



CHILDHOOD ADVISORY COUNCIL OF SANTA CRUZ COUNTY MEETING AGENDA

Thursday, June 5, 2025 1:00 - 3:30 pm
United Way/First 5 of Santa Cruz County, Conference Rm. 4450 Capitola Rd.
STE. 106, Capitola, CA

Members of the public are invited to join the meeting by attending in-person at the address stated above or by joining us via Zoom: rb.gy/krtirh.

PUBLIC COMMENT

Any person wishing to make a public comment will have the opportunity to do so via videoconference during the meeting for up to three minutes. To submit a comment, please send a comment no longer than 300 words to dmunoz@santacruzcoe.org no later than 11:00 am on Wednesday, June 4, 2025. Each individual may only make one comment per topic. Or call CAC at 831-466-5822.

I. CALL TO ORDER & INTRODUCTIONS - (10 min.) 1:30 - 1:40

- Julie Macecevic welcomed the CAC and community members to the meeting at 1:55pm
- Members and guests introduced themselves.

1.1 Board Member Remote Attendance Approval

In accordance with AB 2449, CAC members may participate in the Board meeting remotely under the following conditions:

- Just Cause, or Emergency Circumstances
- Board Approval

II. CONSENT AGENDA ITEMS - (5 min.) 1:40 - 1:45 - **ACTION ITEM**

- Vicki Boriack stated that we have a quorum and moved to have the people in zoom be able to vote
- Nicole Young Seconded
- Motion Passed
- Kendra Bobsin motioned to approve and Christina Valentine seconded to approve the Consent Agenda Items as written
- FEBRUARY MINUTES
 -
- COMMITTEE REPORTS
 -
- STAFF REPORT
 -

III. PUBLIC COMMENTS AND COMMUNICATIONS - (5 min.) 1:45 - 1:50

- No comments

IV. DEVELOPER FEE CHILD CARE LOAN PROGRAM - (35 min.) 1:50 - 2:25 GUEST SPEAKER: KIMBERLY PETERSEN, DEPUTY DIRECTOR, HUMAN SERVICES DEPARTMENT SANTA CRUZ COUNTY

- Kimberly Petersen stated that the county collects fees from developers when they are

- making new buildings. That money is put into an account that is managed by the Human Services accountant. They are to be used to create opportunities for childcare providers to get forgivable loans to update or open their own child care facilities. They will agree to complete the project and then continue to provide childcare, the loan will be forgivable \$380,000 available to loan out. Depending on the project could be 1000 to 20000 dollars. The goal is to increase slots/enrollment. Funds can be used to help facilities stay in business if enrollment is down. They could also be used to improve the space that already exists, like making an outdoor area, or creating a more accessible area. Also used to increase low income area facilities. Applications will be open June 15th-ish, as well as workshops that are available during the application process.
- Vicki Boriack states that \$800,000 was asked for when only \$100,000 was available a couple years ago. This money is needed and everyone can apply. The application process is not easy, hence the workshops. We need to be clear about how much people can ask for or how much is available. We want to avoid people doing lots of work for money that is not even available.
 - Vicki Boriack states that we have raised our developer wage so we have a larger pot of money to give to providers. It is an amazing opportunity.
 - Christina Valentin stated that on June 23rd they have a PD that will help people fill out the application at the COE
 - Nicole Young talked about the Zip Code priorities and how that can help with this program and how to prioritize ECE programs in need of money
 - Diane Munoz states that this fund has helped many programs just stay open and keep their licensing up to date
 - Kimberly Petersen states that the board of supervisors has been really interested in how the outcome will go and what will happen. The examples shared here will help her answer these questions.
 - Kimberly Petersen will be asking the board to increase the fees by 5% and she will be providing an update on the fund that they are about to launch so they are prepared to vote on this
 - Diane Munoz asked what the percent is. Kimberly Petersen stated that for a single family home is about 1\$ per square foot and multi family homes are about 20\$ less than single family homes. A study found that other counties have higher fees so we want to increase ours to match other counties more closely. They want the fee to be dynamic and adjust each year.
 - A goal is to have an emergency fund for educators to go to in order to offset their costs in emergencies
 - Vicki Boriack asked Kimberly Petersen if you are building in the city of Santa Cruz or Scotts Valley are you paying the County fee?
 - No
 - Diane Munoz thinks that cities should be contributing to the pot of money
 - Christina Valentin asked about Monterey's fund. Kimberly Petersen did not know if there was a fund there.
 - Diane Munoz recognized that once providers turn in applications, going through the applications is a very large/hard task because you want to give money to the people who need it the most.
 - Kimberly Petersen will send the Board Agenda so council members can call and tell the board that this is an important and amazing opportunity for providers. Easy advocacy!

