



County of Monterey

Item No.

Board Report

Board of Supervisors
Chambers
168 W. Alisal St., 1st Floor
Salinas, CA 93901

Legistar File Number: PAR 26-006

March 24, 2026

Introduced: 3/20/2026

Current Status: Agenda Ready

Version: 1

Matter Type: Preliminary Analysis
Report

- a. Receive a preliminary report in response to urgency **Board Referral No. 2026.03 (Alejo)** requesting to change the name of the County of Monterey's holiday instituted in 2025 from Cesar Chavez Day to Farmworkers Appreciation Day in Monterey County on March 31; and,
- b. Provide direction to staff.

RECOMMENDATION:

It is recommended that the Board of Supervisors:

- a. Receive a preliminary report in response to urgency **Board Referral No. 2026.03 (Alejo)** requesting to change the name of the County of Monterey's holiday instituted in 2025 from Cesar Chavez Day to Farmworkers Appreciation Day in Monterey County on March 31; and,
- b. Provide direction to staff.

SUMMARY:

Board Referral 2026.03 (Alejo) was received on March 19, 2026, and is being treated as an urgent referral due to the upcoming holiday. The referral proposes renaming the County of Monterey holiday instituted in 2025 from Cesar Chavez Day to Farmworkers Appreciation Day, to be observed annually on March 31. The Board is being asked to receive this preliminary report and provide direction to staff.

DISCUSSION:

In 2025, the County of Monterey established March 31 as Cesar Chavez Day. This referral proposes renaming the holiday Farmworkers Appreciation Day. Over the past nine years, the Board of Supervisors has adopted annual resolutions recognizing this date as "Farmworkers Appreciation Day."

This proposed change to the holiday name would broaden recognition to honor the collective contributions, sacrifices, and enduring legacy of farmworkers, who are essential to Monterey County's agricultural economy and cultural identity.

The proposal also aligns with current state efforts to rename the holiday to "Farmworkers Day."

The Board is being asked to deliberate and provide direction to staff upon receipt of this preliminary report.

OTHER AGENCY INVOLVEMENT

The County Administrative Office and Human Resources Department collaborated on the development of this report.

FINANCING

There are no financial impacts to the General Fund resultant to the receipt of this report.

Prepared by: Karina Bokanovich, Management Analyst

Approved by: Andreas Pyper, Director of Human Resources

Attachments:

Board Referral No. # 2026.03 (Alejo)