



MINUTES SPECIAL CITY COUNCIL MEETING

November 1, 2019

City of Watsonville
Civic Plaza Community Room
275 Main Street, Top Floor

1:30 p.m.

1. **ROLL CALL**

Mayor Pro Tempore Garcia (arrived at 3:00 p.m.) and Council Members Hernandez (arrived at 2:40 p.m.) and Hurst were present. Mayor Estrada and Council Members Coffman-Gomez, González, and Parker were absent.

City of Watsonville staff members present were City Clerk Flores and Deputy City Manager Vides. University of California Santa Cruz (UCSC) staff present were Chancellor Larive, Vice Chancellor Shilling, Government & Community Relations Director Whatley.

2. **WATER RESOURCES CENTER & LOCAL BUSINESSES**

Council Members, City staff, and UCSC staff did not tour the Water Resources Center. The tour began at the Civic Plaza Community Room.

Gun Ruder, Martinelli's President and Chief Executive Officer, explained the 151 history of Martinelli's in the Pajaro Valley and how their robotics machinery makes the work of loading pellets easier on workers.

Dick Peixoto, Lakeside Organics owner, gave a brief history of organic produce cultivation and gave a tour of his plant.

Carmen Herrera- Mansir, El Pajaro Community Development Corporation Executive Director, explained how the kitchen incubator was developed and the services that it provides to food entrepreneurs.

3. **ROUNDTABLE DISCUSSION REGARDING OPPORTUNITIES IN WATSONVILLE**

Council Member Hernandez welcomed the public and served as facilitator.

Rachel Mayo, Cabrillo College Dean of Education Centers and Online & Innovative Learning, introduced UCSC Chancellor Larive.

UCSC Chancellor Larive spoke about the opportunities that Cabrillo College and UCSC could embark on.

Mayor ProTempore Garica recommended UCSC do employment outreach to recruit Watsonville residents. She also suggested that UCSC work with the City of Watsonville to enhance the City's art program.

Chancellor Larive said it was important for employees to reflect the student body. She said that UCSC was talking with Pajaro Valley Unified School District about connections through the arts.

Rachel Mayo, Cabrillo College Dean of Education Centers and Online & Innovative Learning, suggested that UCSC connect with the Watsonville Film Festival and Watsonville High School Video Academy with UCSC film program.

Suzanne Willis, Second Harvest Food Bank Chief Development & Marketing Officer, said that the Food Bank provided food to Cabrillo College and UCSC students. She said that she would like to see the program expanded to staff.

Council Member Hernandez asked if there was a centralized location for students to find internships. Ms. Willis said that Monterey Bay Economic Partnership (MBEP) did that.

Chancellor Larive answered that UCSC was very intentional about internship tracking.

Anthony Rocha, Salinas Unified School District Board Trustee, said he would like to see collaboration between the school district and UCSC regarding teachers' education.

Chancellor Larive said she knew how important it was to have partnerships with other educational institutions. She said she was planning visits with the City of Salinas and educational institutions officials to explore opportunities.

Council Member Hernandez said he would like to see the UC Riverside program duplicated in UCSC to connect elementary schools, community colleges, and local universities.

Jennie Veitch-Olson, Planned Parenthood, asked what UCSC was doing to support students who did not have a place to live.

UCSC Chancellor Larive said that UCSC had programs to support students' housing and food needs. She added that UCSC also provided financial assistance for temporary housing in hotels. She said that they are working on a campaign to inform students of the resources available.

Leticia Mendoza, YWCA executive director, asked if UCSC had explored providing housing in Watsonville for students.

UCSC Chancellor Larive explained that traffic congestion from Watsonville to Santa Cruz was also an issue. She said that UCSC would be working on pathways to create online programs or distance learning wherein students could take classes in Watsonville.

Richard Vasquez asked that UCSC make an effort to hire Latino administrators.

UCSC Chancellor Larive said that it was important to her to have diverse leadership because it was good business.

Carmen Herrera-Mansir, El Pajaro Community Development Corporation Executive Director, asked for the UCSC Procurement Department to provide education opportunities to business entrepreneurs to learn how provide their services to UCSC.

Joseph Watkins, CAB, updated Chancellor Larive about CAB efforts to recruit students for Census jobs. He asked that UCSC do a proclamation promoting the Census effort.

Melissa Whatley, UCSC Government & Community Relations Director, said that UCSC was working with Cabrillo in the Census effort.

Sharon Papo, Diversity Center Santa Cruz County executive director, asked that UCSC work with the Center to bring community conversation offsite.

Chancellor Larive said Linda Scholz would be able to work with the Diversity Center. Alejandra, CAB Rental Assistance case manager, spoke about her experience with lack of housing and courses at UCSC.

Chancellor Larive said that UCSC was working to provide more required courses and housing. She asked for help to advocate for higher education with the State Legislature for funding for courses and housing.

4. ADJOURNMENT

The meeting adjourned at 4:07 p.m.

/s/Francisco Estrada
Mayor

ATTEST:

/s/ Beatriz Vázquez Flores
City Clerk

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