941</b>	<b>2,985</b>	<b>570</b>	<b>600</b>	<b>326</b>	<b>156</b>	<b>973</b>	<b>1,682</b>	<b>17,866</b>
Ethnicity	<b>African</b>	52	2	12	12	1	11	3	4	9	26	<b>131</b>
Ethnicity	<b>Asian</b>	32	3	27	2	10	12	3	5	10	50	<b>154</b>
Ethnicity	<b>Latino</b>	3,608	189	5,436	672	124	21	82	89	440	471	<b>11,132</b>
Ethnicity	<b>Multi</b>	80	10	95	2,110	295	62	152	-	-		<b>2,804</b>
Ethnicity	<b>Native</b>	38	-		16	4	21	3	-	6	22	<b>110</b>
Ethnicity	<b>Hawaiian</b>	-	-	362	2	1	3	1	-	2		<b>371</b>
Ethnicity	<b>White</b>	387	24	9	156	130	462	82	58	484	1,082	<b>2,874</b>
Ethnicity	<b>Other</b>		1		15	5	8		-	22	32	<b>83</b>
	<b>Subtotal</b>	<b>4,197</b>	<b>228</b>	<b>5,941</b>	<b>2,985</b>	<b>570</b>	<b>600</b>	<b>326</b>	<b>156</b>	<b>973</b>	<b>1,683</b>	<b>17,659</b>
Gender	<b>Female</b>	877	128	3,746	1,848	433	358	204	87	535	973	<b>9,190</b>
Gender	<b>Male</b>	961	100	2,195	1,137	135	239	122	69	341	709	<b>6,007</b>
Gender	<b>Other No Answer</b>	2,567	-			2	3		-	97	-	<b>2,669</b>
	<b>Subtotal</b>	<b>4,405</b>	<b>228</b>	<b>5,941</b>	<b>2,985</b>	<b>570</b>	<b>600</b>	<b>326</b>	<b>156</b>	<b>973</b>	<b>1,682</b>	<b>17,866</b>
Language	<b>English</b>	-	46	2,222	185	104	432	34	92	496	1,391	<b>5,002</b>
Language	<b>Spanish</b>	-	130	3,422	2,346	411	88	250	64	448	291	<b>7,451</b>
Language	<b>Other</b>	-	52	297	454	55	80	42	-	29		<b>1,009</b>
	<b>Subtotal</b>	<b>4,405</b>	<b>228</b>	<b>5,941</b>	<b>2,985</b>	<b>570</b>	<b>600</b>	<b>326</b>	<b>156</b>	<b>973</b>	<b>1,682</b>	<b>17,866</b>
Area	<b>Capitola</b>	12	4	48	3	29	3	5	5	47	64	<b>220</b>
Area	<b>Santa Cruz</b>	156	75	589	49	282	87	249	54	123	507	<b>2,172</b>
Area	<b>Scotts Valley</b>	5	5	46	4	4	47		3	17	39	<b>169</b>
Area	<b>Watsonville</b>	1,391	76	3,993	2,110	39	46	9	61	454	442	<b>8,621</b>
Area	<b>Mid-County: Live</b>	41	10	163	43	187	22	49	14	200	275	<b>1,004</b>
Area	<b>North County: Da</b>	-	1	5			6	1	-	16	7	<b>36</b>
Area	<b>SLV: Felton, Ben</b>	28	47	77	3	18	373	5	6	36	149	<b>742</b>
Area	<b>South County: Fr</b>	81	5	440	227	3	1	3	13	72	146	<b>990</b>
Area	<b>San Benito</b>	230	-	16	20		1		-	-	30	<b>297</b>
Area	<b>Monterey</b>	2,377	6	244	512	5	2	3	-	3	23	<b>3,175</b>
Area	<b>Other</b>		-	320	14	3	12	2	-	5		<b>356</b>
	<b>Subtotal</b>	<b>4,321</b>	<b>228</b>	<b>5,941</b>	<b>2,985</b>	<b>570</b>	<b>600</b>	<b>326</b>	<b>156</b>	<b>973</b>	<b>1,682</b>	<b>17,782</b>
Income	<b>Less than 100% F</b>	3,889	41	3,978	2,657	479	558	280	134	97	1,195	<b>13,308</b>
Income	<b>100-200% FPL</b>	-	143	1,764	269	74	36	36	-	798		<b>3,120</b>
Income	<b>Above 200% FPL</b>	-	44	146	59	17	6	10	-	78		<b>360</b>
Income	<b>Unknown</b>		-	53	-	-	-	-	22	-	487	<b>562</b>
	<b>Subtotal</b>	<b>3,889</b>	<b>228</b>	<b>5,941</b>	<b>2,985</b>	<b>570</b>	<b>600</b>	<b>326</b>	<b>156</b>	<b>973</b>	<b>1,682</b>	<b>17,350</b>

