



BOARD OF DIRECTORS

Wednesday, November 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**
- 5:50 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 September 29, 2021 Board Meeting**
 - 6.2 Draft Minutes of the November 11, 2021 Governance Committee Meeting*
 - 6.3 Draft Minutes of the November 11, 2021 Finance 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 – Jack Jacobson (15 min)**
- 6:25 9. CEO Report – Ray Cancino (15 min)**
 - 9.1 LMCR & MCR Program Report – Mayra Melendrez*
 - 9.2 NVCR & LOCR – Pamela Nell*
 - 9.3 CDD – Spending plan and enrollment percentage*
- 6:40 10. Development Report–Jayme Ackemann/ Anna Vaage (20 min)**
 - 10.1 Mountain Affair Wrap up*
 - 10.2 Food from the Heart Update*
 - 10.3 Giving Tuesday Update*
- 7:00 11. Finance Committee Update – Doug Underhill (25 min)**
- 7:25 12. Newspaper Articles**
- 7:25 13. Items for Next Agenda (5 min)**
- 7:30 14. Adjourn Regular Meeting**

Next Meeting: *Wednesday January 19, 2022, 5 pm - 7:30 pm Meeting Location TBD – Zoom will be offered.*



BOARD OF DIRECTORS

Wednesday, September 29 2021, 5:00 PM to 7:30 PM

<https://us02web.zoom.us/j/613973795>, Meeting ID: 613 973 795

DRAFT AGENDA

Members: Erich Friedrich, Micheal Babich, Jack Jacobson, Lee Slaff, Steve McKay, Stephanie Connor Kent, Sara Siegel

Staff: Ray Cancino, Doug Underhill, Lois Sones, Seth McGibben, Tyler Smith, Dana Wagner, Lisa Berkowitz, Jayme Ackemann, Anna Vaage, Jesus Bojorquez, Lisa Hindman Holbert

Guests : Stephanie Ruhl

Notes: Chantal Guerra

5:00 1. CLOSED SESSION

6:24 2. Adjourn Closed Session

6:24 3. Call to Order/Establish Quorum

5:50 4. Agenda Review

5:55 5. Announcements/Program Updates

Round of introductions held for potential BOD member Stephanie Ruhl, she is interested in fundraising and CACFP.

6:36 6. *CONSENT AGENDA – Action Items

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

*6.1 Draft Minutes of the June 16, 2021 Board Meeting**

6.2 Draft Minutes of the July 8, 2021 Governance Committee Meeting

6.3 Draft Minutes of the August 12, 2021 Governance Committee Meeting.

6.4 Draft Minutes of the September 9, 2021 Governance Committee Meeting

Michael/ Erich moved to approve consent agenda. MSP.

6:39 7. Receive comments from members of the public on “Items not on the Agenda”

None

6:39 8. BOD Chair Report – Jack Jacobson

8.1 Leadership Assessment Update –Stephanie/Tyler

Three consultants were being considered to assist CB in leadership development. Damien Maldonado, Jennifer Mount and Julie Forbes presented their services; all are being reviewed by MT to choose a consultant to move forward with.

8.2 HR Personnel Policy Updates – Tyler

HR Director is working with consultant Julie Lambert to create language for various concerns that come up about staff. It is important to be compliant with labor law while meeting the specific needs of the agency. Once changes to personnel policies are drafted, they would be

brought to the BOD for review before implementation. After the decertification of the SMART union it is important to update the personnel policies. Emotional intelligence training will be conducted among MT and mid-level supervisors to create shared language; this will take place on October 13, 2021.

6:49 9. CEO Report – Ray Cancino

9.1 MOW Program Report- Lisa Berkowitz

87% of MOW HDM recipients report the home delivered meals help seniors stay in their home. Meals are a scarce resource for many participants living below the poverty level. During the pandemic over 35K congregate meals shifted to HDM. 1,258 unduplicated seniors were served during 20/21 FY. Over 311K meals were provided. Staffing challenges have occurred over the last FY with two mid-level managers on leave. Volunteers decreased but those who continued increased their hours to serve seniors. MOW ensured it was responding to emergency preparedness during CZU fire and Covid-19 pandemic, wellness checks were made and vaccination help was provided. Breakfast was provided to address food insecurity during the pandemic. The biggest threat to MOW is lack of funding while senior population grows. BOD can help by staying informed on senior issues and stay in contact with elected officials on senior issues. MOW always welcomes volunteers and invites the BOD to become neighborhood sponsors.

