



MISCELLANEOUS DOCUMENTS REPORT
JUNE 25, 2024

1.0 PROCLAMATIONS

- Mónica Morales
Rather Awards
June 14, 2024

- Positive Discipline Community Resources
Rather Awards
June 14, 2024

- Pajaro Valley Prevention & Student Assistance
Rather Awards
June 14, 2024



Proclamation

Mónica Morales
Health Services Agency Director
Santa Cruz County
2024 Rather Award
June 14, 2024

- WHEREAS,** as Director of Santa Cruz County’s Health Services Agency (HSA, Mónica oversees the strategic planning, implementation, and evaluation of a wide variety of health-related services in the areas of public health, environmental health, and behavioral health, and clinical services; and
- WHEREAS,** these essential services help protect, improve, and meet the basic needs of health care for low-income and uninsured residents who have no other sources of care; and
- WHEREAS,** with 13 years of experience as a public servant and over 10 years in the field of community health, Mónica is committed to advancing equitable public health policies in Santa Cruz County that address the health needs of communities that experience discrimination and exclusion; and
- WHEREAS,** Mónica holds a BA Sociology from UC Santa Cruz and an MPA in Public Policy and Administration from Columbia University, New York and has since leveraged this knowledge to provide financial oversight and accountability at HAS, an organization of 700+ employees; and
- WHEREAS,** raised in Watsonville and a graduate of Watsonville High School and UCSC, Mónica is deeply committed to community empowerment and transformation and serves as a member of the California Tobacco Education and Research Oversight Committee, the Central California Alliance for Health, the California Health & Human Services CAREs workgroup, and the County Health Executives Association of California; and
- WHEREAS,** outside of her professional endeavors, Mónica enjoys outdoor activities with her ten-year-old daughter Isabel, six-year-old son Nicolas, her spouse Adriana, and their dog, Choco.

NOW, THEREFORE, I, Vanessa Quiroz-Carter, Mayor of the City of Watsonville, in the State of California, on behalf of the City Council hereby congratulate Mónica Morales, Health Services Agency Director, Santa Cruz County, on being a recipient of the 2024 Rather Award and commend her for the vital role she plays in the community.



IN WITNESS WHEREOF, I have hereunto set my hand and caused the Seal of the City of Watsonville to be affixed this 14th day of June, Two thousand and twenty-four.



Vanessa Quiroz-Carter, Mayor



*P*roclamation

Positive Discipline Community Resources 2024 Rather Award June 14, 2024

- WHEREAS,** Positive Discipline Community Resources (PDCR) envisions relationships based on mutual respect and dignity leading to healthier, safer, and more just societies; and
- WHEREAS,** their work is based on that respect and dignity, as well as personal responsibility, compassion, interconnectivity, curiosity, and solutions-oriented problem solving; and
- WHEREAS,** PDCR's mission is to support the community of families, schools, and service providers in learning how to have respectful relationships with children, youth, and other adults through the teaching and practice of Positive Discipline; and
- WHEREAS,** PDCR has helped families navigate crises including the pandemic, fires, and floods, and in the aftermath, has continued to build trust in the community of Pajaro and Santa Cruz County through care, concern, advocacy, and consistency; and
- WHEREAS,** PDCR advocates for language equity and offers 14.8% of programs in Mixteco, 38.9% in English, and 46.3% in Spanish; and
- WHEREAS,** PDCR offers a 100% free roster of programming that serves over 1,000 families, including evidence-based classes, parenting based on support groups, play groups, 1:1 coaching for caregivers, and training resources among others; and
- WHEREAS,** PDCR supports parents, caregivers, and professionals who work with children to shift and move away from paradigms of blame, shame, and punishment towards one of solutions, connection, and respect; and
- WHEREAS,** the hard work of PDCR's facilitators is fueled by compassion, empathy, and an innate desire to continue personal and professional growth to be the best healed versions of themselves.

NOW, THEREFORE, I, Vanessa Quiroz-Carter, Mayor of the City of Watsonville, in the State of California, on behalf of the City Council hereby congratulate Positive Discipline Community Resources on being a recipient of the 2024 Rather Award and commend them for the vital role they play in the community.



IN WITNESS WHEREOF, I have hereunto set my hand and caused the Seal of the City of Watsonville to be affixed this 14th day of June, Two thousand and twenty-four.



Vanessa Quiroz-Carter, Mayor



P roclamation
*Pajaro Valley Prevention
and Student Assistance, Inc.
2024 Rather Award
June 14, 2024*

- WHEREAS,** since 1991, Pajaro Valley Prevention and Student Assistance, Inc. (PVPSA), has been providing health education, mental health services, substance abuse and intervention and prevention services, and direct counseling to the students and families of the Pajaro Valley, including Pajaro Valley Unified School District and beyond; and
- WHEREAS,** from its inception, PVPSA has maintained a leadership role in prevention and intervention, with a deep commitment to addressing the social determinants of health and utilization of an upstream public health approach to achieving community health and wellness; and
- WHEREAS,** PVPSA has cultivated strong partnerships with community-based organizations, City, and County partners to leverage, uplift, and support each other for the strongest collective impact possible; and
- WHEREAS,** PVPSA continues to collaborate on issues such as alcohol and drug use, gang prevention, mental health, and especially reducing expulsions and improving educational outcomes; and
- WHEREAS,** PVPSA plays a crucial role in the workforce development of the next generation of clinicians and providers in our community, and over the last 30 years has provided clinical internships to master's level students for the Kids Korner program in local schools, totaling over 300 individuals who have become licensed and gone on to fill workforce needs of the Central Coast; and

NOW, THEREFORE, I, Vanessa Quiroz-Carter, Mayor of the City of Watsonville, in the State of California, on behalf of the City Council hereby congratulate Pajaro Valley Prevention and Student Assistance, Inc. on being a recipient of the 2024 Rather Award and commend them for the vital role they play in the community.



IN WITNESS WHEREOF, I have hereunto set my hand and caused the Seal of the City of Watsonville to be affixed this 14th day of June, Two thousand and twenty-four.



Vanessa Quiroz-Carter, Mayor