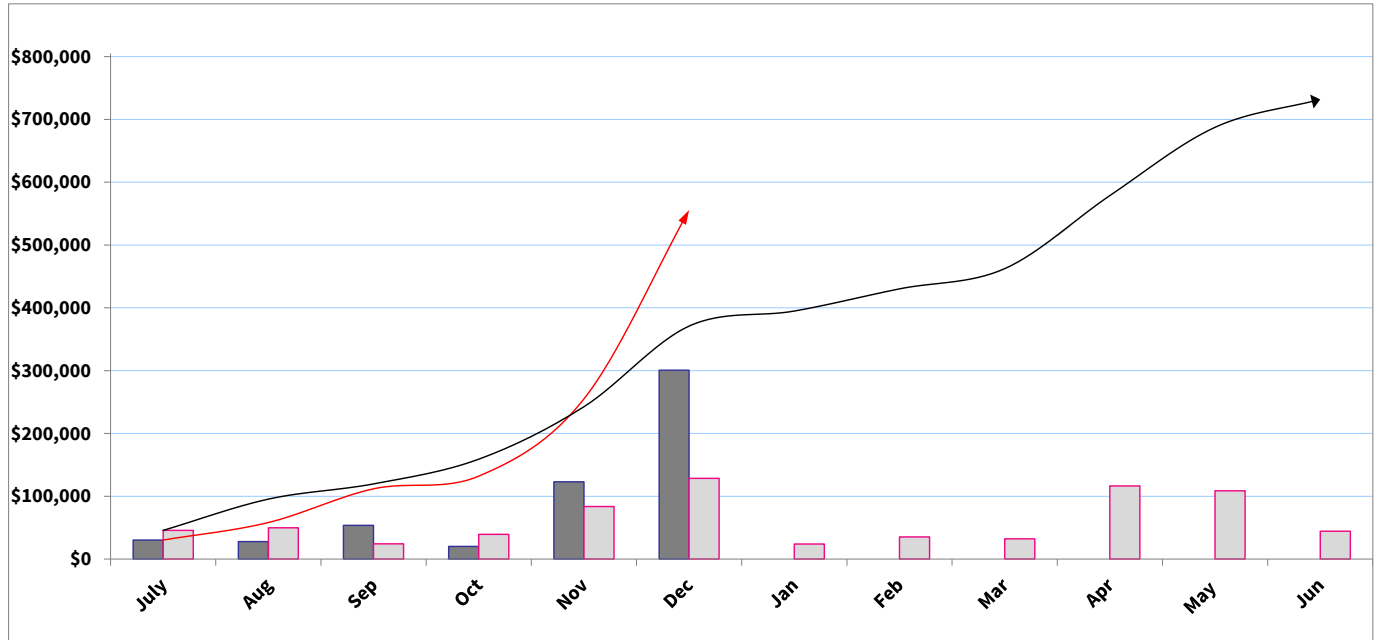
## Development Progress Report

### Fiscal Year 2020-21

January 31, 2021

#### Donation Revenue (Excluding Grants and COVID-19 & CZU Fire Relief donations)

	Fiscal Year	July	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Total
Total	Current Year 20/21	\$30,305	\$27,886	\$53,697	\$20,202	\$122,934	\$300,720	\$72,012						\$627,757
	Previous Year 19/20	\$45,654	\$49,811	\$24,246	\$39,321	\$83,533	\$128,405	\$23,933	\$35,366	\$32,165	\$116,354	\$108,719	\$44,406	\$731,913
<b>Year over year difference: 1/31/2020 to 1/31/2021</b> <span style="margin-left: 20px;"><b>\$232,853</b></span> <span style="margin-left: 20px;"><b>146%</b></span> <span style="margin-left: 20px;"><b>change</b></span>														



#### Key highlights through January 2021

- January donations increased 300% compared to Jan 2020. These came from 325 donors compared to 200 the year before.
- Average donation increased 183%, from \$120 last January to \$220 this month, even with fewer major gifts than last January.
- Total year to date donations have increased 146% since this time last year, raising \$232,853 more than through last January.

#### A. Cumulative YTD Donations vs Budgeted Goal - See Fundraising Campaign Report

- 20/21 Donation Goal \$462,106 -10.1% Goal Change over Prior Year
- 20/21 Donations YTD \$627,757 136% Portion of goal met at 59% Portion of year lapsed

#### B. Active Grant Applications vs Prior Year - See Grant Application Report

- 20/21 Grants Awarded \$835,500
- Prior Year Awarded \$1,319,007 -37% Growth over prior year
- 20/21 New Funds Added \$132,500 16% Portion of YTD Grant Funds New

#### C. Relief Funds Received & Awarded - See COVID-19 & CZU Fire Relief Donations & Grants

- 20/21 COVID Relief Total \$71,500 Total of Donations & Grants
- 20/21 Fire Relief Total \$342,138
- Prior Year COVID Total \$674,545

#### D. Grand Total Donations & Grants, incl. COVID & Fire Relief Funds

- 20/21 All Donations YTD \$664,395 \$36,638 Relief funds portions
- 20/21 All Grants YTD \$1,212,500 \$377,000
- Prior Year All Donations \$921,615 \$189,702
- Prior Year All Grants \$1,803,850 \$484,843

## Fundraising Campaign Report Through January 31, 2021

Excluding COVID-19 and CZU Fire Relief Funds

Donations to Programs	20/21 Goal	20/21 YTD	% Goal Met	19/20 Final
CB General Funds	\$102,914	\$183,237	178%	\$156,861
Child and Adult Care Food Program	\$2,350	\$9,789	417%	\$4,245
Child Development Division	\$7,112	\$5,484	77%	\$7,860
Elderday	\$5,773	\$7,696	133%	\$8,322
La Manzana Community Resources	\$3,252	\$4,137	127%	\$4,376
Lift Line	\$12,209	\$5,444	45%	\$16,124
Live Oak Community Resources	\$24,508	\$8,195	33%	\$28,643
Mountain Community Resources	\$54,549	\$46,570	85%	\$88,931
Meals on Wheels	\$243,000	\$349,196	144%	\$407,015
Nueva Vista Community Resources	\$4,890	\$4,899	100%	\$6,711
Women, Infants & Children	\$1,550	\$3,110	201%	\$2,824
<b>Total Program Revenue</b>	<b>\$462,106</b>	<b>\$627,757</b>	<b>136%</b>	<b>\$731,913</b>

Fundraising Appeals & Campaigns	20/21 Goals	20/21 YTD	YTD 19/20 Thru Dec	20/21 \$ change
Calendar & Year-End Annual Gifts	\$36,000	\$15,480	\$50,812	(\$35,332)
Calendar Sponsorships	\$4,500	\$2,000	\$5,000	(\$3,000)
CB Direct Mail Appeal	\$2,000	\$3,161	n/a	\$0
Endowment Funds (CB, MCR, MOW)		\$2,600	\$5,700	(\$3,100)
Farm to Fork Gala	\$8,000	\$41,088	\$72,980	(\$31,892)
Giving Tuesday	\$10,540	\$24,800	\$10,847	\$13,953
Honor/Memorial		\$6,346	\$2,855	\$3,491
Major Gifts \$5K+	\$40,000	\$83,000	\$25,000	\$58,000
Monthly Donations		\$20,650	\$8,792	\$11,858
MCR Fundraiser		\$4,715	\$21,650	(\$16,935)
MOW Fall Mailer	\$90,000	\$187,503	\$98,437	\$89,066
MOW Meal Donation	\$5,000	\$1,268	\$5,150	(\$3,882)
Online (incl. Email & Social Media)		\$66,771	\$8,409	\$58,362
Outside Fundraisers of behalf of CB		\$20,603	\$4,636	\$15,967
Other Miscellaneous		\$108,597	\$57,210	\$51,387
Payroll & Matches		\$18,020	\$8,347	\$9,673
Program Donation Box		\$1,103	\$4,540	(\$3,437)
Santa Cruz Gives		\$3,753	\$4,539	(\$786)
<b>Total Campaign Revenue</b>		<b>\$611,458</b>	<b>\$394,904</b>	<b>\$216,554</b>

<b>Board member contributions (incl above)</b>	<b>\$10,000</b>	<b>\$5,165</b>	<b>\$9,215</b>	<b>(\$4,050)</b>
<b>Board member solicitations (incl above)</b>	<b>\$10,000</b>	<b>\$5,770</b>	<b>\$22,545</b>	<b>(\$15,125)</b>

## COVID-19 & CZU Fire Relief Donations & Grants

Through January 31, 2021

<b>Relief Donations Received</b>	<b>20/21 COVID &amp; FIRE</b>	<b>19/20 COVID</b>
CB General Funds	\$15,317	\$111,345
Child and Adult Care FP	\$5	\$3,365
Child Development Dept		\$550
Elderday	\$650	\$9,995
La Manzana		\$600
Lift Line		\$570
Live Oak		\$1,775
Mountain Community	\$19,267	\$6,576
Meals on Wheels	\$1,300	\$52,671
Nueva Vista		\$1,350
WIC	\$100	\$905
<b>Total Donations Received</b>	<b>\$36,638</b>	<b>\$189,702</b>