9.2 WIC Program Report – Dana Wagner

The BOD to consider what they could buy with \$9 dollars at the grocery store versus what \$35 dollars could do going towards fruits and vegetables. Part of the American rescue plan increased grocery budget to \$35 WIC participants. The BOD is requested to ask congress to extend the WIC bump of \$35.

9.3 Elderday Program Report – Lois Sones

Elderday serves Santa Cruz County and serves participants aged 42-99; most are over 65 or under 65 with disabilities. 123 participants were served in 2020/21. Currently operating with 16 staff members, this number is usually 24 when functioning normally. During the pandemic Elderday had to close and transition to remote services. Congregation began in the spring. Nurses and Social workers, nutritional service, speech therapy and planned therapeutic services are provided at Elderday while giving families respite and encouraging wellness. September will be Elderday's 40th anniversary. Elderday is a middle ground between in home care and skilled nursing facilities. Elderday supports patients and informal family home care. This rest allows families better health and to provide care giving longer. Adult day health care is more understood than ever it is being considered as a potential Medicare benefit. Elderday has a large waiting list at the moment. Elderday obtaining a new building would stabilize expenses over time. Request from BOD to advocate for full 2.5MM from CCAH grant application. Lois encourages BOD to visit Elderday and learn more about the services.

9.4 Elderday Advocacy Efforts

9.5 MOW – Medically Tailored Meals and Culturally appropriate meals

Engagement with the alliance will begin to discuss future contracting and opportunities for medically tailored meals. Potential Cal Aim contract for this should be considered. Culturally appropriate meals are in progress.

9.6 Agency Transitions and Hiring – Strategy and Next Steps

Agency is understaffed; CEO commends staff for hard work to keep up during the period of low staffing.

9.7 COVID-19 Reopening Dates

1. Meals on Wheels Congregate – November 1, 2021

Congregate Services at MOW sites will resume on November 1, 2020.

2. CDD – Redwood Mtn + Fairgrounds

CDD sites Redwood Mountain and Fairgrounds are planned to reopen. Hiring of teachers is in progress.

7:12 10. Development Report–Jayme Ackemann/ Anna Vaage

10.1 20/21 Year-End Results

Donation revenue excluding CZU Fire and Covid-19 relief funds was \$842K raised, the donation goal for 20/21 was \$462K. Including Covid-19 and Fire relief funds the total funds received was \$905K. More donations were received 20/21 than the prior year due the urgency of the pandemic and fires. \$2.139 MM received in grants overall for 20/21.

10.2 Lee Slaff Retirement

Anna commends Lee for her service, guidance and contributions to CB. Ray recognizes Lee's contributions and how helpful she has been serving to the BOD with in depth analysis to issues always in best interest of the agency.

10.3 Mountain Affair Update

MCR fundraiser Mountain Affair will be held at Casa Nostra Friday October 29, 2021 at 6pm, proof of vaccination and health screenings required are required. Tickets are on sale online. Take out option will be explored after checking with Casa Nostra.

10.4 Giving Tuesday Social Media Campaign & Participation

BOD will be asked to be ambassadors to launch a social media fundraiser to raise funds for Community Bridges for Giving Tuesday. Staff should email Jayme and Anna if interested in participation. Social Media materials and guidance will be provided.

10.5 Development Committee Members Needed

Additional support needed for development committee.

7:30 11. Finance Committee Update – Doug Underhill

Operation gain projected at \$2.2MM. Reserves are higher than ever of CB. End of FY 20/21 ends very strong. Program Budget Summary will be sent to full BOD.

7:25 11. Newspaper Articles

7:25 12. Items for Next Agenda

7:34 13. Adjourn Regular Meeting

Next Meeting: Wednesday November 10, 2021, 5 pm - 7:30 pm Meeting Location TBD – Zoom will be offered.

Governance Committee Meeting

Thursday November 11, 2021

4-5 pm

Zoom: <https://zoom.us/j/326410777>

Meeting ID: 326 410 777

Present: Jack Jacobson, Lee Slaff, Ray Cancino, Erich Friedrich,
Michael Babich, Doug Underhill, Seth McGibben, Silvia Morales (late)

Notes: Mary Mackenzie, Chantal Guerra

DRAFT MINUTES

4:10 1. Meeting to order/Establish Quorum

Quorum Established.

