



COUNTY OF SAN MATEO

COMMISSION ON THE STATUS OF WOMEN

Meeting Minutes

Tuesday, January 28, 2025, 6:00-8:00pm

1. Call to Order and Land Acknowledgement

2. Roll Call

a. **Commissioners Present:**

b. Julissa Acosta, Ana Avendaño, Aileen Cassinetto, Nirmala Bandrapalli (arrived after vote on #4), Dayna Chung, Ann Girard, LaSaundra Gutter, Jess Hudson, Susan Kokores, Aysha Pamukcu, Ellen Tafeen, Susan Takalo, Irma Zoepf, Amani Shroff; Staff: Tanya Beat

c. Absent: Rosie Tejada, Michelle Stewart, Joy Zou, Trish Erwin

Guests: Anisha Weber, Debbie Schechter

3. Public Comment – Heather Rudolph, Andrea Brigoni, Trish Erwin (by Zoom)

4. Action to Set Agenda and move September Meeting Minutes to December Meeting

Motion by Julissa Acosta, seconded by LaSaundra Gutter. Approved.

CONSENT AGENDA

5. Approval of December 2024 Minutes

- Amend: Irma Zoepf was in attendance

REGULAR AGENDA

6. Retreat Overview

- Introduction
- Pre-Retreat Survey results
- Goals

7. CSW Spotlight

Ann Girard and Susan Kokores demonstrate

Each commissioner will do a spotlight at a CSW meeting; 3 minutes per person

8. Women's History Month

- OYE Conference: March 22 at Canada College. Keynote is Michelle Vilchez. CSW can do a session and suggest a panel on civic engagement. Send your interest to Ana, Susan T, LaSaundra.
 - 2 Tablers needed (12-2pm)
 - 3-4 Panelists (10-11:20am)
 - People to volunteer in general. Event is 8am – 3pm
- Women's View Art Exhibit: Reception is March 9, 1-4pm in Belmont. Need 2 judges. CSW is sponsoring the event food. Please promote deadline to submit art (Feb 19)

- Women's History Month Proclamation: BOS meeting on March 11. Susan will present annual report as well. You are all invited to attend.

9. Fund the Future – CAP Project

- Anisha Weber and Jess Hudson provided update.
- Audience needs adjusted? Either keep it to the general community or get specific, ie business owners, city council members.

10. Reports

- **Director Report – see meeting materials**
 - i. 2025 Meeting Calendar
 - 1. Keep all meetings. Motion to approve by Nirmala Bandrapalli, second by Susan Takalo, approved.
- **Youth Commission Report:** Amani Shroff
 - i. Feedback regarding brochure/pamphlet content. Please send Amani any information regarding youth civic engagement programs.
- **President Report – Susan Kokores**
 - i. Propose a Welcome event for new supervisors in May
 - ii. Feedback from group: Change to April and keep it small and the CSW meeting date. Other option is to make it Women's Equality Day, more engagement and the date is set already.
 - iii. Susan will gather a meeting of the planners and look at dates. Commissioners interested include Nirmala, Aileen, Julissa, Trish, Susan T, Irma.

11. Adjournment

Commission on the Status of Women February 25, 2025 Retreat Meeting Minutes

Attendance: Julissa Acosta, Ana Avendaño, Nirmala Bandrapalli, Aileen Cassinetto, Dayna Chung, Trish Erwin, Ann Girard, LaSaundra Gutter, Jess Hudson, Susan Kokores, Michelle Stewart, Ellen Tafeen, Susan Takalo, Rosie Tejada, Irma Zoepf, Amani Shroff, Joy Zou

Absent: Aysha Pamukcu

Staff: Linda Wolin, Jacki Rigoni, Debbie Schechter, Tanya Beat

1. Call to Order, Land Acknowledgement, Roll Call (5:30pm)
 - Motion to approve the agenda by Trish Erwin, seconded by Ann Girard. Approved.
2. Public Comment (5:35pm) – none
3. Retreat Introduction by Susan Kokores
4. Check-in and Framing by Debbie Schechter

Examples of why people joined the Commission:

- Inspired by the Women’s Hall of Fame
 - Shape her future
 - Caring about women
 - Encouraged to apply
 - Be in a community of women
5. Fund the Future & SMC Action Plan Status by Linda Wolin

Action Plan discussion points:

 - Will report back in 6 months (June)
 - Child Care Blueprint recommendations due January 2026
 - Input requested from CSW on:
 - What strategies can be used to encourage women to access services?
 - What ideas does CSW have to flesh out recommendations? E.g., which vulnerable groups to focus on?
 - CSW suggestions re Action Plan:
 - Measures of success, data collection, and transparency and reporting are important. Find ways to show that small investments can have big impacts and can save money
 - CSW can survey and engage people around the Action Plan
 6. Working Dinner & Related County Efforts by Jacki Rigoni

Please refer to the additional written document

7. Clarify Commission Priorities and Begin Workplan Development
8. Report Outs: Goals and Draft Workplans - all

Fund the Future Committee: Trish and Dayna, Chairs

Develop a workplan for each of the following subgroups:

