



Conference/Seminar Summary

City of Watsonville
275 Main St 4th Floor

Watsonville, CA 95076
(831)768-3008

To: The Honorable Mayor & City Council
Council Meeting Date: 11/12/2024

City Council Member: _____
Conference/Seminar: League of California Cities Annual Conference & Expo
Location: Long Beach, CA
Dates of Travel: 10/16-10/18

Please provide a brief report on the conference, seminar, or meeting you attended.

*At the conclusion of the event, a brief
report on the conference or seminar
attended at the expense of the City must
be presented to the City Council at the
next regularly scheduled City Council
Meeting.
Government Code Section 53234*

I attended the League of California Cities meeting in Long Beach October 16-18th. This convention was a special one because the City of Watsonville was chosen as a winner of the Helen Putnam Award for Excellence for our Watsonville Works program. At the convention, one the sessions I attended was on homelessness. As this is currently an issue in our community, I attended to learn more about strategies other cities (Torrance, Redondo Beach, and Santa Monica) have implemented that are effective. I learned that some cities are creating programs like Homeless Court, where nonviolent offenders can have their cases dismissed if they engage in court ordered drug and alcohol treatment, mental health services, and community service. Some communities are creating temporary palette shelters or tiny home communities as transitional house. One program that was interesting and that could be implemented in Watsonville is the Home Key voucher program, which is a motel that is turned into permanent supportive housing with wraparound services. Although there is money available to begin these programs, the

challenge is finding an ongoing funding source. Cities are becoming directly involved in providing services instead of contracting out. They have city staff who are trained as outreach coordinators that serve as the first point of contact for residents who need assistance. They also have case managers that help program participants stay on track with things such as attending appointments. Some of these strategies are already being implemented by the City of Watsonville and some are worth exploring as we face the challenges of houslessness. We also attended our division meeting with neighboring cities in the Monterey bay. City manager Vides and myself accepted the Helen Putnam Award for Excellence. The closing keynote speaker was a reality TV star, Captain Sandy Yawn from Below Deck. She gave a wonderful speech on leading with integrity by example.