4:10 2. Agenda Review

4:10 3. CLOSED SESSION

4:26 4. Medically Tailored Meals

The Teen Kitchen project is currently participating in a pilot project through CDSS funding to provide medically tailored meals. The director of Teen Kitchen Project shared her experience to inform MOW, she shares that staffing is a concern. The requirements for medically tailored meals is highly specific and regulated. Some technology will be needed, there is a possibility that individuals would be able to choose what meals they wanted. MOW is trying new technology to improve service and is now providing culturally appropriate meals. MOW may need technological investment and more staffing for medically tailored meals in the future and continued business model analysis is needed.

4:39 5. Items for next GC Agenda/BOD Agenda

Board member asks that CB consider their stance on the upcoming Monterey County BOS decision on whether to ban short term rentals. This issue is likely to come up in Santa Cruz County. The advocacy committee will further explore the role of CB in this matter.

4:43 6. Adjourn

Next Meeting: December 9, 2021 4-5 pm

Zoom: <https://zoom.us/j/326410777>, or call +1 669 900 6833

Meeting ID: 326 410 777



COMMUNITY BRIDGES PUENTES DE LA COMUNIDAD

Finance Committee

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

<https://us02web.zoom.us/j/326410777>

Zoom Meeting ID: 326-410-777

Santa Cruz County, CA

Present: Jack Jacobson, Lee Slaff, Ray Cancino, Erich Friedrich,
Michael Babich, Doug Underhill

Notes: Mary Mackenzie, Chantal Guerra

Regular Session Draft Minutes

3:03 Agenda Review

3:03 CFO Report – Doug Underhill

a) Program Budget Summary / Program Updates & Analysis

WIC shows \$0 gain/loss. There was a gain captured at the end of CB Fiscal Year. Last federal contract was underspent by approximately \$100k. CDD projected it will spend out its contract. CDD is currently showing a \$46k gain, which is projected that a gain will be captured from revenue from the Highlands Park site. Elderday continues to provide in-home care services for people in person, however it continues to be understaffed. It is showing a gain for the year of \$53k, and remains in a hybrid situation. MOW showing a \$54k deficit for the year which is typical for this time in the program year. Lift Line, was running a deficit but with the PD position being vacant, and now shows a \$3k gain. The FRC's have received high amounts of one time funding for ITIN support, emergency rent relief and Covid-19 vaccination assistance. CACFP shows a \$37k gain. Admin and Development show losses due to the removal of prior year funds from budget. Live Oaks capital campaign shows a \$23k loss. CBHQ is at a \$10k gain and the fixed assets show a \$3k loss. LMCR has entered into a funding contract with the probation department which will involve the hiring of a coordinator to take over the youth soccer program called Aztecas, which promotes alternatives to traditional juvenile justice for youth involved with the probation department.

b) Child Development Division Budget Analysis / Surplus

CDD has \$450k which needs to be spent out. If CDD doesn't spend the \$450k, it would mean a estimated \$60k that would not go towards the Administration budget. CDD fairgrounds site has reopened and the Redwood Mountain site remains closed. CDD is trying to hire as fast as possible for their open positions throughout the sites. \$245k remain unaccounted for in the budget with no expense attached in the

budget. Sites have low enrollment numbers and CDD spending plan to agendaize this at the FC committee. It is asked that the CDD PD present the spend out plan and goals/timeline for when enrollment rates will rise. Additional outreach is needed on available slots. The federal government intends to expand to P-3, as an integrated system of learning and care for children from Pre-K/TK to third grade, which places these programs at school. This creates a need for CB to take care of younger children. In the future, CB will have to have longer days than the schools, which will necessitate a split shift.

c) Investments and Funds – Status Review October 31, 2021

Burroughs and Endowment investment increased from drop in value returned to the same levels from August 2021.

d) Cash Flow and Line of Credit

\$4M in the bank. If approved, on 12/10/21 CB do the down payment. 3M in cashflow EOY. This was bolstered by Kaiser and Packard Grant.

Update on Wage Equity, Hiring and Retention

None.

