

MARTA CRUZ-CONCEPCIÓN – macruz@ci.cloverdale.ca.us

Marta Cruz-Concepción is a native of Puerto Rico who has worked with migrant workers' communities since she arrived in the USA in 1979. Marta graduated from Indiana University with a BA in Liberal Arts & Communications, and MA in Spanish. She earned a MA in Linguistics at the University of Michigan, Ann Arbor and continued graduate work at the University of North Carolina, Chapel Hill. She has been a teacher to school-aged children, and a university professor.

As a community leader, Marta has always led or participated in efforts supporting civic and cultural activities and social justice initiatives in the places she has lived. Her focus continues to be educational access for all children and youth, food security for the elderly, and healthcare as well as housing access for underrepresented communities.

In her spare time, she likes to cook, travel, read and write. She plans to publish two books of stories in 2021.

CITY of Cloverdale

COVID-19

- Established relations with County Public Health personnel and coordinators to begin Pop-Up COVID-19 Testing in Cloverdale. Done in collaboration with the Citrus Fair.
- On-going testing currently at Cloverdale Plaza every Thursday.
 - Testing throughout specific neighborhoods.

FOOD SECURITY

- Assisted in securing weekly food distribution for Cloverdale
 - In collaboration with Catholic Charities, Redwood Empire Foodbank, Citrus Fair, Cloverdale Senior Multi-service Center, La Familia Sana and Latinos Unidos

City Council Appointments

Sub-Committee Chairperson

1. City/School District Relations Subcommittee
 - a. A mentor for the high school student-liaisons to the Council.
 - b. Sought increase of the scholarship from \$500 to \$750
 - c. Supported Cloverdale High School Food Festival and Jefferson Carnival

Presentations by

- Ten Thousand Degrees Scholarship and Mentorship
- The T-shirt Project

2. City Public Works Subcommittee
 - a. Worked on schedule adjustment of the Free Local Cloverdale Shuttle #86

Council Liaison:

1. Regional Library Advisory Board & Friends of the Library
 - a. Project: Community / Neighborhood Libraries in isolated neighborhoods
2. Chamber of Commerce
3. Planning Commission
4. Homelessness Committee
 - a. Responsible for bringing Showers for the homeless population through the Redwood Gospel Mission. Collaboration with Planning Commissioner Shirley Davis and Living Water Church
 - b. Council representative at Homelessness Ad Hoc to consider the composition of the Continuum of Care Board
5. Health Action
 - a. Hearts of Sonoma (Cardiovascular Disease, Relationship between Education-Income)
 - b. Cradle to Career – Sonoma County Office of Education: The profile of a graduate
6. Cloverdale Pomo Ranchería
7. Fire District
8. Redwood Empire Division – League of California Cities

Committees & Participation

1. Resilience Cloverdale – Emergency Preparedness weekly meetings
2. Food Security Initiatives and distribution: Cloverdale Senior and Multi-service Center; Citrus Fair; Latinos Unidos of Sonoma County
 - a. Increase assistance to assist in Food Insecurity (Collaboration Catholic Charities & Redwood Empire Foodbank; Sonoma Family Meals)
3. Listos Cloverdale: Emergency Preparedness Training – Nuestra Comunidad

Issues & Conversations

1. 6 Acres Committee: Annexation to the City
2. Food Security
3. Water & Sewer Infrastructure

Cultural Activities & Community Engagement in Cloverdale

1. Secured funding for playground, materials and equipment at Cloverdale's 4Cs location.
2. Civic Engagement
 - *Kiwanis Club* Imagination Library during community outreach
 - a) Book giveaways
 - b) Fundraising events: Oktoberfest; Vineyards Race
 - c) Coordinating speakers to address the club

- *Boys and Girls Club*: Member of Cloverdale Council (Fundraising and local outreach)
 - *Friday Night Live*: Volunteer
3. Coordinating committee of the Annual Cloverdale Binational Health Fairs (2017-19)
 - Collaborated with Alexander Valley Health
 - County Social Services Agencies
 4. Cloverdale Historical Society, History Center and Museum
 - Established the first Councilmember Cruz table at the Spring Tea
 - Worked to initiate a Trashion Showcase during the Spring Tea in collaboration with
 1. City of Sonoma Trashion Show Director
 2. Recology Community Relations
 3. Daily Act Arts
 - Lead bilingual tours of the Museum
 - Promote docent training
 5. Organized the first César Chávez Day of Community Service and Celebration in collaboration with District 4 Supervisor James Gore.
 - Established 2020 scholarship for agricultural workers youth who graduated from high school, who registered in trade school or higher education.
 6. Provided 500 Garden Kits to Cloverdale residents in Collaboration with Daily Acts and Soil King Garden Center
 7. 2019 Christmas gifts to 350 families – Baby to Baby (Collaboration with SC Latinos Unidos)
 8. Collaboration with Land Path
 - Collaboration with Open Spaces, Regional & State Parks.
 - Reading Programs with the Cloverdale Library - Vamos pa' fuera Program
 - Developing new audiences. Programs open to Cloverdale children, youth & adults. [Inspire Forward; In our own backyard; Owl Camp; Summer Camps]
 9. Displayed and served as MC of the first Spanish/English float at the Citrus Fair Parade
 10. Special Project: Free Store for Back to School Supplies at Cloverdale Family Apartments
 11. Planning Women & Minority Businesses Round Table-EDB <https://helloalice.com>
 12. Corazón Healdsburg: Discussed possibility of joint projects in Cloverdale for ESL and other services to the Latinx Community. Need to seek transportation availability for CLV.

Sonoma COUNTY

1. Board Member: Zero Waste Sonoma
 - a. CRV for Cloverdale in 2021: Location – Dhalia & Sage Community Market
 - b. Increase number of Zero Waste Sonoma events in Cloverdale (i.e. E-Waste, Large Disposal, HHW Pick up)
 - c. Composting seminars
2. Commissioner: Commission on the Status of Women
 - a. Ad Hoc: COVID 19 & Food Security
 - b. Promote Cloverdale young women participation in Junior Commissioner Program
3. Member of Daily Acts 2020-21 Leadership Institute for Just and Resilient Communities (Participants represent government, nonprofit, business and youth perspectives)
4. Represented Cloverdale in the LATINX COVID-19 Working Group under the direction of Supervisor Gore – District 4
5. Mayors and Councilmembers Organization Meetings
6. Alternate: Russian River Watershed Association
7. Member of Latinos Unidos
 - a. Outreach to Agricultural Workers; Food Security; Health Access
8. Established professional relationships
 - a. Sonoma County Economic Development Personnel
 - b. Career Technical Education (CTE) at Cloverdale High School
 - c. Geyserville Chamber of Commerce
9. Speaker
 - a. Los Cien (2019; 2020) – Building Bridges
 - b. Community Action Partnership (2020 Summer & Spring)
 - c. 2019 Women’s March, Santa Rosa

The STATE

1. League of California Cities: Redwood Empire Division Community Services Committee
 - a. Attendance to Legislative Meetings
2. Latino Summit, State Senator María Elena Durán. Sacramento
Legislative Reception, League of California Cities. Sacramento
3. Water Education for Latino Leaders: Six-months seminar addressing water access and challenges throughout the State of California
 - a. Recognition by Senator Mike McGuire, Supervisor James Gore and Assemblyman Anthony Rendón
4. Conversations with CA Secretary of State, Alex Padilla: The Census in Sonoma County