

SOUTH ORANGE COUNTY BEACH COALITION

STAFF REPORT

FROM: Makana Nova, Executive Officer, OC Parks

DATE: August 12, 2026

SUBJECT: South Orange County Beach Coalition Logos and Projects, Grants, and Initiatives Support Letter Template

The South Orange County Beach Coalition (Coalition) is committed to enhancing collaboration and cross jurisdictional communication among regional partners in furtherance of long-term coastal resiliency. In alignment with this mission and the Coalition's bylaws, the Coalition has contemplated submitting formal letters of support on behalf of its membership for projects, grant applications, and initiatives that advance coastal protection and resilience in the south Orange County region. Upon considering this approach from the County's perspective, if the Orange County Board of Supervisors (Board), as a body, has publicly voted to support a project, grant application, or other initiative that falls within the advisory purview of the Coalition and its bylaws, then the Coalition may send a letter consistent with and supporting the Board's stance.

This item presented to the Coalition seeks to establish a clear and consistent process to send support letters in accordance with the Coalition's approved bylaws and County Board, Committees, and Commissions guidelines, policies and procedures. There are three primary considerations brought before the Coalition for its consideration: selection of Coalition logo; approval of a Coalition support letter template; and adoption of an approved list of projects, grants, and initiatives eligible for support letters.

Selection of Coalition Logo

At present, the Coalition does not utilize a unified brand identity and instead relies on a basic text only representation of its name. Staff prepared several logo options for the Beach Coalition's consideration should the coalition wish to move forward with a graphical representation (Attachment A – Logo Options). If the Coalition selects and adopts a formal logo it will be utilized across documents, including agendas, minutes, correspondence, and outreach materials set forth in the bylaws and publicly voted on support from the Board.

Approval of a Coalition Support Letter Template

The proposed template letter (Attachment B – South Orange County Beach Coalition Support Letter Template) is designed as a standardized format when the Coalition Chair issues letters of support for an item on the Coalition's approved list of project's, grants, and initiatives supported by the Board. The fill-in-the-blank format streamlines the process and, when paired with Action Item 3, eliminates the need for the Coalition to take separate action each time a letter is warranted, provided the item meets the established criteria.

Adoption of an Approved List of Projects, Grants, and Initiatives Eligible for Support Letters

Consistent with Coalition bylaws and County Boards, Commissions, and Committees policies and procedures, the attached list (Attachment C) identifies eligible projects, grants, and initiatives for which the approved template letter may be issued without the need to seek separate or additional authorization. To be included on this list and be eligible for a letter of support, each project, grant application, or initiative must be a previously agendaized and approved Board item.

Collectively, these actions will provide the South Orange County Beach Coalition with a unified brand identity and an efficient, compliant mechanism for supporting coastal resiliency efforts within the region.

RECOMMENDED ACTION(S):

1. Select the South Orange County Beach Coalition's logo.
2. Approve the South Orange County Beach Coalition's Support Letter Template.
3. Adopt list of projects, grants, and initiatives for which the South Orange County Beach Coalition can submit letters of support in substantially the form of the South Orange County Beach Coalition's Support Letter Template without further action of the Coalition.



Makana Nova,
Executive Officer

ATTACHMENT(S):

Attachment A – Logo Options

Attachment B – South Orange County Beach Coalition Support Letter Template

Attachment C – List of Board of Supervisors Authorized Projects, Grants, and Initiatives
Eligible for Support Letters

ATTACHMENT A – LOGO OPTIONS

Version 1



Horizontal version



Version 2



Horizontal version



Version 3



SOUTH ORANGE COUNTY

**BEACH
COALITION**

Horizontal version



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Version 4



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Horizontal version



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Version 5



Version 6



ATTACHMENT B – SOUTH ORANGE COUNTY BEACH COALITION SUPPORT LETTER TEMPLATE

[BRANDING/LOGO PENDING]

SOUTH ORANGE COUNTY BEACH COALITION

Katrina Foley
Chair
District 5, Board of
Supervisors

Andy Hall
Member
City of San Clemente

Donal Russell
Member
Capistrano Bay District

Nathan Banda
Member
Juaneño Band of Mission
Indians Acjachemen
Nation

Justin Gollieher
Member
Orange County Flood
Control District

James Dinwiddie
Member
Orange County Parks

[DATE]

The Honorable [NAME]
[AGENCY]
[MAILING ADDRESS]

Re: [NAME OF FUNDING REQUEST] — [PROJECT NAME]

Dear [FORMAL TITLE]:

As Chairwoman of the South Orange County Beach Coalition and Supervisor of the Fifth District, which encompasses the coastal cities of Dana Point and San Clemente within the Oceanside Littoral Cell, I write in support of [AGENCY NAME]'s [FUNDING SOURCE REQUEST] of [REQUEST AMOUNT \$00.000] for [DESCRIPTION OF FUNDING ACTIVITIES/TASKS] needed to advance the [PROJECT NAME]. [LEAD AGENCIES] have contributed [STAFF TIME AND FUNDING RESOURCES] toward this project. These [DESCRIPTION OF FUNDING ACTIVITIES/TASKS] are necessary for [REFERENCE SUBSEQUENT PROJECT PHASE].

The requested funding supports [DETAILED DESCRIPTION OF FUNDING REQUEST TASKS/ACTIVITIES]. Without these tasks, the region cannot proceed with [REFERENCE SUBSEQUENT PHASE OR STEP IN THE PROJECT].

South Orange County and San Diego's coastline within the Oceanside Littoral Cell are some of the region's most significant economic and environmental assets, and beach erosion remains an ongoing challenge. This is a modest request for [DESCRIPTION OF FUNDING ACTIVITIES/TASKS] that will [PROJECT NEED]. The South Orange County Beach Coalition respectfully urges [FORMAL TITLE] to [FUNDING SOURCE REQUEST]. Thank you for your consideration.

Respectfully,

Katrina Foley
Chairwoman, South Orange County Beach Coalition
5th District Supervisor, County of Orange

**ATTACHMENT C – LIST OF BOARD OF SUPERVISORS AUTHORIZED PROJECTS,
GRANTS, AND INITIATIVES ELIGIBLE FOR SUPPORT LETTERS**

1. Regional Beach Sand Project III (RBSP III) – SANDAG
2. Capistrano-Doheny Nature-Based Shoreline – OC Parks and California State Parks