<b>Relief Grants Awarded</b>	<b>20/21 COVID &amp; FIRE</b>	<b>19/20 COVID</b>
<b>California Fire Foundation (MCR)</b>	<b>\$10,000</b>	
CDBG/CARES ACT City of Santa Cruz (MOW, ELD)		\$76,394
Central CA Alliance for Health (CB) COVID Relief		\$29,400
Community Foundation Monterey County (LMCR)		\$10,000
Community Foundation SCC COVID (ELD, MOW, FRC)		\$90,000
Community Foundation SCC Fire Relief Fund (MCR) Operations	\$15,000	
Community Foundation SCC Fire Relief Fund (MCR) Direct Assistance	\$119,000	
Community Foundation SCC Repass - Rodgers Fund (MCR)	\$15,000	
Community Foundation SCC SCWOL Hardware	\$50,000	
Driscoll's Direct Food Support Aid (FRCs)		\$20,000
FEMA Emerg Food & Housing via United Way (MOW & FRC)		\$30,349
<b>FEMA/ CALMHSA</b>	<b>Applied TBD</b>	
Meals on Wheels America (MOW) COVID Relief Funds	Applied \$50K	\$100,000
PG&E Fire Relief (MCR) Operating & Direct Assistance	\$30,000	
Pajaro Valley Health Trust (CB) COVID/Fire Relief	\$40,000	
Pajaro Valley Health Trust (CB) COVID Messaging	\$10,000	
Pinpoint Foundation (CB)		\$5,000
Pittsburg Foundation (MCR) Fire Relief	\$1,000	
Santa Cruz Community Ventures (FRC) Undocufund		\$53,500
Santa Cruz Community Ventures (FRC) Cash Assistance		\$40,200
Santa Cruz County CARES (ELD SCWOL) Financial Assistance	\$50,000	
Silicon Valley CF (FRC) Direct Relief Financial Assistance	\$10,000	
Simpson Thacher & Bartlett LLP (MCR) Fire Relief	\$20,000	
Sunlight Giving Rental Assistance (CB)	\$25,000	\$35,000
The Ardea Fund	\$50,000	\$25,000
United Way 211 Disaster Funds (MCR) Mobile Laundry Trailer	\$26,000	
United Way 211 Disaster Funds (MCR) Direct Assistance	\$10,000	
United Way First 5 (CDD)	\$6,000	
<b>Total Grant Funds Awarded</b>	<b>\$477,000</b>	<b>\$484,843</b>

<b>Relief Gifts &amp; Grants Received to Date</b>	<b>\$513,638</b>	<b>\$674,545</b>
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## Grant Application Report

Excluding COVID-19 and CZU Fire Relief Grants

Through January 31, 2021. Changes this month shown in **bold**.

<b>Grants Awarded: Government Funded</b>	<b>FY 20/21</b>	<b>FY 19/20</b>
California Public Utilities Corp (FRC)		\$32,174
Low Carbon Transit Operations Program LCTOP (LL)		\$275,309
Santa Cruz City Set-Aside (CDD Sycamore)		\$13,642
State Transit Assistance STA 3 Yr Supplemental (LL)	\$100,000	\$100,000
<b>Total Government Grant Funds Awarded</b>	<b>\$100,000</b>	<b>\$421,125</b>

<b>Grants Awarded: Foundation &amp; Private</b>	<b>FY 20/21</b>	<b>FY 19/20</b>
Alliance Capital Campaign Grant (Elderday)	<i>To apply \$2.5M</i>	\$150,000
Alliance Partners for Healthy Food Access (FRC)	\$10,000	\$15,600
California Emergency Solutions and Housing (MCR)		\$240,478
Caroline's Nonprofit Thrift Store (LMCR)	<b>\$15,000</b>	\$20,000
Community Action Board Immigration Services (FRC)	\$11,832	\$8,000
Community Foundation Monterey (LMCR)	\$15,000	\$12,000
Community Foundation Santa Cruz County (CB)	\$50,000	\$60,000
Dudley-Vehmeyer-Brown Foundation (MCR)	\$10,000	\$5,500
Joseph & Vera Long Foundation (ELD or LL)	\$25,000	
Kaiser Foundation for At Risk Youth (CB)	\$150,000	\$15,000
Monterey Peninsula Foundation (Lift Line)	\$40,000	\$40,000
Newman's Own Shelf Stable Meals (MOW)	n/a	\$9,500
Packard Foundation General Operating (FRC)	\$75,000	
Packard Foundation Capacity Building (FRC)	\$12,500	\$12,500
Packard Foundation Youth Activities (NVCR)	\$45,000	\$45,000
Pajaro Valley Community Health Trust (LMCR)	\$15,000	\$15,000
Palo Alto Medical Foundation (MOW)	\$7,500	\$7,500
Silicon Valley CF 1440 Foundation (CB) General	\$30,000	
Subaru Share the Love Vehicle Sales Proceeds (MOW)		\$6,804
Sunlight Giving (CB) Operating Support multi-year	\$225,000	\$150,000
Sutter Health North County Homeless Services (MCR)		\$25,000
United Way Youth Well-Being (LOCR)		\$30,000
Volunteer Center Emergency Prep (FRC, MOW)		\$30,000
Watsonville Rotary Mental Health (LMCR)	\$2,500	
<b>Total Foundation &amp; Private Funds Awarded</b>	<b>\$749,332</b>	<b>\$897,882</b>

<b>Total Grant Funding Applications Awarded</b>	<b>\$849,332</b>	<b>\$1,319,007</b>
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# PROGRAM REPORT to BOARD of DIRECTORS

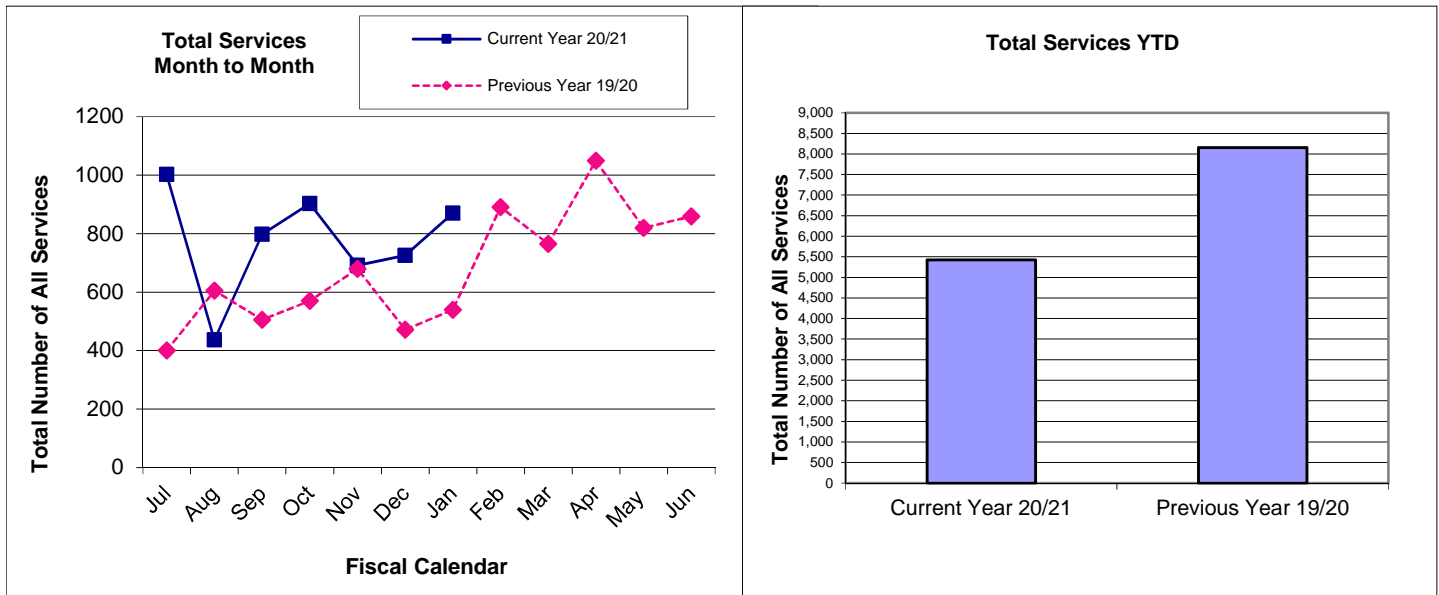
**Program Name:** Mountain Community Resources

