



## 2005 Activities

### General Issues

1. Chula Vista Bay Front Development and Urban Core Master Plan
2. National City Community & Police Relations Commission

### Committee Projects

- A) Elections and Endorsements Committee: Mayoral and District 8 Forums in San Ysidro for fall 2005.
- B) Community Services Committee: South Bay Communities Health Forum
- C) Ways and Means Committee: South Bay Forum Tardeada at the home of Norma and Roger Cazares  
Sunday, September 25, 2005  
2 to 6 pm (enjoy music and dancing)
- D) Membership Committee: South Bay Forum By-monthly Member Mixers  
Next Mixer in October 2005
- E) Education Committee: South County Educational Achievement Gap Support Latino Summit, Higher Education Issues, School Reform, and with new housing and urban development adequate resources for all schools in all neighborhoods.
- F) Housing and Development Committee: Urban Renewal Advocacy

General Member Meetings- bimonthly (for more info call (619) 422-0432)  
SBF Cabinet Meetings- bimonthly

### Current Officers

Norma Cazares, President  
Jose Preciado, Vice President  
Treasurer, Maria Elena Peraza  
Secretary, Elvira Diaz  
Past President, Gus Chavez





45 El Rancho Vista  
Chula Vista, CA. 91910  
(619) 422-0432

### FACT SHEET

The **South Bay Forum** is a non-partisan, political action committee (PAC) organization. It is committed to addressing the educational, social, and political needs of the Chicano/Latino community in the San Diego South Bay area while building coalitions with other communities. Our goals include developing, promoting, supporting, and/or endorsing candidates or entities that will meet those needs, regardless of race, ethnicity, or political affiliation.

### Brief History of Activities

- **March 1, 1998**- The official founding date. *South Bay Forum* is registered with the State of California as a non-partisan political action committee (PAC), *registration number 981699*.
- **July-October 1998**- Invited various organizations to make presentations (pro/con) to the general membership regarding Propositions/Initiatives on the November ballot.
- **October 12, 1998**- Hosted a formal public *Candidates Forum* at the C.V. Civic Center Library for all south bay area School Board candidates. Of the nine (9) endorsements made that evening, seven (7) were successful (4 were non-incumbents).
- **November 6, 1998**- Election Victory Celebration held at VFW in Chula Vista!
- **December 1998**- Presented at five south bay area school board meetings to introduce *SBF* to district Board Members.
- **January-May, 1999**- Held individual meetings with area School District Superintendents; presentations at Board meetings addressing specific concerns.
- **March 1999**- 1<sup>st</sup> anniversary celebration, recognition of Charter members.
- **April 1999**- Correspondence to Governor Davis and Lt. Governor Cruz Bustamante regarding mediation of *Proposition 187*.
- **May 8, 1999**- Workshop on *Redistricting & Reapportionment for California and San Diego*.
- **June 1999**- Lunch meeting with Lt. Governor Cruz Bustamante.
- **July 16, 1999**- First "fun" raiser at the Cazares home.
- **November 20, 1999**- Joint fundraising effort with MAPA (*Noche de Amistad*). Lt. Cruz Bustamante is the special guest, introduced by Assemblymember Denise Ducheny.
- **December 15, 1999**- Meeting with joint South Bay area Superintendents.
- **January 22, 2000**- *South Bay Leadership Symposium* held at Southwestern College. 500 in attendance, represented by parents, students, elected officials, business, and community!
- **February 29, 2000**- Hosted a public *Candidates Forum* for Chula Vista City Council seats and 79<sup>th</sup> Assembly District candidates at the Chula Vista Civic Center Library.
- **April 1, 2000**- *Census 2000 Press Conference* held in collaboration with *South Bay Leadership Symposium* and *California Complete Count Campaign*. Speakers; Lt. Governor Cruz Bustamante, Congressman Bob Filner, and Assemblyperson Ducheny.
- **June 16, 2000**- Co-sponsored the *San Diego Southwest Voter Registration & Education Project-Latino Vote 2000* Fundraiser/Dinner at the Holiday Inn Embarcadero. Keynote Speakers; Henry Cisneros, President of Univision (former Secretary of H.U.D.) and Antonio Gonzales, National President of SVREP.
- **July 10, 2000**- Hosted a public forum, "*How will the Brown Field Airport Expansion Affect your Life and Community?*" *SBF* joined other civic, educational, business, and community groups in official opposition to the expansion, due to its environmental & educational impact.
- **July/August 2000**- Presentations at numerous Chula Vista City Council meetings regarding the November ballot measures to repeal the current *term limits* of the Mayor and Council members. *SBF* appeared in the ballot as opposing the measures, Propositions E & F.
- **September 3, 2000**- Tardeada Fundraiser at the Cazares home, featuring local artists!
- **October 5 & 10, 2000**- Held two public *Candidate Forums* at the Central C. V. Civic Center Library, inviting candidates from (1) all local school boards, and (2) City council seats, 77<sup>th</sup> State Assembly District, and SWC. Endorsements, contributions, and news ads were generated.
- **October 23, 2000**- Hosted a public debate on Proposition BB at the South C.V. South Library, represented by Sweetwater Union H.S. District and the Committee on Chicano Rights.
- **November 10, 2000**- *Election Celebration* recognizing endorsed and newly elected officials and honoring outgoing Assemblyperson Denise Ducheny