V. CHILD CARE SUBSIDY PRIORITIES REPORT - (10 min.) 2:25 - 2:35 - **ACTION ITEM**

- Diane Munoz Contacted Santa Clara and asked them if our data was acceptable for the priorities report. They agreed that this data was up to date and valuable. We will be using this data from last year.
- Motioned: Kendra Bobsin
- Seconded: Christina Valentin
- All approve

VI. CHILD CARE WORKFORCE STUDY & SUMMARY - (20 min.) 2:35 - 2:55

- Diane Munoz decided to start at 4:41 at this item while waiting for a quorum

- Diane Munoz highlighted that we captured what was going on in Santa Cruz county through quantitative data related to the workforce
- Thinking about Ferris “What do I need to know about this?” spurred the trifold summary so community members and officials can get the information needed in a shorter report.
- Julie Macecevic and Vicki Boriack were critical editors of the report. Thank you!
- Talking points were also created to share the information through sharing the facts and share the information to the public
- Julie Macecevic commented that this information is very important and helpful
- Vicki Boriack is concerned that this data may discourage officials from helping because so much is needed to bridge the gap to meet the unmet needs of teachers
- Diane Munoz talked about how much money will actually be needed to help ECE teachers make a living wage. If we do not do anything, and continue to try to attract ECE teachers, we will lose teachers to other fields or grades that pay a living wage
- ECE teachers are economic drivers of the community (essential workers)
- Irene Freiberg states that during the pandemic people were made aware of ECE teachers and how essential they are to the economy in our area. Maybe that can be added to the talking points so we can drive home the point in an emotional way
- Linda Orosco states that parents need child care and how TK is longer hours and she is worried that state preschool will be defunded because people care less about quality and more about how long the children are being watched. This drives the economy, and may push preschool teachers out of the picture. TK is the priority and the increased hours is the priority. There is no enrollment for state preschool, only TK.
- Vicki Boriack asks where the 3 year olds are going? They can’t go to TK. Linda Orosco states that they may want to go with family members over state preschool, making enrollment go way down. She does not know where they are going.
- Christina Valentin states that parents aren’t only looking for quality, they just want their children watched while they are at work. It comes down to cost and availability. It is also about the fear of ICE in our community and childcare providers are stopping serving infants due to SIDS. She states that we need to go to the field and inform providers what their options are.
- Lorena Gonzalez states that it is a challenge to hire people and to adjust to the needs of the community, which is a longer day
- Phoebe Boyd talked about how serving toddlers is refreshing compared to preschool. The future is TK and toddlers
- Christina Valentin states that parents are choosing license exempt care for the income of the adult more than the benefit of the child
- Diane Munoz stated that it used to be 4000 children in childcare and last year it was 800. Where are all the children? Santa Cruz birth rates are going down.

VII. CHILDHOOD ADVISORY COUNCIL ADVOCACY LETTER - (10 min.) 2:55 - 3:05

- Vicki Boriack states that there is no COLA this year. An advocacy letter was sent to Diane Munoz and Vicki Boriack from another county and they rewrote the letter for Santa Cruz County. We will send it to representatives for state and county and Julie Macecevic will sign it on behalf of the CAC. We are asking them to vote No on the budget, which is a hard ask so close to the vote.
- Diane Munoz thinks this a budgetary decision rather than a fully informed decision because these representatives have heard for years that there is a workforce shortage.
- Diane Munoz shared what trainings the COE have been putting on to support teachers

VIII. CHILDHOOD ADVISORY COUNCIL TRANSITION - (15 min.) 3:05 - 3:20

- Diane Munoz talked about her retirement. The last day is the 27th!

IX. ANNOUNCEMENTS - (10 min.) 3:20 - 3:30

- Julie Macecevic announced that Claudia Valesques is the new director of Early Education at Walnut Ave!

X. ADJOURNMENT - 3:29

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