**Date of Board Meeting:**



## A. Services: Advocacy, Outreach, Youth Activities, Food Distribution

Total number of all services	Fiscal Calendar	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	YTD
Current Year 20/21		1002	437	798	903	692	726	870						5,428
Previous Year 19/20		400	605	506	570	680	472	540	891	765	1049	820	859	8,157



## B. 2020-2021 Volunteers Report:

Fiscal Calendar (20-21)	July	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	YTD
Number of Duplicated Volunteers	90	45	82	97	78	97	97						586
Number of New Unduplicated Volunteers	24	30	31	26	26	35	43						215
Number of Volunteered Hours	210	210	196	245	216	210	226						1,513

## C. Accomplishments:

MCR played an important role in the fire response by working remotely through the evacuation with activated CERT volunteers who managed the phones for Felton Fire. When the center re-opened, they provided new services for survivors including financial assistance and support through the FEMA assistance process. Staff continue to support about 250 victims and are active in long term recovery planning and services.

In November, the East West Free Natural Health clinic was able to re-start with remote services.

## D. Challenges:

COVID-related staff shortages continued to challenge MCR until the hiring of two new staff Coordinators in Sept. The FRC Program Director, who also worked as the MCR Program Manager, resigned in Nov. and is currently working remotely until the new FRC Program Director is on-boarded. MCR is also currently in process of hiring a Program Manager.

# PROGRAM REPORT to BOARD of DIRECTORS

**Program Name:** La Manzanita Community Resources

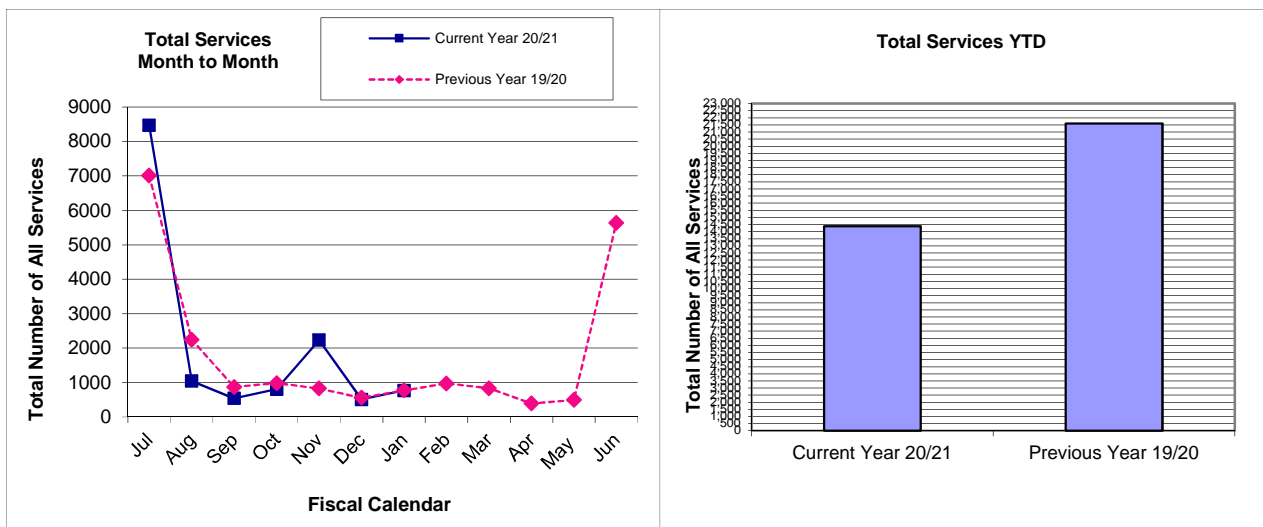
**Date of Board Meeting:**



*La Manzanita*  
COMMUNITY RESOURCES  
COMMUNITY BRIDGES  
PUENTES DE LA COMUNIDAD

## A. Services: Advocacy, Outreach, Parent Education, Food Distribution

Total number of all services	Fiscal Calendar	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	YTD
Current Year 20/21		8467	1041	539	808	2231	510	766						14,362
Previous Year 19/20		7009	2244	869	979	828	559	772	970	830	392	494	5638	21,584



## B. 2017-2018 Volunteers Report:

Fiscal Calendar (17-18)	July	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	YTD
Number of Duplicated Volunteers	0	2	1	1	0	0	0	0	0	0	0	0	4
Number of New Unduplicated Volunteers	2	1	0	0	0	0	0	0	0	0	0	0	3
Number of Volunteered Hours	88	38	32	40	0	0	0	0	0	0	0	0	198

## C. Accomplishments:

Having another successful year of summer lunch programming and already looking into potentially adding more sites for next year.  
Hiring an LT Advocate for drop in support to address challenges  
Starting the food distribution at LMCR once again. Limiting to once a month distribution.

## D. Challenges:

Shifting Triple P staff to provide direct services slowed down the services that need to be provided  
Low referrals for Triple P

# PROGRAM REPORT to BOARD of DIRECTORS

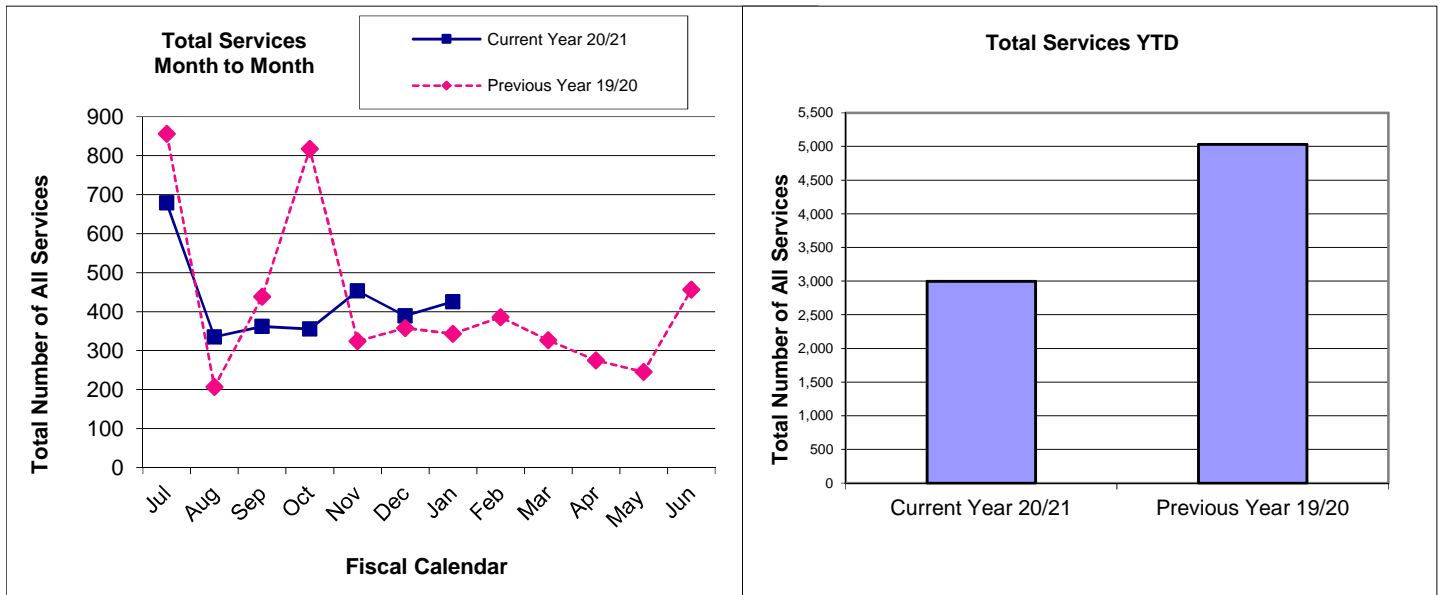
**Program Name:** Nueva Vista Community Resources