*e) Discussion/Analysis on ELD property *Action Item (closed session) 3:50 Closing items*

Closed Session

3:53 Closing items

a) Questions / Answers

Closed Session

b) Items for next agenda

4:14 Adjourn

Next Meeting December 9th, 2021



Social Media

Post on FB, IG and Twitter

Hashtags to use across campaign:

#GivingTuesday #Givelocal

STEP ONE

Write your message and select an image from the drive to accompany your request.

Writing prompts to launch with your giving Tuesday campaign:

- Join me in supporting Community Bridges this #GivingTuesday with a small donation in honor of the work they do [add the programs or stories you think are most important here.]
- Did you know that Community Bridges' Meals on Wheels Program delivered more than 360,000 meals to Santa Cruz County seniors during the Covid-19 pandemic?
- Early childhood education will be even more important to help kids build the skills they need for success after more than a year at home. Help me support Community Bridges' [insert kids program or activity you believe is important here].
- Elderday provides support to caregivers. The last year was particularly hard on those who were supporting kids and seniors as they sheltered at home. Help us support them.

STEP TWO

Open your fundraiser.



11/16/2021

Giving Tuesday - a day that offers an alternative to spending and shopping and shifts the sentiment from buying to giving - is right around the corner! Be part of the movement by using the power of social media to spread the word! You can get a head start and donate now at communitybridges.org/giving-tuesday or activate your friends and family by creating your own Facebook fundraiser. Follow these simple steps:

1. Click to create a new Facebook post
2. Under "Add to Your Post," select "Raise Money."
3. Search and select "Community Bridges."
4. Type your message explaining why you're raising money, and hit "Post."

All done! Quick and powerful way to make a huge difference in the lives of children, families and seniors across Santa Cruz County.

STEP THREE

Continue to promote it in the lead up to Giving Tuesday, Nov. 30, 2021.



11/23/2021

There's only one week until Giving Tuesday and we're calling on you to be an influencer for change! On November 30 use your voice to make a difference in the lives of your neighbors across Santa Cruz County.

It's quick and easy to create your own #GivingTuesday Facebook fundraiser. Now is the time to pave the way for your friends and family to support Community Bridges

and help us reach our goal is to raise \$10,000. Find helpful hints for starting a fundraiser at (<https://www.facebook.com/help/990087377765844>).



11/29/2021

Tomorrow is #givingtuesday and we have some exciting news to share! Thanks to the generosity of [name] all donations made tomorrow will be matched up to [match amount]. Every dollar you give to Community Bridges has DOUBLE the impact! Hooray [insert celebratory emoji]

For more information go to:
communitybridges.org/giving-tuesday

STEP FOUR

Plan several messages for November 30 to remind your followers they can still give.

11/30/2021



8:00 AM

Today is the day! #GivingTuesday is underway and now is your chance to DOUBLE your impact. With your support you ensure that we can continue to provide meals to seniors, offer afterschool homework support, provide little to no cost mental health services and so much more!

What are you waiting for? Head over to communitybridges.org/giving-Tuesday and have your

donation go twice as far.



11:00 AM

Giving is better together! You've shown us that. Look at some of the great things we were able to accomplish this year.

361,000 meals delivered

500% increase in service at our Family Resource collective centers

\$950,000 in pandemic economic relief provided

Let keep the momentum of good going this #GivingTuesday. Donate now at communitybridges.org/giving-Tuesday



2:00 PM

Together we can make a difference in the lives of **20,000?** children, seniors and families in Santa Cruz County. Your gift matters to the community members that rely daily on Community Bridges' essential programs and services. Take a look at what your dollars can do:

\$1,000 can feed every senior in Santa Cruz County for one day

\$500 can sponsor a Child Development Division center

\$250 sponsors a week of rides for a senior or disabled resident

\$100 allows virtual enrichment for seniors through our Senior Center Without Limits program

And that's only the beginning. It's not too late to join, head over to www.communitybridges.org/giving-tuesday and make a difference today.



4:00PM

We're almost there! Thanks to our generous community we have raised [insert amount] and are at [insert %] of our #givingtuesday goal! Together we can make it all the way.

Don't forget, all donations made today are matched up to [insert amount].

Communitybridges.org/giving-Tuesday



8:00PM

There are just a few hours left to give. Don't miss your chance to transform the lives of thousands of children, families and seniors in Santa Cruz County.

communitybridges.org/giving-tuesday

STEP FIVE

Thank your followers for their support!