1. Child care: Dayna
2. Pay equity: Ann, Trish, Joy
3. Financial literacy, Youth program vision Board: Ellen and Aileen, co chairs, Amani
4. Retirement/Cal Savers: Nirmala, Irma, Susan K

Communications and Engagement Committee: Members: Ana Avendano, Julissa Acosta, Susan Takalo, LaSaundra Gutter, Jess Hudson, Michelle Stewart, Rosie Tejada. Contributors are Jacki Rigoni and Tanya Beat

Goal: Engage with people

- We need a chair or two co-chairs for this Committee (Ana Avendaño & Julissa Acosta?)
- Meet at different locations in Supervisorial Districts with guest or host from the community
- Listening session with partners to sponsor to hear how the current administration is impacting folks and fill in those gaps in the report
- Speaking engagements
- Commissioners be liaisons at the BAARC, Child Care Blueprint, Farmworker Commission, etc. and report out to the CSW, especially regarding vulnerable populations
- Partner with CBOs, trusted partners, faith community and provide child care, food, etc. to remove barriers to attendance
- Champions for CSW
- Survey
- Susan T. & LaSaundra are co-chairs for Women's Equality Day

9. Public Comment – none

10. Next Steps & Closing

Action Items:

- Tanya to send video from 2/26 Board of Supervisor's meeting
- CSW consider input to County budget process from March through June

- Maintain an ongoing dialogue with Linda and Jacki re; impacts to vulnerable populations and process for making recommendations to Board of Supervisors
- Fill out the workplan templates before the March CSW meeting
- Present draft workplans at March meeting
- Finalize Workplans at the April meeting.
- Ensure committee meetings have no more than 9 members to avoid a quorum
- Post about Women's History Month and International Women's Day on March 8:
 - Tanya to share information on proclamation at March 11 Board of Supervisors meeting, CSW photo and language for social media postings
 - Trish to share information on City of San Mateo proclamation

Commission on the Status of Women- **Fund the Future Report Communication Plan**

The **Community Acceleration Project (CAP)** team's goal is to create a communication plan for the following audiences:

- SMC Decision Makers
- SMC Women and Caregivers

We will use these two audiences, along with 5-7 targeted recommendations (taken from the report) to create a plan for CSW to communicate this report to the public and gain traction to ensure that these recommendations are fulfilled.

We will create a built-out communication plan for CSW to roll out over the next year. In this plan, we will include sample social media posts, flyers, articles, and posters to use in and around San Mateo County. We will also create a branding for the report to create a sense of familiarity across all platforms.

Recommendations:

Audience: Women and Caregivers

- Lead a public awareness campaign to ensure the most impacted women and families in our communities are aware and enrolled in Cal Savers and Cal Kids programs.
- Work toward building an infrastructure and investing resources into their operating budget for childcare that reflects a more inclusive and equitable county.
- Create and invest in an Office of Women and Children - a hub to increase childcare slots, advocate for pay equity, create financial literacy services, and advance issues that impact women and children.

Audience: SMC Decision Makers

- By accelerating the pace and coordination of investment in women's economic health, we fund a future where we all benefit.
- Enhancing financial literacy and developing career pathways that offer livable wages are crucial steps in empowering women to achieve economic stability and build wealth
- Encourage and promote pay equity across businesses, nonprofits, and internally in the County.
- In San Mateo County, there is a shortage of 2,829 early educators, which leads to a shortage of over 17,000 childcare spaces.

The CAP team plans to take these recommendations and use specific formats that will engage the audience. For example:

- Caregivers ages 18-35: utilize social media and short-form clips that will be engaging and seen.
- Caregivers ages 35-65: utilize blog postings, flyers, and posters

CAP Team Upcoming Milestones and Due Dates:

Milestone	Due Date
Understand the Fund the Future Report	Jan 31, 2025
Finalize the Project Deliverables	Feb 15, 2025
Understand the Audience of the Communication Plan	Feb 20, 2025
Define Communication deliverable by audience	Feb 26, 2025
Finalize Project Plan	Feb 26, 2025
Brainstorm Comms Strategy for each audience	Mar 7, 2025
Connect on main deliverables and audience from the report	Mar 12, 2025
Comms strategy by audience	Apr 11, 2025
Create detailed comms plan and share with CSW	April 23, 2025
Finalize content strategy for each audience	May 2, 2025
Create Comms package to be shared with CSW	May 20, 2025
Prepared for the final presentation	May 21, 2025
Final Presentation to the CSW	May 27, 2025

To: San Mateo County Commission on the Status of Women
From: Susan Kokores
Date: March 25, 2025
Subject: President Report

- ❖ Request from Burlingame Women's Club to collaborate.
- ❖ Request from SAMCEDA for a Fund the Future presentation to their Policy Committee in April.
- ❖ Invitations have been formally sent to the Board of Supervisors and their Chiefs of Staff for Women's Equality Day.
- ❖ Jess Hudson has stepped up to be the Communications Lead for CSW. She will incorporate the Community Acceleration Project (CAP) recommendations. She will develop a vision and plan for our ongoing communications and media.
- ❖ Interviews for the CSW vacancy are taking place March 27. Hopefully the new commissioner will join us for the April CSW meeting.