- **February 7, 2001-** Co-sponsored the *South Bay District 8 Candidate Forum* with Latina/o Unity Coalition, Casa Familiar, and MAAC Project, held in San Ysidro.
- **March 7, 2001-** Co-sponsor of *Fundraiser/Reception for Mayor Dick Murphy*, San Diego
- **April 28, 2001- 2<sup>nd</sup> South Bay Leadership Symposium**, held at Rancho Del Rey Middle School, Chula Vista. 550 in attendance, represented by parents, students, elected officials, business, and community!
- **May 31, 2001-** Presented a *Community Energy Forum*, held at the City of Chula Vista Council Chambers, with panelists Loretta Lynch (CPUC Pres.), Michael Shames (UCAN Pres.), Attorney Michael Aguirre, and Scott Horsely (KPBS).
- **Summer 2001-** Participated in Redistricting meetings/debriefings/hearings (Co. St., & Fed.)
- **August 2001-** Initiated an investigation of SDSU's discriminatory policies regarding native Spanish speakers pursuing a degree in Spanish. With support from the Concilio on Higher Education of San Diego, SDSU administrators agreed to immediate changes.
- **October 28, 2001** – SBF Fundraiser, honoring human rights activist, *Roberto Martinez*.
- **October 30, 2001** – Testified at the *Chula Vista Civilian Review Board Task Force* community meetings in support of a civilian police review effort. (Due to it's involvement in bringing this issue to the forefront, SBF was represented in this task force.)
- **December 4, 2001** – Participated in a community forum by the *National Latino Peace Officers Assoc.*
- **January 31, 2002** – Sponsored the *City of C.V. Mayoral and Council Candidate Forum*, C.V. Civic Center Library
- **February, 2002** – Co-sponsored (with MABPA) a reception with Mayor Murphy and four Baja California Mayor's.
- **March 16, 2002** – Sponsored and coordinated the *3<sup>rd</sup> Annual South Bay Leadership Symposium*, at Rancho del Rey Middle.
- **September 18, 26, 2002** – Held two public *Candidate Forums* at the C.V. Civic Center Library, inviting candidates for 1) local elementary school boards and, 2) District Attorney and 78<sup>th</sup> District Assembly Seats. Endorsement ads were generated.
- **October 3, 2002** – Held a public *Candidate Forum* at the C.V. Civic Center Library, inviting candidates for the Southwestern College and Sweetwater Union High School District Governing Boards. Contributions and endorsement ads were generated.
- **2002-2003** – Ongoing participation with other community groups regarding the Midbayfront development.
- **Feb/March 2003** – Community panelist for City of Chula Vista Police Department officer training on Racial Profiling (an outcome of the Chula Vista Citizen's Police Review Task Force.)
- **March 30, 2003** – 5<sup>th</sup> Anniversary celebration and fundraiser recognizing endorsed 2002 elected officials and honoring former Assemblyman Peter Chacon with the SBF Cesar Chavez Service Award, for his leadership in bilingual education.
- **April 2003-ongoing** – Collaboration with eleven community and environmental groups regarding the south county Bay front and Mid-bay front development. Includes representation and presentations at community and City-sponsored meetings.
- **July 29, 2003** – SBF and Crossroads II joint meeting on Affordable Housing in City of Chula Vista.
- **October 4, 2003** – Sponsored and coordinated the *4<sup>th</sup> Annual South Bay Leadership Symposium*, at Montgomery H.S.
- **November, 2003** – Joined human rights groups for a press conference and picket of JC Penny's in National City due to the racial profiling and deportation of 2 shoppers suspected but cleared of shoplifting.
- **December 2003-September 2004** – Numerous oral and written communications with National City Council on matters related to the JC Penny incident and call for a police review board with subpoena powers.
- **January 29, 2004** – Held a public *Candidate Forum* at C.V. Civic Center Library, inviting candidates for the 78<sup>th</sup> Assembly District and Chula Vista City Council, Seat 4.
- **January 2004-present** – Involvement (Citizens Advisory Committee member, oral and written communication) with the City of Chula Vista & Port of San Diego on issues related to the bay front development, General Plan update, Urban Core plans, etc.
- **June 2004** – As Chair of the Herman Baca Archives Committee, assisted in UCSD's acquisition of archives primarily chronicling the Chicano Movement in San Diego. Community celebration to be held in Spring 2005.
- **September 26, 2004** – End-of-the-summer fun-raiser honoring the 1<sup>st</sup> Latina Superintendent/President of a San Diego County Community College, Norma Hernandez of Southwestern College.

**South Bay Forum has established/initiated *networks* (partial list) with:**

Chula Vista Elementary School District	UCSD	National Hispanic Media Association
Barona/Viejas/Sycuan Indian Tribes	National School District	Sweetwater Union High School District
National Latino Peace Officers Association	Crossroads II	Mex. Amer. Bus. & Prof. Assoc.
S.D. County Concilio on Education	City of Chula Vista & PD	National Council of La Raza (NCLR)
San Diego Office of Education	Community Health Group	Union of Pan Asian Communities
Hispanic Chamber of Commerce	City of National City	California Assoc. of Bilingual Educators
Association of Mexican American Educators	Casa Familiar	Southwestern College/ Student clubs
Office of Congressman Bob Filner	San Diego State University	Office of Lt. Governor Cruz Bustamante
Southwest Voter Registration & Education Project	City of San Diego	Pilipino American Political Association
South Bay Union School District	Environmental Health Coalition	Center on Policy Initiatives
San Diego Catfish Club	Crossroads II	Coronado School District
MAAC Project	Latino Health Partnership	South Bay Committee
San Ysidro School District	Chula Vista Citizens Focus	City of Imperial Beach

**Annual Membership Dues:** Organization - \$300, Family - \$150 + sponsor a student, Individual - \$80 + sponsor a student, Retiree/Senior - \$50, Student - \$35 (18+ yrs)

For further information, please contact Norma Cazares, President, at (619) 422-0432