12/1/2021-Next Day

Thanks to the power of community, we raised [insert amount]! With your dollars you are preparing children for success in school, providing nourishing food to children, families and seniors, and providing access to essential services and so much more! You proved that when we work together, anything is possible.



COMMUNITY BRIDGES
PUENTES DE LA COMUNIDAD

#GIVINGTUESDAY

**BE PART OF
SOMETHING GREAT!**



COMMUNITY BRIDGES
PUENTES DE LA COMUNIDAD

#GIVINGTUESDAY

ONE WEEK UNTIL
GIVING TUESDAY!





COMMUNITY BRIDGES
PUENTES DE LA COMUNIDAD

#GIVINGTUESDAY

ANNOUNCING OUR

GIVING TUESDAY MATCH!

What are you
waiting for?

**DOUBLE YOUR
IMPACT TODAY.**

 **COMMUNITY BRIDGES**
PUENTES DE LA COMUNIDAD
#GIVINGTUESDAY



Giving is

better together!

**DONATE
NOW.**

 **Meals on Wheels**
FOR SANTA CRUZ COUNTY
COMMUNITY BRIDGES
PUENTES DE LA COMUNIDAD 
www.mealsonwheels.org/MealsonWheels • 831-464-3180



COMMUNITY BRIDGES
PUENTES DE LA COMUNIDAD

#GIVINGTUESDAY

Help everyone reach
their full potential.

**DONATE
TODAY.**



COMMUNITY BRIDGES
PUENTES DE LA COMUNIDAD

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COMMUNITY BRIDGES
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COMMUNITY BRIDGES Program Budget Summary September 31, 2021											
Projections for Year Ending 6-30-2022											
A	B	C	D	E	F	G	H	I	J	J	K
PROGRAM NAME:	6/30/21 Unaudited Balance	Annual 21/22 Approved Budget	Current Projected Expenses	Current Projected Revenues	As Yet Unsecured Revenues	(E-D) Net 2021-2022 Gain/Loss	(B+G) Cumulative Gain/Loss	Goal 25% Reserve %	Change from Prior Mo	% Change	14.53% Gen'l & Adm Exp
WIC (CB FY)	203,393	2,396,283	2,295,947	2,295,947	100,336	-	203,393	8.9%	-	0.0%	328,431
Child Development Div	391,760	2,129,942	2,225,487	2,272,484	156,253	46,997	438,757	19.8%	(9,822)	-0.4%	323,526
Elderday	1,174,161	2,115,484	1,925,604	1,979,496	500,000	53,892	1,228,053	63.8%	(5,496)	-0.3%	273,530
Meals on Wheels	1,484,117	2,226,420	2,278,283	2,223,750	365,985	(54,533)	1,429,584	65.6%	(10,336)	-0.5%	321,797
Lft Line	(207,036)	2,394,240	2,393,953	2,397,543	200,000	3,590	(203,446)	-10.0%	(45)	0.0%	255,517
La Manana Commtty Res	265,463	895,605	1,501,154	1,494,715	55,700	(6,439)	259,024	17.4%	(35,815)	-2.4%	173,919
Mountain Commtty Res	329,613	556,714	696,506	701,384	86,920	4,878	334,491	48.8%	4,108	0.6%	93,656
Nueva Vista Commtty Res	163,057	352,453	462,157	485,954	38,800	23,797	186,854	40.8%	(19,314)	-4.2%	67,158
Live Oak Commtty Res	160,032	374,781	410,783	434,224	29,000	23,441	183,473	44.7%	(4,605)	-1.1%	59,692
CACFP (CB FY)	17,111	4,178,223	3,838,591	3,887,250	120,000	37,163	54,274	7.3%	(4,686)	-0.1%	57,256
Administration	194,434	2,090,173	2,135,373	2,098,393	286,443	(36,980)	157,454	7.4%	14,532	0.7%	12,351
Philanthropy	212,929	316,214	320,415	229,145	263,257	(91,270)	121,659	38.0%	(11,014)	-3.4%	46,561
TOTAL PROG OPERATIONS	4,389,034	20,026,532	20,484,253	20,500,285	2,202,694	4,536	4,393,570	27.36%	(82,493)	-0.4%	2,013,394
LOCR-Capital Campaign	531,628	27,240	24,070	857	0	(23,213)	508,415	NA	(16,924)		0
CBHQ FY 20/21 Activity		-	61,474	72,039	0	10,565	10,565	NA	151		0
Fixed Assets & Gen'l Agy	3,112,673	-	1,780	(1,754)	0	(3,534)	3,109,139	NA	(17,191)		0
TOTAL AGENCY	8,029,217	20,053,772	20,571,577	20,571,427	2,202,694	(11,646)	8,021,689	27.36%	(116,457)	-0.6%	2,013,394

