



Santa Cruz County Business Council

**Board of Directors
Meeting Summary/Minutes
January 16, 2014
Santa Cruz County Association of REALTORS®
2525 S. Main Street, Soquel**

Directors Present
(quorum present)

Ted Burke, Shadowbrook	Mickey Holzman, Pajaro Dunes Resort
Tom Hart, PAMF/Sutter	Dave Regan, Community Member
Peggy Dolgenos, Cruzio Internet	David Heald, Santa Cruz County Bank
Tonee Picard, Bay Federal Credit Union	Jarl Saal, First Alarm & Patrol
Donna Blitzer, UCSC	Joe Foster, SCCBC
Cindy Weigelt, Watsonville Community Hospital	Dawn Mathes, PG&E
Karl Philopvitch, Graniterock	Tom Gill, Plantronics
Kathy Hartman, SCC Assoc. of Realtors	Rick Hofstetter, Lighthouse Bank
Mike Machado, Community Member	Karen Semingson, Hutchinson & Bloodgood
Jon Lee, Barry Swenson Builder	

Guests

Jeff Tavanger, The Armanda Group	G. Stearns, Stearns Capital
Terry Medina, Guest Speaker	

Meeting Summary

1. **Public Safety:** Guest Speaker Terry Medina provided a "20,000 ft." overview of public safety issues throughout the County. He suggested that if SCCBC wants to get involved, that we start by reviewing the list of recommendations made by the City of Santa Cruz Public Safety "task force," and select one or two items that we could taken ownership over.
2. **Projects for 2014:** Chair Dolgenos outlined three (3) focus areas that the Executive Committee has zeroed in on for 2014: 1) Establishing a better model for business & education working collaboratively on vocational training to better meet the needs of our local workforce and employers; 2) Provide private-sector expertise in regional water policy discussions throughout all local water districts; 3) A concerted effort to push for improvements of Highway 1 and local transportation infrastructure throughout the County; emphasis on a more united county through better transportation connectivity and less congestion.

3. **Countywide Wireless Infrastructure Support:** The Board voted to endorse a letter drafted by our Infrastructure Committee that formally supports enhancement of wireless infrastructure throughout the County. Currently, this letter is specific to efforts associated with AT&T. In the future, the letter can be adapted to support projects undertaken by other wireless providers.
4. **Enhanced Advocacy through Voter Voice:** The Board approved entering into a contract with VoterVoice, a firm specializing in grassroots advocacy through an easy to use, highly organized on-line platform. The service will come on-line in February with our first advocacy effort encouraging the County included specific language related to water issues/solutions in their soon to be published *Economic Vitality Strategy*.
5. **2014 Annual Membership Meeting:** Our 2014 Annual Membership Meeting will be held on Thursday, February 27th from 5:30 - 7:00 PM at the Sesnon House at Cabrillo College. This will take the place of our February 2014 Board of Directors meeting.

Meeting Notes

1. **Welcome/Call to Order**
 1. Chair Dolgenos called the meeting to order at 7:35 AM. She began the meeting by asking those in attendance to introduce themselves.
 2. Approval of December 2013 Minutes
 1. A motion was made, seconded and unanimously passed to approve the December 2013 Board of Directors' minutes.
 3. The January 2014 Financial Report and the 2013 Financial Summary documents were distributed for further review.
2. **Guest Speaker - Terry Medina, former Watsonville police chief**
 1. Public Safety Landscape of Santa Cruz County: Past, Present and Future
 1. Mr. Medina delivered a broad, yet detailed overview of public safety issues facing the County. He spoke about his experience with the County Sheriff's office and as chief of police in Watsonville. He recently concluded his second stint in Watsonville and he said that technological advances have changed policing for the better.
 2. He suggested that if SCCBC wants to get more involved in the ongoing public safety dialogue, we start by reviewing the list of recommendations/focus area developed by the City of Santa Cruz's Public Safety Task Force. Mr. Medina was enthusiastic about SCCBC selecting one or two items that we could take ownership over.
(Infrastructure Committee will follow up)
 2. Mr. Medina also said that it is important for the business community to step up and play a role in determining the right mix of policy and prevention measures to help mitigate increasing crime rates throughout the County. He stressed that the business community has to realize the impact crime, and even just the perception of a lack of safety, will have on local businesses and the economy as a whole. He strongly encouraged SCCBC engage in ongoing public safety discussions throughout the County.

