



COUNTY OF SANTA CRUZ

701 OCEAN STREET, SANTA CRUZ, CA 95060-4073

(831) 454-2000 WWW.SANTACRUZCOUNTY.US

CARLOS J. PALACIOS, COUNTY ADMINISTRATIVE OFFICER

PRESS RELEASE

Date: May 9, 2020
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SAVE LIVES ECONOMIC RECOVERY COUNCIL ANNOUNCED

The County of Santa Cruz and Community Foundation Santa Cruz County are pleased to announce the formation of an Economic Recovery Council to help facilitate a safe, phased and enduring reopening of the local economy.

Composed of business leaders across sectors that are expected to open as shelter-in-place orders change in the coming months, the Council will align with Gov. Gavin Newsom's [Resilience Roadmap](#) and public health subject matter experts. Member expertise will support local businesses to prepare for reopening. The Council will work directly with both Santa Cruz County Health Officer Dr. Gail Newel and SAVE Lives Santa Cruz County Director of Community Recovery Margaret Lapiz.

"The COVID-19 pandemic is touching every corner of our community," County Administrative Officer Carlos Palacios said. "A safe path forward for our economy requires the combined wisdom of our medical and business leaders, and I am pleased to see this critical effort, which has been in careful planning stage, get underway."

"Our partnership with the County includes not only protecting frontline health care workers, first responders, and essential personnel, but also building on that foundation to begin the very important work of restarting our economy in a way that benefits all Santa Cruz County residents," Community Foundation CEO Susan True said.

"I look forward to opening up a mutually beneficial dialogue with the business community as we begin to take steps towards safely reopening sectors of our community," Newel said. "The timing is right to begin to discuss these very important issues."

The SAVE Lives Santa Cruz County effort will continue initial focus on establishing the County's foundation for economic recovery by increasing local testing, contact tracing and isolation and quarantine capacity. Concurrently, the Council will assess current business conditions and establish a framework for making scientifically sound, practical, community-informed recommendations.



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The Council will follow the governor's Resilience Roadmap. SAVE Lives Santa Cruz County is working separately with growers and the farmworker community on safe agricultural operations.

The members of the Economic Recovery Council are:

Kris Reyes, *Seaside Company* (Chair)

Justin Acton
Boulder Creek Pizza and Pub

Carrie Birkhofer
Bay Federal Credit Union

Casey Coonerty
Bookshop Santa Cruz

Zach Davis
The Glass Jar

Maria Elena de la Garza
Community Action Board, Inc.

David Doolin, CPA
Petrinovich Pugh & Co.

David Heald
Santa Cruz County Bank

Kevin Herbst
Chaminade Resort & Spa

Carmen Herrera
El Pajaro Community Development Corp.

Annie Morhauser
Annieglass

Diane Munoz
Child Development Resource Center

Tejal Sood
Bayside Hotel Group