Fixed Asset purchases and Pass-Thru expenses exempt from Indirect; Revenues and Expenses include all pass-through

Program Budget Summary
September 31, 2021

PROGRAM NAME:

WIC	+Year end personnel, -Maint and Program Supplies, approx 100K under contract
Child Development Div	FG reopened, +116K personnel, +32K stipends CDSS, QRIS > expencted, maint projects ongoing
Elderday	Slight decrease personnel, Slight decrease CCAH rev, Current surplus is to be utilized for facility reserve
Meals on Wheels	Decreased personnel, breakfast phasing out Nov except Capitola, CONG sites reopening Nov 1, FFH in DEC
Lift Line	Minimal change from prior month
La Manzana CR	+48K personnel, +30K prof services, +75K probation, +25K legal (Ahead), -28K SL, -24K SL, removed prior yr donations
MCR	-51K personnel, +24K prop, +5K Prog Supplies, -40K SL, +11K outside Contracts, +5K First 5
Nueva Vista CR	+18k personnel, +1.5K adverstising, +3.5K G.A., +5K First 5
Live Oak CR	-18K Outside Contracts, +5K First 5, -8K personnel
CACFP	-6K personnel and decreased year end supply exp, decreased DCH Admin revenue
Administration	BOD approved prior year funds \$83,057, +Cultural Training, +G.A.
Philanthropy	BOD approved prior year funds \$84,214, +FTF exp/allocations, donations steady
LOCR-Cap Campaign	Actual YTD less proj FY 21/22 expenses, 9/30/2021 \$532,485
La Manzana Property	Actual Revenue/Expense through 09/30/2021
FAs & Agy Unrestr.	Actual YTD less projected FY 21/22 expenses, Endowment Balance 9/30/2021 \$678,185
Total Agency	Proj Program -82K, Proj Agency -116K, +FA

County Supervisor: Our Community Must Remain Vigilant

Nov. 4th, 2021

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Winter weather has begun, even if the official start to winter is still weeks away. And while we desperately need the rain, we must be on guard for the dangers it can present.

The large storm that drenched Santa Cruz County on the evening of Oct. 24, while most welcome in terms of rainfall, thankfully came and went without a debris flow event in the burn scar of last year's CZU Lightning Complex. Out of an abundance of caution, the Sheriff's Office increased by ten-fold the number of households covered under preliminary estimates for the order based on forecasts from the National Weather Service.

Luckily, the speed with which the rain came down was slower than anticipated and, therefore, the risk of debris flows lessened throughout the event. This should not, however, reduce our concern about the potential for future debris flows to occur. We recognize the challenges posed by evacuations and appreciate the cooperation of our residents as we work through the first couple of years after the fire and the heightened risk for these dangerous slides.

Many thanks go to our County emergency response team, the Red Cross, the city of Scotts Valley, San Lorenzo Valley Unified School District and other community organizations who coordinated the response to the storm. We learn more and improve our operations each time storms of these magnitudes are predicted.

Speaking of vital community organizations, this is a great opportunity to thank Community Bridges for all its support of the San Lorenzo Valley through its

fantastic Mountain Community Resources (MCR) center in Felton. MCR has provided important safety-net services in the Valley for many years, including the recent establishment of a Covid-19 testing site. MCR was also responsible for distributing almost half of the more than 500,000 pounds of food provided by Community Bridges in 2020, a year that brought the dual challenges of the fire and the pandemic.

On Oct. 29, during MCR's Mountain Affair fundraiser in Ben Lomond, I had the privilege of presenting the Mary Hammer Green Hart Award to volunteer Suzie Schwilk, who was honored for her support of MCR's food pantry program. Suzie's efforts certainly personify the life's work of Mary Hammer, who helped to establish the Valley Women's Club and has worked tirelessly to support the San Lorenzo Valley. We congratulate Suzie and thank her for her dedication to our mountain residents.