3. Mr. Medina also mentioned that he plans to run for the 4th District County Supervisor seat covering areas of Watsonville and the unincorporated areas of South County.
4. Board members asked Mr. Medina a number of questions including how the business community can get involved beyond the jurisdiction of the City of Santa Cruz. Mr. Medina said that the recommendations that are being handed down by the City's Public Safety Task Force are going to be looked at and possibly adopted by other jurisdictions throughout the County. He suggested again that we review the Task Force's recommendation, and possibly follow up with Task Force Chair Kris Reyes to help us determine what our role should/could be.
5. Mr. Medina thanked the group for the opportunity to speak and was then invited to stay to observe the remainder of the meeting.

3. Chair Report

1. Chair Dolgenos gave a brief word of thanks to the Board for electing her 2014 Chair and then proceeded to outline three (3) focus areas that the SCCBC Executive Committee has zeroed in on for 2014:
 1. Vocational Education - working more collaboratively (business and education) on vocational training to better meet the needs of our local workforce and employers; She reported that the Executive Committee will have jurisdiction over this item and will continue to report back monthly to the Board on initiatives related to this.
 2. Water Policy - we need to provide private-sector expertise in regional water discussions throughout all local water districts. Instead of trying to follow along with the ongoing dialogue within many of our local water districts, it would be in our best interest to develop a document that provides input from businesses on what policies they feel will resolve our local water supply issues. The Government Affairs Committee will have ownership over this issue and will report back to the Board on a monthly-basis.
 3. Transportation - for years, SCCBC has been a proponent for improvements to our local transportation infrastructure only to be told time and again that there is not enough funding to satisfy all the needs. In 2014, SCCBC will continue to push for improvements to Highway 1 and the transportation infrastructure throughout the County. A key area of emphasis will be on promoting a more unified county (north to south) through its transportation infrastructure. The Infrastructure Committee will take the lead on this focus area.
2. Ms. Dolgenos asked each Board member to think about these three focus areas and be prepared to share their feelings/thoughts on each at our March Board meeting.

4. Membership & Programs Report

1. New Members
 1. Committee Chair Burke reported that the following are new SCCBC members:
 1. Watsonville Community Hospital (Board)
 2. Marianne's Ice Cream

3. Jeff Tavangar, CEO of The Armada Group, was introduced as a guest of Tom Gill. Mr. Tavangar is interested in joining at the non-Board level for 2014.
2. Committee Goals for 2014
 1. Mr. Burke outlined the following Committee goals for 2014:
 1. Launch the new SCCBC website
 2. Enhance our collective advocacy efforts through new channels/tools
 3. Hold various breakfast and lunch events that will feature timely, informative guest speakers and allow for our members to gather on a regular basis.
 4. 100% member retention
 5. 10% growth in overall membership
 6. More diversification of our membership; i.e. adding more agriculture and technology companies
 7. Continue to grow the Committee
 8. Other goals will be added as appropriate
3. Voter Voice
 1. Mr. Burke and Mr. Foster presented the services of VoterVoice to enhance our advocacy outreach efforts. Mr. Burke held several discussions with VoterVoice officials and he communicated to the Board that VoterVoice has a tested, online tool kit that will be an asset to our organization.
 2. A motion was made by Mr. Burke for the Board to approve a \$1,000.00 contract with VoterVoice that will run from February 2014-February 2015. This contract will provide us with local-level advocacy software, user training and ongoing customer support. The motion was seconded and was passed by the Board.
4. 2013 SCCBC Annual Report
 1. The Committee is currently putting the finishing touches on the Report. Once finalized, it will be printed and then distributed at the 2014 Annual Meeting. After that it will be prominently posted to the new SCCBC website.

5. Infrastructure & Transportation Report

1. Discussion with Soquel Creek Water District
 1. Committee Chair Philipovitch provided a briefing on the Committee's recent meeting with Soquel Creek Water District (SCWD) G.M. Kim Adamson. The key takeaway from Ms. Adamson was that SCCBC needs to be engaged in monthly discussions that will be held by the SCWD Board of Directors through the first six (6) months of this year. She stressed that time and resources are running out, and that the SCWD Board is strongly considering drastic measures including mandatory water rationing for commercial and residential users. Both the Infrastructure and Government Affairs Committees will stay involved with this SCWD issue.
2. AT&T 4G LTE Wireless Infrastructure Upgrades
 1. AT&T requested support from SCCBC for a series of upgrades they will be making throughout Santa Cruz County over the coming year. Instead of drafting a new letter for each individual project, the Board recommended at the December 2013 Board meeting for staff to draft a generic support letter for all projects that will enhance

wireless coverage in the County. This letter was presented to the Board. A motion was made to approve. The Board asked that AT&T inform the Board prior to submitting the letter to any governing body. With that stipulation in place, the motion was seconded and approved by the Board.