**Date of Board Meeting:**

## A. Services: Advocacy, Outreach, Youth Activities, Food Distribution

Total number of all services	Fiscal Calendar	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	YTD
Current Year 20/21		679	335	362	355	453	389	425						2,998
Previous Year 19/20		856	207	438	817	324	358	343	386	327	275	245	456	5,032



## B. 2019-2020 Volunteers Report:

Fiscal Calendar (20-21)	July	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	YTD
Number of Duplicated Volunteers	4	4	4	7	6	5	15						45
Number of New Unduplicated Volunteers	2	2	2	3	2	2	5						18
Number of Volunteered Hours	12	12	12	21	12	15	30						114

## C. Accomplishments:

Since our last report, at NVCR we were able to assist another 30 families with rental assistance. We had a great holiday food distribution. Families received hams or chickens to feed their families during the holidays. We distributed 127 food bags during our holiday distributions. Additionally, we were able to sponsor 6 families in the Adopt a Family program. Our families received many essential items, such as warm clothing, cooking tools, and food gift cards. Were able to secure and subcontract with CAB for an additional \$8k for the FRC's for Calendar year 2021.

## D. Challenges:

One challenge that we faced since our last reporting, was being short staffed in the month of December due to staff having to quarantine after travel. Then in January having staff out for two weeks due to testing positive to COVID-19.

# Cards for isolated seniors: a Kaiser Permanente MLK Day project

Kaiser Permanente's MLK Day project went indoors, at home, this pandemic year, creating greetings for isolated seniors in Santa Cruz County

**Karl Sonkin**, Community Contributor  
Posted Tue, Jan 26, 2021 at 2:47 pm PT



Kaiser Permanente MLK Day volunteer cardmaker shows off her artwork for isolated seniors.

Hundreds of isolated senior citizens in Santa Cruz County will be getting a little extra joy come Valentine's Day, thanks to more than 50 volunteers who volunteered as part of Kaiser Permanente's Martin Luther King Jr. Day of Service.

Volunteers and their children made Valentine's Day cards for the seniors, which will be included in their Meals on Wheels deliveries during the Valentine's week.

"Typically, our Day of Service includes painting or fixing up a school, something that gets us all outdoors together," said William MacLean, MD, physician in charge of the Kaiser Permanente Santa Cruz County area. "But with the COVID-19 pandemic, we wanted to keep everyone safe and found a project they could do from the comfort of their homes."

Kaiser Permanente partnered with the Volunteer Center of Santa Cruz County on the project.

"So many seniors are struggling with isolation and the pandemic," said Trēa Robinson, a Director at the Volunteer Center of Santa Cruz County. "I can't think of a better project for Kaiser Permanente to organize on the Martin Luther King Jr. Day of Service."



She said since opening in Santa Cruz County, Kaiser Permanente has been deeply involved in community volunteer projects.

After a virtual meeting including city and county officials and Kaiser Permanente leaders, volunteers and their families set to work creating the cards. Photographs showed children sprawled on their living room floors surrounded by boxes of crayons and markers and colorful paper.

On some of the cards, children wrote "We are thinking of you," "You Mean the World to Us," or "We love you a lot," -- phrases that will be very special to the isolated seniors who receive the cards.

"My elderly dad would receive cards like these," Dr. MacLean said. "Although he had family nearby that would visit often, these Valentine cards would bring him such joy. It was great to see."



Young volunteers create Valentine's Day cards for isolated seniors, part of a Kaiser Permanente Santa Cruz MLK Day of Service project

<https://patch.com/california/capitola/cards-isolated-seniors-kaiser-permanente-mlk-day-project>

**BUSINESS**

# Capitola council likely to give future state funding to businesses after survey

After hearing an update on current virus activity, leaders discuss financial damage it has done

By **MELISSA HARTMAN** | [mhartman@santacruzsentinel.com](mailto:mhartman@santacruzsentinel.com) |

PUBLISHED: January 29, 2021 at 2:48 p.m. | UPDATED: February 1, 2021 at 9:28 a.m.

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CAPITOLA — Capitola City Council leaders were dealt good news by County Health Director Dr. Mimi Hall, who highlighted the community's solid progress since the holiday surges and what local response efforts are being put into place to maintain that progress.

But they were dealt much harsher news by Community Development Director Katie Herlihy, who reported that a December survey showed 43% of the city's business owners were fearing shutdowns. Approximately 70% of businesses are interested in applying for upcoming grants — the second round of coronavirus response funding offered by the California Department of Housing and Community Development — to help with the negative financial impacts of COVID-19.

## A snapshot of where we are going

Hall provided what Mayor Yvette Brooks called a “robust” presentation to the council, a presentation that had information not yet mentioned during county press conferences. For example, the daily case rate decrease could be seen on the ground as contact tracing investigation processes can return to normal.

“Every morning we get our new cases and there were days where we were having 200, nearly 300 cases to put in our system every day,” Hall said. “Our goal had been to be able to reach every new case within 24 hours and start a case investigation within 48 hours. That was becoming impossible to do when we had more than 250 cases a day.”

Capitola itself is host to only 2.7% of the county's total cases, on par with being just under the proportion of the percentage the city makes up of the county (about 3%). But the virus created no boundaries, drew no lines between counties; this meant residents were part of the affected population who experienced the surge, even if at a reduced rate than other nearby cities. Capitola's death percentage is higher than its case percentage; from the Pacific Coast Manor outbreak in the city alone, 14 people were confirmed dead. The county's coronavirus dashboard shows that accounts for nearly 10% of the county's virus-related deaths.

The county's Public Health Department has been supporting residents such as Capitolans, but also has activated recently to support projected mudslide shelter efforts, has done control outreach with the nearly 60 residential care facilities in the region and has coordinated surge staffing to hospitals such as Watsonville Community Hospital, a facility currently aided by 40 outside professionals. In addition, since even prior to the first doses of a vaccine being distributed to the county Dec. 16, public health has been advocating for all those prioritized to get vaccinated.