Lastly, the County is undergoing the redistricting process related to supervisorial districts, which occurs every 10 years after the federal census. While there were no major changes recommended for District 5 by our Advisory Redistricting Commission, there are boundary shifts suggested around the Santa Cruz harbor and in South County. I want to thank Jim Mosher of Felton, who has been a critical figure in maintaining local control of our water systems during recent years, for representing District 5 on the Commission.

The community has two upcoming opportunities to participate in the redistricting process during public hearings at 10:45am on Nov. 9 and 16 during the Board of Supervisors meetings. Two hearings have already been held, as well as an informational meeting that took place at the Felton Library for North County residents in September.

Additionally, I would like to invite you to a District 5 virtual Town Hall from 5:30-7pm on Nov. 9 to hear updates on road repairs, storm preparedness, fire recovery and other topics. There will be time for questions. The link to join the meeting on

Zoom is zoom.us/j/92456075811. Or you can dial in at 1-669-900-9128 or 1-346-248-7799, and use Meeting ID: 924 5607 5811.

As always, if my office can assist you with anything, please contact us at Fifth.District@santacruzcounty.us or call 831-454-2200.

Bruce McPherson is the County Supervisor for the Fifth District. His views are his own, and not necessarily those of the Press Banner.

<https://pressbanner.com/our-community-must-remain-vigilant/>

Meeting Wednesday on proposed Live Oak medical complex

By Allison Gasparini | Nov. 3rd, 2021

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A four-story Kaiser Permanente medical complex has been proposed for 5940 Soquel Ave. in Live Oak. (Pacific Medical Buildings LLC)

LIVE OAK >> Leaders from Kaiser Permanente on Wednesday will discuss plans for a new four-story medical center on Soquel Avenue between Chanticleer Avenue and Mattison Lane in Live Oak.

Outpatient services are expected in the proposed 160,000-square-foot building including 24-hour urgent care, physical therapy, chemotherapy, optometry and a pharmacy, Kaiser leaders have said. On a frontage road of Highway 1 near the

Santa Cruz County Sheriff's Office, the site is now a vehicle towing yard flanked by supply stores for construction and landscaping.

Supervisors could consider the project at a public hearing in February. Construction could begin late next year, project leaders said.

"Kaiser provides affordable health care, and this new office building would allow them to provide more services," said Santa Cruz County Supervisor Manu Koenig. Koenig represents District 1 where the project is proposed.

Koenig has been a booster of the project. His predecessor, John Leopold, also was supportive in part because of the expected 300 jobs on site.

Transportation concerns

The plan includes a 730-space parking garage with at least 40 electric vehicle charging stations, said representatives from San Diego-based developer Pacific Medical Buildings LLC.

Some critics have said the proposed building doesn't have enough public transit near it.

"This location will not support our county's goal to make important destinations accessible without a trip by car," wrote Rick Longinotti, in a statement this summer.

Longinotti is head of the Campaign for Sustainable Transportation, a volunteer group that advocates for public transit and against projects that increase car dependency. He has said the closest bus stop to the proposed medical center is about 0.75 miles away on Capitola Road. He also argued that Soquel Drive across Highway 1 has far more public transit options.

In a draft Environmental Impact Report, a four-year traffic study suggested that there could be 20,000 fewer vehicle miles traveled per day if the center and parking structure were built. Part of the decrease is because of rerouted trips to a center that is closer to patients.

Kaiser has facilities in Scotts Valley, downtown Santa Cruz and Watsonville now.

“The facility will be served by Santa Cruz Metro’s Paracruz and Lift Line which is operated by Community Bridges,” wrote John Swift, a consultant for the developer, in an email. “These services provide affordable door-to-door transportation options for the physically impaired and elderly.”

Separately, Santa Cruz County Public Works leaders plan to release a set of transportation improvement projects to offset traffic to the proposed building, Koenig said in late October.

Matt Gomez is a branch manager of Ewing Irrigation and Landscape which neighbors the lot on which the new health center would be built. Gomez said his employees have Kaiser health insurance.

“I think overall it should be beneficial,” Gomez said.

Wednesday’s meeting

- An online meeting will take place 6:30-8 p.m. Wednesday, Nov. 3. Developers and county leaders are expected to describe the project and updates to the proposal.
- Join on Zoom or by phone at 669-900-9128. Webinar ID: 840 9496 4199.
- More information about the meeting and the project is on the developer’s website.

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