3. Committee Goals for 2014

1. Being a newly formed Committee (started mid-2013) one goal is to meet on a monthly-basis. Every other month the Committee will invite a public official that works on infrastructure-related projects to be a guest speaker. The purpose will be to forge better relationships and to receive briefings on current issues/projects.
2. Expansion of the Committee; Ms. Mathes asked to be included going forward
3. Draft and stick to a monthly “work plan” in order to stay on-task and achieve measurable results. Mr. Foster mentioned that he plans to have all committees do this. Additionally, he would like to do the same with the Board.

6. **Government Affairs & Economic Development Report**

1. Discussion with 5th District County Supervisor Bruce McPherson

1. Committee Chair Hart provided a briefing on the recent members’ breakfast the Committee held with County Supervisor McPherson and his staff. The following key points were addressed:
 1. 27 members attended the breakfast held at PAMF. Guests included Kim Adamson of Soquel Creek Water District.
 2. McPherson reported that the County’s economic development initiatives, and in particular, the County *Economic Vitality Strategy* are ramping up and his office will do whatever necessary to ensure the business community’s voice is represented in the overall course(s) of action. Mr. Hart said that the County officials will provide a draft of the *Economic Vitality Strategy* to SCCBC as soon as it is ready. SCCBC will have the opportunity to provide feedback and will be afforded the chance to see where our contributions would have the greatest impact. McPherson stated that he hopes that SCCBC will play an active role in implementing a variety of the strategies outlined in the *Strategy* document.
 3. Gine Johnson, from McPherson’s office, made a brief mention of the Community Choice Aggregation (CCA) project that the County is tackling. The purpose of the CCA is to form a municipal utility that would promote/provide renewable energy to Santa Cruz County (and regional) residents. The CCA would be an alternative to PG&E for residents, though PG&E would still maintain the infrastructure and provide customer service. Ms. Johnson said that she would be following up with information and requested a time to present the CCA project to the SCCBC Board or one of our committees. Mr. Foster said that he would follow up with Ms. Johnson.
2. Nomination for the Santa Cruz Water Solutions Citizens Advisory Committee
 1. Mr. Hart reported that the Committee held internal discussions about whether or not to put forth a candidate for consideration. The Committee felt that having a seat at the

table would provide SCCBC with the platform we need to call for the more regional approach to water that we have recently advocated for.

2. Sid Slatter, President of Slatter Construction, will be our nominee. If selected by the nominating panel, Mr. Slatter will begin attending Board meetings to provide detailed updates on a monthly basis..
3. Mr. Hart reported that the Water Solutions Committee will be announced in mid-February, while the consultant that will facilitate the group will not be selected until early March. The Committee will likely not meet until late April/early May.
3. 2014 Local Candidate Forums
 1. Mr. Hart and Mr. Foster briefly talked about the Committee's desire to coordinate and host local candidate forums for some of the contested races throughout the County. It is likely that this will include the 4th District County Supervisor race, the seats that will be available on the Santa Cruz City Council and the positions on the Scotts Valley City Council. The Committee will continue to formulate a plan and will likely reach out to other business groups to collaborate.

7. Announcements/Remarks

1. Mr. Foster mentioned that each committee will provide a report to the Board prior to each Board meeting. This report will be presented by the individual committee chairs at each Board meeting. The purpose of distributing the report ahead of time is for Board members to review and determine if they have any questions about the focus areas of each committee.
2. Mr. Foster mentioned that 2014 Annual Membership Meeting will be held on Thursday, February 27th from 5:30 - 7:00 PM at the Sesnon House. This meeting will take the place of our February Board meeting.
3. Following up on the mention of this in the Membership & Programs report, Mr. Foster mentioned that the new SCCBC website is nearing completion. He reported that the Membership & Programs Committee will be conducting some user testing prior to the formal launch of the new site at our 2014 Annual Membership Meeting.

8. Adjourn

1. Chair Dolgenos adjourned the meeting at 9:10 AM and announced that our next Board of Directors meeting would be Thursday, March 20th from 7:30 - 9:15 AM at Wells Fargo Insurance Services in Scotts Valley.
2. The Board thanked the Santa Cruz County Association of Realtors for hosting.