“We see differences based on community and ethnicity,” Hall said. “That's not a surprise, that's what we have seen in public health with immunizations... for many, many years. When we offered vaccines to the hospitals, Watsonville Community Hospital only had a 50% uptake, so 50% refused the vaccine. On the other hand, at Dominican Hospital where there are more white workers... it was an 80% acceptance of vaccine.”

## Helping businesses bounce back

At the recommendation of staff, the council directed them to come back Feb. 11 with a resolution around the second round of state funding made possible through the Coronavirus Aid, Relief and Economic Security (CARES) Act Congress passed in March. In the first round of funding, Capitola was allocated \$88,010; the staff was notified that the application to use \$80,632 of those dollars toward coronavirus relief was accepted on Jan. 14 and that designated sub-recipients would receive funds when agreements for their specific applications are approved.

In the second and third round of funding, the city is scheduled to receive \$320,261, staff learned in December. In the summer, the council created an ad-hoc committee to recommend how funds would be allocated in the first round of funding. The committee dedicated the money to four entities all dedicated to public service or food distribution and rental assistance programs, including Community Action Board, Community Bridges (Meals on Wheels), Grey Bears and Second Harvest Food Bank.

In the second round, the committee is suggesting that \$15,000 go to those nonprofit food distributors; no money will go to rental assistance, if the council passes the resolution, due to county funds set to be available to residents. The committee is also suggesting the rest of the funds create 30 economic development grants for up to \$7,500 to cover rent and utilities for three months.

This would help many of the 132 businesses surveyed by the city in partnership with the Small Business Development Center who indicated their business was in jeopardy of closure. Nearly 45% of the businesses feared closing in the next year, and 11% of businesses predicted they would only remain open for another month or two. The large majority marked “not sure.” Approximately 53% of the businesses had utilized the Small Business Association Paycheck Protection Program to help offset lost revenue; their need, half of the businesses responded, is an estimated \$15,000 to \$20,000 to stay open.

Public speakers from Community Bridges thanked the council for its generosity and asked it to keep supporting the nonprofit organization as they scale services up to meet the needs of the community, such as offering a new program around picking up seniors and taking them to get vaccinated.

Community Bridges Chief Executive Officer Ray Cancino cautioned the council in using funds around economic development or supporting local businesses, as the grant funding was written to benefit low-income communities. Councilwoman Kristen Petersen responded by informing viewers just how much thought the committee, of which she helped to coordinate as mayor, put into its suggestions.

“I would like to make it clear that we spent a lot of time reviewing this money and where it will go and how it's being used,” Petersen said. “If I'm not mistaken, the economic development grants have some requirements tied to them from the state based on the fact that these businesses are employing low- to moderate-income individuals. The idea that this funding isn't going to people of lower or moderate-income... is a misrepresentation.”





### HIDE TRANSCRIPT

REMAIN THE KEY TO CONTROLLING THE PANDEMIC BUT THE PLAN FOR PRIORITIZATION REMAINS AN ON-GOING DEBATE. LATINOS HAVE THE HIGHEST NUMBER OF CASES IN THE STATE AT FIFTY FIVE PERCENT--IN SANTA CRUZ COUNTY IT'S 54 PERCENT. ACTION NEWS EIGHT REPORTER PHIL GOMEZ HAS MORE ON HOW SOME COMMUNITY GROUPS ARE URGING FOR MORE EQUITABLE DISTRIBUTION. Watsonville has the highest number of Covid cases in Santa Cruz County and health officials are hoping to mitigate that by providing Covid vaccines ALMOST TWO WEEKS AGO, SANTA CRUZ COUNTY HELD A DRIVE- THRU VACCINATION CLINIC AT THE FAIRGROUNDS SERVING THE COUNTY'S MOST IMPACTED POPULATION...THIS WEEK, DIGNITY HEALTH DOMINICAN HOSPITAL VACCINATED 1,000 FARM WORKERS AND NEXT WEEK AN OPTUMSERVE VACCINATION SITE WILL BECOME AVAILABLE TO THOSE WHO ARE 65 AND OLDER "The site will be available, 5 days a week We expect to administer 210 vaccinations per day and it will be located in the city of Watsonville." LAURA SEGURA, IS WITH MONARCH SERVICES ONE OF MANY NONPROFITS IN SANTA CRUZ COUNTY WITH THE PAJARO VALLEY COVID RESPONSE AND TRIAGE GROUP WHO MEET EVERY FRIDAY TO ASSESS THE PANDEMIC RESPONSE IN SOUTH COUNTY SHE SAYS ESTABLISHING A VACCINE SITE IN THE COMMUNITY IS PART OF ACHIEVING EQUITY "There's a technology divide so people having access to that technology and having assistance it's about informing the community, providing outreach and education around the sites ." IT'S ALSO ABOUT OUTREACH WITHIN THE LATINO COMMUNITY and assuring that the vaccine is safe. RAY CANCINO, CEO OF COMMUNITY BRIDGES IS ALSO A MEMBER OF THE PAJARO VALLEY COVID GROUP. "Anything that we can show that is safe ; that there's no ulterior motive. It's not going to impact, long term; that we continue to show that it's gone through the same FDA process " IN THE MEANTIME, THOSE WHO ARE ELIGIBLE FOR VACCINATION CAN SIGN UP ONLINE OR BY PHONE THE COUNTY PLANS TO RELEASE ADDITIONAL DETAILS NEXT WEEK Although the number of Covid cases have dropped data shows that when there are large gatherings, like what's expected this weekend for Super Bo

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## New COVID-19 vaccine site coming to Watsonville next week

Santa Cruz County officials will release more details next week.



Updated: 7:13 PM PST Feb 5, 2021



**Phil Gomez**

Reporter

**SANTA CRUZ, Calif. —** COVID-19 vaccinations remain the key to controlling the pandemic but the plan for prioritization remains an ongoing debate.

Latinos are the demographic with the highest number of cases in California at 55%, and in Santa Cruz County it's almost the same as the state at 54%.

Advertisement

Some community groups are urging for more equitable distribution.

Almost two weeks ago, Santa Cruz County held a drive-thru vaccination clinic at the Fairgrounds serving the county's most impacted population

This week, Dignity Health Dominican Hospital vaccinated 1,000 farm workers and next week an OptumServe vaccination site will become available at a location in Watsonville.

Vaccines will be available for those who are 65 and older announced Jennifer Herrera, Chief of Public Health at County of Santa Cruz Health Services Agency.

"The site will be available, five days a week We expect to administer 210 vaccinations per day and it will be located in the city of Watsonville," said Herrera.

Laura Segura is with, Monarch Services, one of many nonprofits in Santa Cruz County and a part of the Pajaro Valley Covid Response and Triage Group who meet every Friday to assess the COVID-19 response in South County.

She says establishing a vaccine site in the community is part of achieving equity.

"There's a technology divide so people having access to that technology and having assistance it's about informing the community, providing outreach and education around the sites ."

It's also about outreach within the Latino community and assuring that the vaccine is safe.

Racy Cancino, CEO of Community Bridges is also a member of the Pajaro Valley COVID group.

