



CHILDHOOD ADVISORY COUNCIL OF SANTA CRUZ COUNTY MEETING MINUTES

Thursday, December 12, 2024, 1:30 – 3:30 pm
United Way/First 5 of Santa Cruz County, Conference Rm.
4450 Capitola Rd., Ste 106, Capitola CA

Members in attendance: T. Pastor, Cabrillo College, N. Young, Optimal Solutions Consulting, L. Bobsin, Go Kids, Inc., S. Diego, YWCA of Watsonville, L. Gonzalez, Encompass/CFDP, L. Orosco, PVUSD Child Development Programs, L. Cortes, PVUSD Seasonal Head Start, D. Munoz, Childhood Advisory Council, Community Organizer, J. Macecevic, Walnut Ave. Women's & Family Center.

I. CALL TO ORDER & INTRODUCTIONS

- J. Macecevic welcomed the CAC and community members to the meeting.
- Members and guests introduced themselves.

II. CONSENT AGENDA ITEMS

- D. Munoz asked if members had questions about the consent agenda items.
- D. Munoz, seeing no members with questions, asked if members would like to approve the consent agenda items as presented to the members.
- K. Bobsin motioned to accept the consent agenda items and L. Gonzalez seconded the motion, and all members approved the motion.

III. PUBLIC COMMENTS AND COMMUNICATIONS

- T. Pastor mentioned to the members and the community this item on the agenda, provides the public an opportunity to address the Council about childcare issues not on the agenda.
- No response from the public was made.

IV. CHILDHOOD ADVISORY COUNCIL – SANTA CRUZ COUNTY CHILD CARE WORKFORCE STUDY REPORT

- The workforce study and its implications for the early education field were discussed. It highlighted the need for higher salaries for early educators and the importance of addressing the housing issue for teachers.
D. Munoz also mentioned the need for a strategic planning process and the importance of aligning with other groups to advocate for change. The team also discussed the need for a formalized ask and the potential for hiring someone to facilitate this process.
- D. Munoz asked if members had questions about the consent agenda items.
- D. Munoz, seeing no members with questions, asked if members would like to approve the consent agenda items as presented to the members.
- K. Bobsin motioned to accept the consent agenda items and L. Gonzalez seconded the motion, and all members approved the motion.

V. EVERYCHILD CALIFORNIA – ECE VOICES, JUSTINA ERPELDING, ADVOCACY ORGANIZER AND JESSICA KRANZ, GO KIDS, INC.

- J. Erpelding discussed the advocacy work of the EveryChild California organization, which has grown to over 800 members and is represented in 51 counties. The organization aims to remove barriers for childcare providers to participate in advocacy, such as financial and time constraints. They also provide Zoom training and an online portal with a toolkit for advocacy.
- D. Munoz and Justina discussed the importance of building relationships with elected officials and the need for a unified message in advocacy.
- J. Erpelding mentioned that the organization is planning an Advocacy Day in Sacramento on January 21st.

VI. CAC ADVOCACY OUTREACH PLAN

- Council to develop a strategy to advocate for \$90 million in childcare funding using the workforce study data.
- Council members to organize meetings with local officials to share childcare stories and data
- D. Munoz to share information about ECE Voices with CAC members and at the Monday morning meeting on December 16th.
- Council to explore creating a speaker's bureau to raise awareness about childcare needs.

- Council to discuss strategies for filling empty spots in the membership matrix
- J. Macecevic to post job opening for a director for their expansion grant
- K. Bobsin to share material on implementing a 36-hour work week with interested council members
- Council to monitor developments with Santa Cruz's sugar tax and potential legal challenges.
- Council to review Pomona's initiative allocation of 10% of city budget to children's services as a potential mode.

VII. ANNOUNCEMENTS

VIII. ADJOURNMENT 3:30 PM

Our Mission is to present a unified voice for an early care and education system that meets the needs of all children and families in Santa Cruz County

Our Vision is that every child in Santa Cruz County has access to quality, affordable early care education and after-school programs