"Anything that we can show that is safe; that there's no ulterior motive. It's not going to impact, long term; that we continue to show that it's gone through the same FDA process."

Those who are eligible for vaccination can sign up online or by phone

The county plans to release additional details about the Watsonville site next week.

**United Way of Santa Cruz County**

February 10 at 6:56 PM ·

FYI...thank you Community Bridges / Puentes De La Comunidad Community Health Trust of Pajaro Valley Community Action Board of Santa Cruz County, Inc.

**Rose Filicetti The Santa Cruz Party, Party**

February 10 at 5:57 PM ·

1 Share

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## Santa Cruz Groups Support Older Adults During Pandemic

Older adults have been more isolated from the community than ever amid pandemic

VOLUNTEERS AT GREY BEARS IN SANTA CRUZ PACKAGE FOOD FOR DISTRIBUTION. PHOTO: COURTESY OF GREY BEARS

Older adults have been more isolated from the community than ever amid pandemic

BY JOHANNA MILLER

POSTED ON FEBRUARY 11, 2021

Earlier this month, Santa Cruz County announced the opening of a new mass vaccination center in downtown Watsonville, and officially welcomed residents 65 years and older to sign up for their first dose of the [Covid-19](#) vaccine.

The new OptumServe site, located at the old City Hall at 250 Main St. in Watsonville, will be open Thursday through Monday from 9am-6pm and aims to vaccinate up to 210 people per day. An appointment is necessary to receive a vaccination.

It was created in partnership with the Santa Cruz Public Health Division and the City of Watsonville.

"We are extremely excited about this continued partnership," said Jen Herrera, chief of Public Health.

Eligibility now includes people in [Phase 1A](#), all county residents age 75 and older, and residents 65 and older who reside in the 95019, 95076 and 95077 zip codes, three areas of the county that have been heavily impacted by the pandemic.

English and Spanish speakers who meet eligibility criteria can make appointments at [myoptumserve.com/covid19](https://myoptumserve.com/covid19) or by calling 877-218-0381. Residents 75 and above must bring proof of their date of birth. Those 65 and older must also have a proof of residence. Both Herrera and County Health Officer Dr. Gail Newel emphasized the importance of getting vaccines to the county's older adult community.

“Older folks are much more likely to be hospitalized, and die if they get [the virus],” Newel said at last week’s press conference. “We feel strongly that this is the most important group to prioritize.”

“Vaccines administered to elderly residents are 300 times more likely to save a life than one administered to healthy adults under age 50,” county spokesman Jason Hoppin said in a [press release](#). “Due to ongoing vaccine scarcity, vaccines administered out of order delay the delivery of vaccines to vulnerable populations, risking further loss of life.”

With nearly everyone sheltering at home to slow the spread of Covid-19, older adults have been more isolated from the community than ever. Lois Sones, Director of Elderday Adult Day Health Care, says she has seen a major decline in local older adult’s conditions during the pandemic.

“Senior isolation was already a problem before Covid,” Sones said. “But it’s quite shocking to see how many of our participants have declined in the past year. Not to mention, we’ve lost a number of people .... It’s very discouraging, heartbreaking.”

Sones and her team at Elderday, a program of Community Bridges, have been looking for ways to help. Last summer they launched the Senior Center Without Limits (SCWL), a program offering older adults [free virtual classes, workshops and support](#).

The program recently received a \$25,000 grant from the Joseph and Vera Long Foundation, which will help them expand their services, creating new classes and reaching more participants. A couple months ago, they also received a grant from the Community Foundation Santa Cruz County to purchase more hardware, such as Amazon Fire tablets for residents.

Overcoming the digital divide is one of the main goals of the Senior Center Without Limits. The program aims to make things as accessible as possible, but it has been a challenge.

“We’ve had lots of issues,” Sones said. “Many people don’t even have internet connection .... Some people who get so angry with the devices. It takes a lot of time and patience for everyone.”

Once a participant joins, they can sign in to a multitude of classes, from cooking and tai chi to art workshops and sing-alongs. The physical classes are especially imperative, Sones said, as older adults who are normally limited in their mobility are now even more inactive.

“They are stuck at home, they aren’t getting out and moving,” she said. “They aren’t able to do that small bit of activity they usually would.”

Tim Brattan, executive director of Grey Bears, a 48-year-old organization based in Santa Cruz, said he has also noticed the community struggling.

“Change is hard, but especially when you’re older,” Brattan said. “You’re set in your ways, you have a routine ... and suddenly you can’t do those things. It’s a big concern.”

Grey Bears aims to improve the health and well-being of older adults in the community through food distribution, voluntarism, resource conservation and recycling. At first it sounds an unlikely combination, but Brattan explains that the focuses do intersect.

For instance, the food the organization distributes is “rescued” from local markets and bakeries, orchards and gardens, and food banks. Any food they don’t use, they turn into compost, which they sell at the Grey Bears Thrift Store. In addition, they help refurbish old computers and other technology, reselling them at much cheaper prices.

“It’s about sustaining our community and preserving items that would otherwise go to waste,” Brattan said.

Grey Bears distributes about 36,000 meals a year. Its Healthy Food for Seniors program has about 55 driver routes throughout the county, sending food to about 1,400 older adults. People can also visit the headquarters to pick up bags of food and other items.

They have started online classes, too, some being their own and others with partner organizations. Their chair yoga classes, Brattan says, are especially popular—at least 150 people participate every week.

Brattan says the classes are vital to keeping people connected.

“The isolation happening is hard on everyone, let’s face it—it’s not good at any age,” he said. “But particularly for our aging community. We’re seeing unprecedented levels of depression, a lack of hope. That’s why having some sort of social connection is so important.”

Brattan invites anyone who is interested to reach out to Grey Bears if they need anything.

“We’ve been here for 48 years now, we’re still going to be here tomorrow,” he said. “You can come here and feel safe, with distancing and masking, come if you want to volunteer, or just have lunch .... We’re here for you.”

With the vaccine continuing to roll out in Santa Cruz County, Sones said she sees a “light at the end of the tunnel,” but knows it will be a while before everyone can return to the Elderday center. Next month they are planning a drive-thru “friendship parade” and are currently accepting more people to their general program.

“Our goal is to keep people as engaged as possible, physically and mentally,” she said. “To give them hope.”

CORONAVIRUS

## County Health Director Urges Prioritization of Older Adults for Vaccines

Health officials warn of predicted surge in Covid-19 cases next month

Health officials warn of predicted surge in Covid-19 cases next month

BY [TONY NUÑEZ](#)

POSTED ON FEBRUARY 12, 20

Less than four days before Santa Cruz County was set to inoculate 1,000 people in a mass Covid-19 vaccination clinic at the Santa Cruz County Fairgrounds, county health officials canceled every appointment on the docket.

They did so because about two-thirds of those who had signed up to receive the shot had found out how to “game the system,” County Health Services Agency Director Mimi Hall said at Thursday’s press conference. More than half were under 65 years old. Others were from outside the county—Hall says line jumpers from as far as Los Angeles and Yolo County took vaccination slots away from the area’s older adults, the target demographic of the weekly fairgrounds clinic.

The county health department and the dozens of Watsonville community-based organizations that it has worked hand-in-hand with since the start of the [pandemic](#) scrambled to call back the 300 county residents that did qualify for Wednesday’s vaccination. They also managed to fill several slots in the hours leading up to the clinic.

In all, the county distributed about 500 doses of vaccine. The other 500 earmarked for the clinic, says Hall, were preserved for future distributions and not wasted.

“That’s not 500 doses wasted. It’s 500 doses saved for someone who truly needs it,” Hall said.

That incident was a microcosm of California’s hectic and ever-changing first two months of vaccine distribution. Since the state began administering the vaccine in December, Gov.



Gavin Newsom and the California Department of Public Health have altered their vaccination plan multiple times, struggled to quickly distribute doses—the [state was dead last in vaccination rates](#) last month—and favored large health care providers such as Dignity Health and Sutter over county health departments in its dispersal of the vaccine.

As a result, Santa Cruz County has been overwhelmed at times while trying to follow [Phase 1B of its vaccination plan](#). Chief of Public Health Jennifer Herrera said the county has been “building the [plane] as we fly.”

“That has been the story of this pandemic,” Herrera said.

Phase 1B prioritizes people over the age of 65, the demographic that is most at risk of falling seriously ill and overwhelming the health care system, Hall says.

All told, the county of roughly 270,000 residents is near the top of the state in doses administered per population and has [inoculated about 23,000 residents](#) as of Thursday. Still, there are hundreds of thousands of county residents awaiting their vaccine, including about 35,000 people over the age of 65.

It is not known when the county will be done vaccinating older adults—Deputy County Health Officer Dr. David Ghilarducci has said June, but County Health Officer Dr. Gail Newel has said it will happen sooner—and Hall says they are in a “race against time” to vaccinate as many people in that population as possible before a [predicted surge in cases next month](#).

Not helping the cause, Hall says, are incidents such as Wednesday’s mix-up and deals between employers and health care providers that are not prioritizing those 65 and older.

“Our call to action to everyone who is listening is if you’re an employer, if you’re an employee, if you’re part of a certain sector, please be patient,” she said. “If you somehow have the opportunity to get a vaccine and you don’t happen to be high-risk, and you’re not a health care worker and you’re not over 65, even though you have the opportunity to do it ... think about it. Everyone who waits for their turn and saves the vaccine that we have right now for as many people over 65 as possible is going to be part of that collective effort to save more lives in our county.”

[According to county data](#), 166 of the more than 14,000 county residents that have tested positive for Covid-19 have died. All but nine deaths were in people aged 60 and above, underscoring the risk older adults have faced over the past eight months.

## OLD FASHIONED

The novel coronavirus has heavily impacted Watsonville, which has accounted for more than half of the county’s Covid-19 cases. As such, the county has prioritized its limited vaccine supply to older adults in its southernmost city. Along with its weekly vaccine clinic at the fairgrounds, a vaccination center funded by the state and run by OptumServe at the old Watsonville City Hall, 250 Main St., is administering 210 doses a day Thursday through Monday.

Those eligible include people in Phase 1A, all county residents aged 75 and older and residents 65 and older from the 95019, 95076 and 95077 zip codes.

To make sure doses are indeed going to Watsonville residents, the county sets aside a few dozen slots every day for the city of Watsonville. Senior Center staff, headed up by Older Adult Services Supervisor Katie Nunez, have helped coordinate vaccination appointments for about 270 older adults since Feb. 6.

They've done so the old fashioned way, says Watsonville Assistant City Manager Tamara Vides, calling the older adults who before the pandemic used to spend their day at the Senior Center. They've also started dropping off informational flyers in neighborhoods around the city with high populations of older adults, reaching out to Spanish speaking churches and working with nonprofits that serve older adults. The hope is to connect with people who have been traditionally hard to reach because of the digital divide and language barrier, an even tougher task today because of social distancing and stay-at-home orders, Vides said.

Vides encouraged Watsonville's older adults to call the Senior Center at 831-768-3279 to set up an appointment. Those appointments, Vides said, are important because they are "low barrier."

"It doesn't require that a senior has internet access, a computer or computer skills for that matter," she said. "Our Senior Center staff are able to sign them up... The system really, really works to lower the barriers of accessing the vaccine."

In all, the OptumServe site has administered about 950 vaccines since opening on Feb. 6. Non-Watsonville residents can make appointments at [myoptumserve.com/covid19](https://myoptumserve.com/covid19) or by calling 877-218-0381.

## **FINDING EQUITY**

According to data presented by Ghilarducci at Thursday's press conference, about 7,000 people of Latinx descent have received at least one vaccine dose in the county. That's compared to roughly 37,000 residents of different ethnicities. The number, Ghilarducci said, is skewed because of the large number of non-Latinx residents working on the front lines of the health care system that were prioritized in Phase 1A. That trend, however, has recently "improved," says Ghilarducci.

"Our communities that have traditional difficulties accessing health care and also happened to have a disproportionate impact from this disease, it's super important that we continue to reach out to them," he said.

Organizations such as Community Bridges are trying to reach those communities in several ways, CEO Raymon Cancino says. That includes hosting a multilingual community forum on Covid-19 vaccine safety, effectiveness and distribution on Feb. 23. The free forum will be presented in Spanish with real-time translation in English, Mixteco and Trique—languages spoken by the Trique people of the Mexican states of Oaxaca and

the state of Baja California. It will be available online or via phone. To register visit [communitybridges.org/events](https://communitybridges.org/events). The forum begins at 6pm.

The interactive event will address vaccine hesitancy, identify myths and provide information on how to get the vaccine. Attendees will be able to ask questions of the expert panelists, including Dr. Newel and Dr. Oscar Gantes of Saluda Para La Gente, and five \$100 raffle prizes will be awarded.

“We’re trying to really extend and focus on seniors 65 and older and really having a hyperfocus on identifying Latinx folks,” he said.

Cancino says grassroots phone banking systems similar to the Watsonville Senior Center will likely be the best way to connect with hard-to-reach older adults for vaccine appointments.

Community Bridges, a countywide nonprofit, recently established a helpline of its own—831-219-8607—in hopes of helping older adults navigate what Cancino called a “fragmented” vaccine distribution system.

The so-called four-legged stool is more like an eight-legged table, Cancino argues, as large health care providers, small federally-recognized clinics and multiple agencies working with the county all have different numbers, websites and standards to qualify for the vaccine.

“It’s really hard for seniors to navigate that, especially people that have low digital literacy rate, don’t have access to the internet, don’t have access to hardware to access some of these things,” he said.

The phone line, Cancino said, is not only helping older adults set up appointments, but it is also sending them down the correct path to hopefully avoid another predicament similar to Wednesday’s vaccination clinic. Community Bridges and the county are working with large health care providers to make sure the county’s vaccine doses are used solely for the hard-to-reach communities that have been disproportionately impacted by the pandemic. Callers that receive their health care from Dignity or Sutter are forwarded there. The same goes for callers that have gone to clinics such as Salud Para La Gente in Watsonville.

Cancino said that in its first eight hours in service, the helpline had already received 65 messages from older adults asking for assistance.

“We’re all just coordinating as best as possible,” Cancino said. “It’s been a lot of work, a lot of volunteer work, a lot of donated time and a lot of great partners....It’s been really great to see the traditional partners of nonprofits and new patterns coming in and stepping up.”